INFO

Name
Jean Kaluza

Address
3275 S John Young Pkwy
Ste 611
Kissimmee, FL 34746

Email
jean.kaluza@orangedrum.com

Website
www.orangedrum.com

SOCIAL

Dribbble
dribbble.com/orangedrum

Twitter
@orangedrum

Linkedin
linkedin.com/in/jeankaluza/

Skype
jeanpaluza

Instagram
instagram.com/orangedrum/

PUBLICATIONS

Case Studies
orangedrum.com/casestudy_sms.html
orangedrum.com/casestudy_iot.htm

Articles & Talks
Speaker at:
DUX Orlando
Starter Studio
Orlando Tech Conference

medium.com/@orangedrum/

JEAN KALUZA
UX Designer, Product Manager, UI Designer

WORK EXPERIENCE

Orangedrum LLC
2017-2019

Founder, UX Designer
Client acquisition, brand development, UI Design, UX Research & Design, marketing, Product Management

Walt Disney Parks & Resorts Technology
June - Dec 2017

Innovation & Experience Designer
Using established pattern library and directed by specific business requirements, design internal applications for our fellow cast members. After ideation sessions and light ethnographic research, Axure was used to create complex prototypes and delivered with in-depth documentation to the development teams.

StackPath
Aug 2016 - June 2017

Senior User Experience Designer
Refine company strategy, specifically on the product side of the business model. Cultivate a data-driven mindset across the company from the top down. Assist in UI designing and decisions. Design surveys to collect clean, accessible and actionable data. Analyze resulting data with data team. Initiate and run user-testing.

Pluralsight
June 2016 - June 2017

Lead UX Designer
Run initial marketing and product heuristics to identify quick wins. Establish UX processes and product workflows. Design surveys with data team to collect clean quantitative data for personas. Conduct user interviews for qualitative data. Created data-backed personas. Initiated and ran user-testing sessions with real and potential users. Reported back to team results.

NOTABLE CONTRIBUTIONS

UX Research + Company-wide Ideation
Quantitatively designed survey resulted in statistically relavent responses pointing to new opportunities for company. Additionally, 20 qualitative interviews were conducted and cross-examined with survey analysis resulting in new business strategies worth an estimated 30% higher retension rate. After leading a company-wide Ideation, data-backed personas were delivered and integrated into company culture deriving a multitude of additional viability for future product and features.

Leading a Design Sprint
Beginning with problem statement from stakeholders, I assembled a team that conducted exercises, built out prototypes and ran user testing that resulted in a successful new feature that was integrated into the parent company after start-up was acquired for $32mil.

INDUSTRIES WORKED IN

E-Learning | Philanthropic | Medical Care | Financial | SASS