JEFF CALCATERRA | UX RESEARCH | DESIGN | ANALYTICS

Raleigh/Durham, NC | www.linkedin.com/in/jeff-calcaterra | jeffcalcaterra.com | Portfolio available on request

UX researcher and designer who collaborates with customers and stakeholders throughout the user-centered design process to discover the simplicity in complexity. Gains insight from quantitative and qualitative data. Creative, practical, curious, independent, multitasking, collaborative, design thinker, Master Inventor, technology enthusiast, mentor.

TOOLS

UX Research Tools: Personas, interviews, surveys, NPS, card sorts, tree testing, design walkthroughs, usability testing (in person/remote), Design Thinking workshops, journey maps, Google Analytics, Amplitude, Excel.
Design Tools: Responsive design, IA, wireframing, paper prototyping, Sketch, Balsamiq, Adobe XD, InVision, OmniGraffle, Adobe Suite, Camtasia, PowerPoint, HTML, CSS, accessibility / 508 compliance.

INDUSTRY EXPERIENCE

UX Designer, Spectraforce Technologies, under contract to Rackspace, Remote   2018
UX designer creating unified configuration experience for account and security settings across multiple consoles.
- Created wireframes and high-fidelity designs with Helix Design System in Sketch. Produced video walkthrough telling the story of personas experiencing the updated designs.
- Provided subject matter expertise and critiques of peer designs.

Qualitative Research Lead, IBM Cloud Analytics Team, IBM, RTP, NC   2017 – 2018
UX Researcher bringing qualitative insights to data science team.
- Built text classifier to automatically categorize customer comments from NPS Survey (Watson Natural Language Classifier).
- Empowered product teams with reports tracking service cohorts to guide service bundling options (SQL).
- Business intelligence reporting (SQL / Amplitude).

UX Research Lead, IBM Cloud Console Team, IBM, RTP, NC   2015 – 2017
Led UX Research for team of 10-15 designers (hands-on and mentoring). Areas: Dashboards, cost recovery, onboarding, IA, console integration (10 generative studies, 4 usability tests, 9 surveys, persona development, card sorts, interviews, personas).
- Built IBM Cloud Customer Program with a roster of 40+ customers ranging from 1 to 100k+ employees.
- Collaborated with design and product and development teams to iteratively research navigation, cost recovery, & dashboards.
- IT domain SME to IBM designers, product managers and OpenStack UX Project. Presented at OpenStack Summit.
- Developed website analytics dashboards in Amplitude and Google Analytics.

UX Lead, IBM Cloud Manager with OpenStack/SmartCloud Entry, IBM, RTP, NC   2010 – 2015
- Led all UX over multiple releases and two major refreshes of product to build a simple, private cloud. Included: research, design (IA, sketches, wireframes, redlines). Built and led customer council (9 customers).
- Led video walkthrough team mentoring developers on personas, storytelling and video production (20 team members).
- Praised by customers for its simplicity and power: "Almost too easy", "Mind numbingly simple".

Previous Positions in Design and User Research at IBM: UX design and research. Including websites, tech support, server management, log analysis, enterprise software installers, Eclipse, and ThinkPad computers.

EDUCATION AND CERTIFICATIONS

- Computer Programming Certificate, North Carolina State University, Raleigh, NC.
- Master of Science in Human Factors and Industrial / Organizational and Psychology, Wright State University, Dayton, OH.
- Bachelor of Arts in Psychology, *cum laude*, North Carolina State University, Raleigh, NC.
- Classes toward PhD in Information and Library Science, University of North Carolina, Chapel Hill, NC.
- ITIL Foundation v.3 Certification.
- Google Analytics Individual Qualification.

INTELLECTUAL PROPERTY AND PUBLICATIONS

- Intellectual Property: 10 Patents granted. Master Inventor, Patent Board Chair. 10+ mentees generating 3 patent applications.
- UX Inventions and Patents Panel, TRIUXPA, April 25, 2017.
- Meet the OpenStack Personas (So Far). OpenStack Summit, Austin, TX.
Complete publications list