
Krissy Neuterman

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SENIOR UX RESEARCHER

Collaborative researcher driving end-to-end studies for complex digital products, applying quantitative and qualitative methods to understand psychology behind user behavior. Resolves complex, time-sensitive problems and translates findings into clear, confident narratives that land with even skeptical stakeholders. Mentors junior researchers and support leadership across concurrent workstreams through strong active listening and interpersonal communication. Adopts generative AI tools like Claude to accelerate synthesis and build persistent, searchable research infrastructure.

Moderated Usability Testing | In-Depth Interviews | Contextual Inquiry | Survey Design | Behavioral Analytics | Journey Mapping
Research Synthesis | Reporting | AI-Powered Research Repositories | Workshop Facilitation | Team Collaboration | Agile
Generative AI | Stakeholder Communications | Relationship Building | Mentoring/Training | Presentations/Public Speaking

PROFESSIONAL EXPERIENCE

FANDUEL – Atlanta, GA

11/2021 – 06/2026

Senior UX Researcher (03/2023 – 06/2026)

Managed concurrent UX research workstreams in fast-paced, Agile environment for one of largest daily fantasy sports and sportsbook platforms in the U.S. Served as primary research partner and team anchor across 4 product areas (responsible gaming, payments, account, onboarding). Assumed role of functional lead through 9 manager transitions over tenure.

- Identified root-cause misdiagnosis in responsible gaming product area initially framed as recurring messaging issue by leadership. Used generative research to reveal structural problem at product level, redirecting strategic roadmap and preventing investment in ineffective solutions.
- Mapped end-to-end payment experience ecosystem across 3 user flows, exposing friction at customer journey and system level. Informed 3 objective and key results (OKRs) with measurable outcomes: first-time deposit completion rate increased to 94.9%, deposit recovery decreased to 68.2%, and withdrawal performance reduced to <500 ms.
- Researched real-time intervention systems (algorithmically triggered in-product experiences), evaluated how users built trust with or resisted systems while advocating for the user, and delivered experience principles that shaped product and content strategies for regulatory-sensitive feature area.
- Examined promotions and incentives experiences across responsible gaming and account product areas, and identified conditions under which targeted offers built trust versus created friction, giving product and content teams clear framework for offer design and personalization decisions.
- Built centralized AI-powered research repository with custom tagging taxonomy that made findings persistently searchable and reusable across teams. Accelerated synthesis cycles by 75% (20 days to 5 days) and served as institutional memory for research across all 4 product areas.
- Mentored 6 junior researchers, including reviewing study plans, strengthening synthesis and interviewing skills, and unblocking stalled projects.

UX Researcher III (11/2021 – 03/2023)

Led mixed-methods studies across early-stage and evaluative research phases; embedded with product/design partners to scope research questions, build study plans, and deliver findings on sprint-aligned timelines across payments, account, and onboarding product areas. Assumed coordination role for junior researchers/stakeholders during management transitions.

- Developed reusable study templates and reporting frameworks that increased productivity and consistency.

RENTPATH (ACQUIRED BY COSTAR) – Atlanta, GA

04/2019 – 11/2021

Senior Product Research Analyst (04/2021 – 11/2021)

Functioned as primary research partner across 4 product teams simultaneously for B2B/B2C digital property rental marketplace, owning full research lifecycle from planning through executive delivery.

- Led research for 2-sided marketplace platform, studying both consumer users (renters) and enterprise clients (property managers), and translated distinct needs of each into executive-level journey frameworks that informed product strategy across full platform.
- Synthesized findings into executive reports and journey maps, influencing cross-functional product and experience decisions. Served as institutional voice of the customer in roadmap/strategy conversations across product teams.

PROFESSIONAL EXPERIENCE

RENTPATH (ACQUIRED BY COSTAR) – *Continued*

Product Research Analyst (04/2019 – 04/2021)

Conducted end-to-end mixed-methods research, including moderated interviews, usability tests, surveys, competitive analyses, and in-house lab studies.

- Developed reusable study frameworks and templates that improved consistency and turnaround for research team.

ORLOFF PROPERTY MANAGEMENT – Sacramento, CA

04/2016 – 08/2018

Property Manager & Research Specialist

Completed market research/surveys, providing qualitative/quantitative analyses on market trends and consumer behaviors.

- Translated competitive data into operational and strategic recommendations that supported 95% occupancy rate across 143-unit property.

SEARS – Sacramento, CA

12/2014 – 09/2015

Capacity Analyst & Route Specialist

Set routing system parameters and analyzed data, using Excel and pivot tables to identify and maximize service output based on logistical data and technician specialization.

LYON REAL ESTATE – Sacramento, CA

07/2013 – 05/2014

Office Administrator

Led team of 12 across 17 offices and served as primary assistant to corporate support manager. Processed and audited real estate listings in MetroList. Coordinated annual banquets, ethics courses, and legal seminars.

BETTER HOMES & GARDENS REAL ESTATE – Sacramento, CA

07/2012 – 07/2013

Office Administrator

Processed and audited real estate listings and designed print advertising and marketing materials. Conducted training workshops and provided agent consultations.

EDUCATION

GENERAL ASSEMBLY – San Francisco, CA

UX Design Immersive

Completed 10-week intensive UX design immersive boot camp, building foundational skills in user-centered research, usability evaluation, design thinking, and prototyping.

EMBRY-RIDDLE AERONAUTICAL UNIVERSITY – Daytona Beach, FL

Master of Business Administration (MBA), Marketing Specialization

Bachelor of Science (BS), Communications – Minor in Human Factors

TECHNOLOGY

UserTesting | Dscout | Maze | Respondent | Qualtrics | Figma | Miro | Claude | Lookback | Microsoft Excel