

KRYSTA CURTIS

www.krystacurtis.com - krysta.curtis@gmail.com - San Francisco, CA - (650) 515-0062

SUMMARY

Customer-obsessed Product Manager, UX Designer and former founder with experiences launching impactful products from 0->1, increasing KPI's through live iteration, conducting lean research and leading cross-functional global teams in high-growth startups.

EXPERIENCE

Senior Product Manager & UX Designer

Jul. 2018 – Present

Cureus Journal of Medical Science

San Francisco, CA

Open-access peer-reviewed medical journal that eliminates barriers to the generation and dissemination of medical knowledge.

- As the sole Product Manager and UX Designer, I own the company roadmap including internal editor tools, article publication experience, public reader experience and marketing pages.
- Own the product development process from feature inception, user research, UX/UI Design, story writing, acceptance testing, rollout and live iteration.
- Led the design and implementation of the peer review volunteer panel and grew membership from 400 to over 25,000 volunteers in under a year.

Senior Product Manager

Jan. 2017 – Apr. 2018

Piper, Inc.

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

Jul. 2015 – Nov. 2016

Swivl

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 0->1. 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

Nov. 2014 – Apr. 2015

Rocket Games, Inc. (Now Penn National)

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.

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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 0->1 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.

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 prioritize 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.

- Utilized a user-centered design process to conceive and prototype new-to-the-world products with a focus on digital interactive toys and games.
- Innovation workshop facilitator that led executives at top companies through the human-centered design process.

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