DANIELLA ALANNA KISZA

Senior Product Leader

Lifecycle Products | Customer Experience | Human-in-the-Loop Systems

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Senior product leader and 0 to 1 builder with 13 years improving onboarding, engagement, support, and retention across B2C, B2B, and B2B2C products. Builds measurable lifecycle and service systems that scale without losing the human experience. Recent work extends that foundation through applied AI, evidence-grounded decision support, and explicit user control.

EXPERIENCE

Dec 2024 – Present

Independent product venture

JobFrame (getjobframe.com)

Founder & Product Lead, AI Workflow Systems

Building a decision and workflow product that helps people turn complex opportunities into evidence-backed, reviewable application materials.

- Designed and built a Chrome extension guiding users from job analysis to evidence selection, positioning, and application materials with clear review and revision controls.
- Added claim provenance, confidence and quality checks, and human approval states so generated output stays grounded and users retain control.
- Used live workflows and regression tests to identify confusing interactions and weak outputs, then refined the product experience and validation flow.

Sep 2023 – Oct 2024

New York, NY

Follett Higher Education (Willo Labs)

Senior Product Manager

Led product and workflow modernization across North America within a 5,000-person enterprise serving 1,000+ institutions.

- Built a course-material delivery and reconciliation platform unifying adoption, pricing, LMS/SIS, publisher, delivery, and analytics workflows across 1,000+ institutions and 15+ teams.
- Led discovery with operations, finance, support, engineering, publishers, and campus teams; shaped the MVP and rollout around user needs and measurable workflow failures.
- Reduced manual reconciliation by approximately 95%, moved delivery visibility from multi-week cycles to real-time visibility, and improved reporting accuracy to about 95%.
- Launched a productized digital course-material rollout platform across 10+ institutions, reducing manual coordination by 60% and implementation timelines by 40%.

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

Built a 0 to 1 B2B2C learning platform connecting onboarding, instruction, mentorship, support, and operations.

- Designed a learner lifecycle connecting onboarding, instruction, mentorship, support, and intervention for approximately 10,000 active learners.
- Used academic-performance events to trigger Intercom lifecycle support, reducing operating costs by approximately 30% in the first quarter after implementation.
- Reduced peak resolution time by 77% and improved CSAT by 18% through AI-powered support and mentor matching; separately extended one support tier from 12-hour coverage to 24/7 with structured content, QA, routing, and human escalation.
- Turned early program operations into repeatable onboarding and engagement workflows, supporting growth from approximately 15 to 100+ institutions over two years and contributing to 7x revenue growth in one year.

Sep 2019 – Jan 2021

Los Angeles Metropolitan Area · Remote

Green School
Co-Founder & Chief Product Officer

Co-founded and launched a workforce startup, then pivoted its bootcamp and community online during the pandemic.

- Led 0 to 1 product strategy and launched an online learning platform plus a Slack community for roughly 350 learners, including channel design, onboarding, and direct community management.
- Attracted 500+ sign-ups within 24 hours, converted 70% of eligible applicants, and achieved 80% course completion.

Jun 2015 – Oct 2020

New York, NY

Codecademy
Product Manager

Joined as one of the first 15 hires and second PM, building learner products and service systems at scale.

- Redesigned onboarding around learner goals and skill levels and personalized free, trial, and paid journeys, driving 95% post-trial retention, 85% completion, and 3x lifetime value.
- Launched learner-expert support and helped scale the distributed expert network toward 200 people while instrumenting SLAs and quality across 10K+ monthly conversations.
- Designed tracking schemas and intelligent routing with data and engineering, cutting learner-to-expert routing from about 7 minutes to under 1 minute.
- Moved 90%+ of support into digital channels through instrumented workflows and human escalation, cutting response time from hours to seconds and saving about $1M annually.
- Co-led Codecademy's first mobile app and later hired and directly managed 1 Product Manager and 2 Project Managers as the product organization expanded.

Aug 2013 – May 2015

New York, NY

General Assembly
Technical Program Manager

Managed instructional operations and learner experience workflows across flagship technical programs during rapid growth.

- Managed performance and UX metrics, trained instructors, and standardized curriculum across 13 markets as New York delivery scaled from 5 to 60+ cohorts.
- Supported 2x year-over-year growth and expanded the course portfolio through the first Visual Design beta launch.

CORE SKILLS

Lifecycle product strategy | Onboarding and activation | Retention and engagement | Customer experience | Service operations and design | Human-in-the-loop systems | Support quality, routing, and escalation | Lifecycle analytics and experimentation | Customer feedback loops | Cross-functional delivery | 0 to 1 product development

TOOLS & TECH

SQL | Mixpanel | GA4 | Looker | Tableau | Intercom | Zendesk | Customer.io | Salesforce | Optimizely | Hotjar | Figma | Miro | Notion | JIRA | ChatGPT | Codex | Claude

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