DANIELLA ALANNA KISZA

Senior Product Leader

0 to 1 Products | Platforms & Workflow Systems | Applied AI

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Senior product leader and 0 to 1 builder with 13 years creating platforms and workflow systems across B2C, B2B, and B2B2C environments. Most recently designed and built JobFrame, combining grounded AI generation, product quality evaluation, and human review controls in a working Chrome product.

EXPERIENCE

Dec 2024 – Present

Independent product venture

JobFrame (getjobframe.com)

Founder & Product Lead, AI Workflow Systems

Built an AI-native product that helps job seekers evaluate opportunities, identify the strongest evidence for each role, and create grounded application materials without starting over. Owned product strategy, discovery, UX, implementation, and QA.

- Designed context selection, evidence retrieval, and structured generation that turn job descriptions and verified career evidence into tailored application materials with human review.
- Defined four AI output-quality dimensions; added claim provenance, deterministic validation, and review controls for unsupported or low-confidence output.
- Used ChatGPT and Codex to build and ship a Chrome Manifest V3 extension with Firebase Cloud Functions, Firestore, Google sign-in, and the OpenAI Responses API.
- Iterated against live job-board and application workflows, translating extraction, retrieval, and output failures into product improvements and regression coverage.

Sep 2023 – Oct 2024

New York, NY

Follett Higher Education (Willo Labs)

Senior Product Manager

Led product development across North America in a 5,000-person B2B2C education enterprise serving 1,000+ institutions, partnering with engineering, design, and global publishers.

- Owned roadmaps for course-material delivery analytics, publisher reporting, and digital course-material rollout; portfolio results in the first 90 days included $5M+ new revenue, $3M+ cost savings, and turnaround reduced from three weeks to real-time.
- Productized a validated digital course-material rollout prototype into a production MVP and phased launch at 10+ institutions, including Canada; reduced manual coordination 60% and implementation timelines 40%.
- Defined tracking requirements, business logic, and cross-team validation while engineering built AWS ETL/API pipelines across LMS, SIS, and ERP; improved reporting accuracy 10 percentage points to 95% and visibility across 15+ teams.
- Led research with students, institutional IT, administrators, bookstores, and global publishers; translated findings into MVPs, roadmaps, and shared workflow priorities.
- Partnered with sales, customers, and engineering to weigh urgent requests against revenue, deadlines, and platform scalability; prioritized reusable capabilities and scoped workarounds to protect delivery commitments.

Nov 2022 – Oct 2023

Green School

Product Owner - Independent Product Work

Reanalyzed Green School launch data and market demand; explored generative AI to deepen the introductory course, build out additional skill tracks, and prepare it for republication on other learning platforms.

Oct 2020 – Nov 2022

New York, NY

Podium Education

Senior Product Manager / Founding PM

Founding PM for a B2B2C university learning platform spanning onboarding, instruction, mentorship, and support.

- Built learning and engagement workflows supporting growth from approximately 15 to 100+ partner institutions over two years and contributing to 7x revenue growth in one year.
- Turned learner research into a Discord community with LMS onboarding: 95%+ adoption in the initial pilot, then scaled across approximately 300 cohorts.
- Automated grading steps with final TA/tutor review, replacing a days-long feedback process with a 24-hour standard operating procedure.
- Launched tiered Intercom support with routing, QA, and human escalation; reduced repetitive questions 30–40% and expanded one tier from 12-hour live coverage to 24/7.

Sep 2019 – Jan 2021

Los Angeles Metropolitan Area · Remote

Green School

Co-Founder & Chief Product Officer

Co-founded a workforce education startup, secured seed funding and a physical bootcamp space, then pivoted online during the pandemic.

- Led product strategy, marketplace design, curriculum, and growth; launched an online learning platform and remote community with 500+ sign-ups in 24 hours.
- Converted 70% of eligible applicants and achieved 80% course completion, validating demand and learner engagement.

Jun 2015 – Oct 2020

New York, NY

Codecademy

Product Manager

Joined as one of the first 15 hires and second PM, building products serving millions of learners.

- Personalized onboarding around learner goals and skills, contributing to 95% post-trial retention, 85% completion, and 3x lifetime value.
- Co-led the first mobile app and launched the B2B and Enterprise SaaS offering as its first product manager.
- Instrumented learner events and intelligent support workflows; moved 90%+ of support into digital channels, cut response time from hours to seconds, and saved about $1M annually.

Aug 2013 – May 2015

New York, NY

General Assembly

Technical Program Manager

- Tracked performance and UX metrics, trained instructors, and standardized curriculum across 13 markets as New York delivery scaled from 5 to 60+ cohorts.

CORE SKILLS

AI-native product strategy | Human-in-the-loop systems | Evidence-grounded generation | Workflow orchestration | Rapid prototyping | Product quality systems | 0 to 1 development | Technical product delivery

TOOLS & TECH

SQL | Python | AWS | Mixpanel | GA4 | Looker | ChatGPT | Codex | Claude | Cursor | Replit | Intercom | Salesforce | Figma | JIRA

EDUCATION

Pace University: BBA, Marketing; Honors, GPA 3.9, top 10% · 2013

General Assembly: Product Management, UX Design, Front End and Back End Web Development · 2013–2015