

# JIM KALBACH

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www.experiencinginformation.com

Innovative Customer Experience Design Leader  
Inspire Creative Teams to Deliver Business Results

Versatile creative leader with comprehensive, hands-on experience in digital service design and development, as well as in customer success. Noted author, speaker and instructor in UX design and customer experience. Fluent in German. Areas of expertise:

**Customer Success, Customer Experience & ux Design**  
**Information Architecture, Interaction Design & UI Design**  
**User Research, Ethnography & User Testing | Agile & Lean Methodologies**  
**Teaching, Mentoring & Team Development | Presenting, Facilitating & Writing**  
**Strategy & Innovation**

## PROFESSIONAL EXPERIENCE

**Head of Customer Success** - MURAL 2015–present

- Established customer success program, metrics and activities.
- Hired, trained and mentored staff, including customer support.
- Created and delivered innovative education curricula and training programs.
- Liaised and supported large Fortune 1000 customers, e.g., IBM, Disney, Steelcase.

**Principal CX Designer** - CITRIX 2012–2015

- Managed and mentored teams of designers, elevating product quality.
- Translated customer needs into world class designs and ensured timely delivery
- Created strategies with senior leaders for the GoTo product suite.
- Facilitated executive-level meetings and workshops, increasing internal alignment.

**UX Strategist** - USEEDS, Berlin 2011 – 2012

- Consulted large international clients (eBay, Monster) on effective strategies.
- Created hands-on product concepts and delivered detailed designs for implementation.
- Leveraged design-led innovation techniques, identifying growth opportunities.
- Developed internal processes, improving effectiveness of resources.
- Established new office in Hamburg, assisting to expand the firm.

**Experience Design Consultant** - LEXISNEXIS, Hamburg, Germany 2003 – 2011  
Consulted international business units on product design, customer experience, strategy, and innovation in various roles, including the following:

**Design & Innovation Lead**, New Lexis International 2010 – 2011

- Created process for customer discovery for innovation.
- Managed pipeline of ideas, maximizing innovation impact.
- Prototyped MVPs for validation, reducing market risk.

**Lead Ethnographer**, LexisNexis International 2009 – 2010

- Developed company-wide ethnographic research capability.
- Supervised ethnographic studies, promoting market insight.
- Conducted workshops, identifying business opportunities.

**UX Architect**, Elsevier Science 2009 – 2009

- Defined design direction for a new platform.
- Collaborated with developers on complex applications.
- Performed research and testing, validating designs.

**Design Standards Committee**, LexisNexis 2008 – 2008

- Defined company-wide design guidelines.
- Established competitor design review practice.
- Institutionalized standards, enhancing quality assurance.

**Project Lead**, Harcourt Educational Testing 2007 – 2007

- Led team of six UX designers for project delivery.
- Managed scope, dependencies, and quality of deliverables.
- Liaised with offshore engineering in developing the application.

**Head of Information Architecture** - RAZORFISH, Hamburg, Germany 2000 – 2003

- Created and presented information architecture, navigation, and designs to clients.
- Led projects for international clients including Audi, Hypovereinsbank.
- Developed tools, techniques, and processes for project delivery.
- Hired, managed, and trained IA team.

**Usability and Research Specialist** – ID MEDIA, Hamburg, Germany 1998 – 2000

- Delivered projects for VW, SONY Europe, Swatch, and others.
- Developed leads worldwide for new business.
- Pitched to large, international companies to win accounts.
- Founded new Usability Department, creating key resource group for the firm.

## EDUCATION

Master of Library and Information Science (MLIS), Rutgers University, NJ  
MA in Music Theory and Composition, Rutgers University, NJ  
BA in Music, BA in Communication, Rutgers University, NJ

## PROFESSIONAL ACTIVITIES

Rosenfeld Media Expert: [www.rosenfeldmedia.com/expert/jim-kalbach](http://www.rosenfeldmedia.com/expert/jim-kalbach)  
Active speaker and instructor at major ux events worldwide  
Co-chair of Euro Information Architecture conferences (2004 – 2012)  
Founder of the IA Konferenz series and Institut für IA in Germany

## SELECTED PUBLICATIONS

### **Books**

*Mapping Experiences*, O'Reilly, forthcoming (2016)  
*Designing Web Navigation*, O'Reilly, 2007  
“Von Usability überzeugen,” Ch. 2 in *Usability praktisch umsetzen*, Hanser, 2003

### **Recent Articles**

"UX Strategy Blueprint," *UIE blog*, Aug 2014  
“Balancing Value with Alignment Diagrams,” *Touchpoint*, 4/3, 2013  
“Designing Screens Using Cores and Paths,” *Boxes and Arrows*, Aug 2012  
“Alignment Diagrams,” *Boxes and Arrows*, Sep 2011

### **Presentations**

“Jazz Improv with a Side of Team Collaboration,” LEAN STARTUP, Dec, 2014  
“Jazz Improvisation as a Model for Radical Collaboration,” TEDx, Nov, 2014  
“Applying Jobs To Be Done To ux Strategy,” UX STRAT, Boulder, CO, Sep 2014  
“Undiscovered Public Knowledge and IA,” World IA Day, Ann Arbor, MI, Feb 2014  
“Commercial R&D,” IA Konferenz, Berlin, May, 2013  
“Solving Business Problems with UX Strategy,” IA Konferenz, Germany, May 2012

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