

I make things pretty, simple

As a design leader with over 15 years of experience and an MBA in Ethical Leadership, I bring a unique blend of empathetic leadership and data-driven decision-making to every project. My hands-on approach seamlessly combines creativity and intuition with a strong foundation in data, ensuring that both innovation and measurable impact remain central to my work.

I recognize the critical role that design plays in building trust, especially when educating and empowering millions in personal finance. I deliver solutions that drive tangible results by aligning my team with user needs and leveraging data and analytics. Whether leading comprehensive rebranding initiatives or optimizing financial tools, I consistently balance creative vision with strategic insight to enhance user experiences and boost conversions.

I'm passionate about crafting digital products that are not only visually engaging but also intuitive, empowering users to make informed financial decisions. I'm confident that my human-centered, data-driven approach, combined with my leadership experience, can meaningfully advance your mission of making personal finance accessible to all.

Thank you for considering my application. I look forward to the opportunity to discuss how I can contribute to your team.

Best,

Kourtney

KourtneyGoody.me

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Award-winning product design and user experience leader with 15+ years of expertise delivering innovative, user-centric digital B2B and B2C solutions in the financial technology space. Proven success in scaling high-performing teams, fostering a design culture, and driving results through product-led growth (PLG) strategies.

Excel at creating scalable, data-driven designs that enhance user experiences, drive customer acquisition, and improve retention. By bringing a strategic, data-driven process, I champion alignment between user needs and business objectives, delivering measurable impact.

Head of Design | GoBankingRates

Remote | 2021–Present

Team Growth: Built and managed a team of 15+ designers, fostering collaboration with product, marketing, and engineering for cohesive design strategies.

Rebranding Success: Spearheaded a company-wide rebranding initiative, resulting in a 30% increase in user engagement, a 20% boost in conversions, and a 10M increase in monthly unique website visitors.

Data-Driven Design: Introduced a data-driven process, aligning design work with business goals and increasing design output efficiency.

Strategic Partnership: Adept at co-creating strategies with UX, PM, and Engineering peers, aligning team missions with business goals.

Complex Problem-Solving: Skilled at navigating ambiguity and driving clarity, ensuring impactful solutions in fast-paced, iterative settings.

Empowering Teams: Passionate about cultivating healthy team cultures, fostering collaboration, and mentoring leaders to excel in their roles.

Design Systems Leadership: Implemented scalable design systems (DSM) for multiple brands, balancing speed, quality, and consistency.

PLG Expertise: Extensive experience in data-driven experimentation and design strategy to improve acquisition, engagement, and retention across customer lifecycles.

UX Manager | Fiserv

Remote | 2019–2021

Scaled Leadership: Led a global remote design team that developed award-winning loan origination applications used by millions worldwide.

Data-Driven Insights: Partnered with analysts to implement A/B testing, optimizing the customer journey and increasing mobile app usage by 40%.

Team Expansion: Played a key role in scaling the design team from 5 to 30 members, introducing processes for streamlined collaboration.

Design System Implementation: Established design systems that cut project timelines by 25% and improved product consistency.

Senior Product Designer | Bouncie, Tech Startup

Dallas, TX | 2015–2019

Retention Impact: Designed intuitive interfaces for mobile and web applications, driving a 50% increase in user retention.

Brand Development: Partnered with founders to define brand identity and establish comprehensive UX strategies for market differentiation.

UX Research: Developed research methodologies that informed design decisions, achieving rapid product-market fit.

Senior Art Director | RealPage

Dallas, TX | 2012–2015

Solutions at Scale: Designed, developed, and delivered strategically-focused digital products, including an interactive apartment community template that generated \$4.3M in revenue.

Improved Processes: Streamlined design processes and saved thousands of hours by applying mathematical principles to optimize branded presentation elements, enhancing efficiency and consistency across deliverables.

Education

MBA in Ethical Leadership

Schreiner University | Graduated 2022

Bachelor of Arts in Communication

University of Houston | Graduated 2008

Awards & Recognition

- 2022: Webby Award for Best User Experience in Financial Services
- 2020: AIGA Design Leadership Award
- 2018: UX Magazine Award for Design Innovation

Certifications & Tools

- Certified ScrumMaster (CSM)
- Design Leadership Certificate – IDEO U
- Adobe Creative Suite, Figma, Sketch, InVision
- Wordpress, HTML/CSS and front-end development experience

Key Skills

- Product-Led Growth (PLG) Design
- Design Systems Development
- UX Research & Testing
- Cross-Functional Collaboration
- Data-Driven Decision Making
- Scaled Product Leadership
- Strategic Rebranding
- Mentorship & Team Development
- Remote Team Building & Leadership
- Agile Methodologie