

KRYSTA CURTIS

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SUMMARY

Entrepreneurial Product Manager, UX Designer and former founder with experiences launching impactful products end-to-end, increasing KPI's through live iteration, conducting lean research and leading cross-functional global teams in high-growth startups.

EXPERIENCE

Senior Product Manager

Piper, Inc.

Jan. 2017 – Apr. 2018

San Francisco, CA

STEM education startup that makes DIY computer kits to empower the inventors of tomorrow.

- Identified strategic growth opportunities to move Piper into formal education settings by gathering deep educator insights through lean user research and market validation.
- Synthesized and disseminated educator research findings to influence ongoing product decisions to retrofit Piper's consumer product to align with the needs of educators.
- Directed a cross-functional team of in-house and contract staff to develop prototypes and solutions to further Piper's position as a leader in STEM products.

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 an innovative K-12 e-learning platform from scratch. Doubled key business objectives by growing to 200k signups within a school year.
- Implemented and owned Swivl's roadmapping and project management processes to effectively manage a remote agile team of 35 in Kiev, Ukraine.
- Owned the user research, competitive analysis, feature specing, roadmapping and live operations of Swivl's full suite of hardware and SAAS products.

Contract Product Manager

Rocket Games, Inc. (Now Penn National)

Nov. 2014 – Apr. 2015

San Francisco, CA

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

- Increased company value by implementing product growth initiatives including ASO research, feature specing, user stories, wireframing, AB testing and leading an agile team.
- Rocket games was acquired by Penn National Gaming for \$170MM.

Co-Founder

Plixl

Feb. 2013 – Dec. 2014

Fremont, CA

Bootstrapped startup that launched two games including a #1 top free in the kids category in the iOS app store.

- Launched two cross-platform game titles from scratch including a #1 iOS chart topper.
- Negotiated publishing contracts with global gaming powerhouses including TabTale (Israel) and 6Waves (Hong Kong).
- Led product conception, UX/UI design, user stories, metrics definitions and usability studies.

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Lead Product Manager

TinyCo (Now Jam City)

Sept. 2010 – Feb. 2013

San Francisco, CA

Andreessen Horowitz funded mobile gaming powerhouse responsible for app store chart-toppers.

- Responsible for global team leadership and overall commercial success of flagship Tiny Zoo Friends game. Managed P&L of the 500k DAU, multi-million dollar chart topper.
- Performed qualitative and quantitative user testing including data analysis to design and prioritise new 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

Namco Networks America Inc. (Now Bandai Namco Games)

Feb. 2009 – Sept. 2010

San Jose, CA

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

- Created and led development of Namco Networks' most played web game that was later ported to mobile platforms.
- Received company-wide 'Employee of the Month' and department 'Get Stuff Done Award.'

Toy Inventor

IDEO

Jun. 2005 – Oct. 2008

Palo Alto, CA

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

- Conceptualized and prototyped the Fisher-Price line of Klip Klop ramp walking playsets. Product amassed 750+ 5-Star Amazon reviews and won Mattel's Toy of The Year in 2013.
- 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 top companies like Mattel, Hasbro and EA.

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: Lean User Research, UX Design, Usability Studies, Personas, Wireframing, Task Flows, User Journeys, User Stories, PRDs, Prototyping, Gamification

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

Tools: Jira, Asana, Kanban, Agile SCRUM, SDLC, Photoshop, Invision, iOS, Android, Web