

# KRYSTA CURTIS

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## SUMMARY

Entrepreneurial product manager who is passionate about business strategy, user experience and data. Multiple experiences launching products from scratch and owning products in high growth companies.

## EXPERIENCE

### Senior Product Manager

Swivl

Jul. 2015 – Nov. 2016

Menlo Park, CA

*Educational technology startup that makes video tools that improve personalized teaching and learning.*

- Launched a K-12 classroom tool from scratch that grew beyond several hundred thousand users in under a year.
- Implemented and owned Swivl's roadmapping and project management processes to effectively manage an agile team of 35 in Kiev, Ukraine.
- Owning the user research, competitive analysis, feature specing, roadmapping and live operations of Swivl's full suite of SAAS products.

### Director of Product

Rocket Games, Inc.

Nov. 2014 – Apr. 2015

San Francisco, CA

*Social gaming startup that launches mobile and web games in a lean software development environment.*

- Responsible for company-wide growth initiatives including feature specing, user stories and wireframing.
- Led a multidisciplinary team to implement new features to monetize, grow and retain the customer network utilizing a lean kanban method.
- Performed AB tests, data analysis, and user tests to inform design decisions and prioritize a roadmap.

### UX Designer

Tradecraft

Aug. 2014 – Oct. 2014

San Francisco, CA

*Three-month intensive program that trains tech professionals to succeed in high-growth startups.*

- Ran usability studies, created wireframes and iterated on designs for a new artist marketplace experience for an expressive mobile messaging app.
- Created wireframes to redesign the web-based onboarding experience for an 'AirBnB meets parking' service.
- Performed user research, created wireframes and a tappable prototype for a mobile educational app.

### Product, UX & Cofounder

Plixl

Feb. 2013 – Jul. 2014

Fremont, CA

*Two-person independent game studio that launched two games including a #1 top free in the kids category.*

- Shepherded two game titles from conception through launch including the live support of a free-to-play cross-platform (iOS/Facebook) game.
- Executed UX/UI design, system design, analytics and ran usability studies.
- Managed multiple business relationships and successfully negotiated publishing contracts for both game titles.

### Lead Product Manager

TinyCo

Sept. 2010 – Feb. 2013

San Francisco, CA

*Mobile gaming powerhouse responsible for app store chart-toppers with over 85 million downloads worldwide.*

- Responsible for team leadership and overall commercial success of Tiny Zoo Friends, one of TinyCo's multi-million dollar mobile social game titles.
- Performed qualitative and quantitative user testing including data analysis to design and prioritise new

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features to maximize revenue, retention and player happiness.

- As the first Product Manager hired, I helped the company grow from 10 to over 100 people by implementing processes and new roles that are still fundamental to TinyCo today.

## Game Designer

**Feb. 2009 – Sept. 2010**

Namco Networks America Inc. (Now Bandai Namco Games)

San Jose, CA

*Publisher of arcade, mobile, web and console video games including the classic hit Pac-man.*

- Generated game ideas, facilitated brainstorming workshops, and created game design documents for casual web and mobile games.
- Oversaw game production, usability testing and utilized bug tracking software in a waterfall development environment.
- Received company-wide 'Employee of the Month' and department-specific 'Get Stuff Done Award.'

## Toy Inventor

**Jun. 2005 – Oct. 2008**

IDEO

Palo Alto, CA

*Award winning global design firm that takes a human-centered design approach to innovation.*

- Utilized a user-centered design process to conceive and prototype new-to-the-world products with a focus on digital interactive toys and games.
- Pitched prototypes to executives at companies like Mattel, Hasbro and EA.
- Brainstorm workshop facilitator for external consulting projects including creating new tools for learning to read and conceptualizing innovative new video games.

## EDUCATION

### 3-Month Intensive, UX Design

Tradecraft

**Nov. 2014**

San Francisco, CA

### Certificate, Project Management

California State University - East Bay

**Dec. 2008**

Hayward, CA

### Bachelor of Fine Arts, Toy Design

Fashion Institute of Technology

**May 2005**

New York, NY

### Associate of Applied Science, Electrical Technology

Rochester Institute of Technology

**May 2003**

Rochester, NY

## SKILLS

**Design:** User Experience Design, User Research, Usability Studies, Brainstorm Facilitation, Personas, Wireframing, Task Flows, User Stories, Feature Specing, Prototyping, Lean UX, Gamification

**Analyze:** Amplitude, Mixpanel, Data Analysis, Data-Driven Design, Funnel Optimization, AB Tests

**Tools:** Photoshop, Illustrator, Omnigraffle, Invision, Final Cut, Audacity, Jira, Agile, Kanban