CREATIVE LEADER

# [www.jessicaloredo.com](http://www.jessicaloredo.com/) jessicamloredo@gmail.com

913.522.5767

# SKILLS & METHODS

## Design

Interaction Design Visual Design Data Visualization

Sketching/Illustration

## UX Methods

Wireframes Hi/Low Res Mockups

Personas Storyboarding Usability Testing Site-Mapping Journey Mapping Diagramming

## Programming

HTML

CSS

## 3D Modeling

3Ds Max (preferred)

Maya

## Training

High-Potential Leadership Program

Frontline Supervisor

Training Certiﬁed Product Owner

Languages

# EXPERIENCE & EDUCATION

## **Associate Design Manager, UX Lead, Sr. UX Designer**

Edmentum (Sept. 2013 - Present)

Lead the organization’s user experience team (designers, ux writer, user researcher, and graphic designer) Supported direct report’s short-term and long-term success by helping them set goals and track progress Moderated in-coming team work to ensure design team remained focused on priority items

Introduced and implemented virtual task-tracking tool for department collaboration Communicate frequently with stakeholders to provide updates and deﬁne expectations Facilitated regularly scheduled design critiques and reviews for stakeholders and designers

Developed and coordinated multi-year plan for improvement to UX research program and UX writing program Socialized models of UX processes and strategy to develop organizational UX maturity

Facilitated design thinking sessions and UX workshops to help solve challenging problems Created UX research plans and conducted user research and testing

Tracked KPI’s like NPS scores, click-stream data, and customer survey feedback Design representative for corporate-wide accessibility initiative

Architected UX on 2 products awarded “Best in Show” at national Ed-Tech conference (ISTE)

Lead team in development of education based mini-games consistently rated top 5 most played games

## **Associate Professor, Communication Arts**

Collin College (Aug 2013 - Dec 2018)

Instructed students in UX, 3D modeling, media, and design courses and developed proprietary course content Contributed ~35% original coursework to department template for Storyboard & Concept course

Served on board of UX professionals to help design brand new UX curriculum in department

## **Co-Founder, Lead Designer**

Formation Interactive (Mar 2016 - Jul 2018)

Deﬁned creative and strategic direction of start-up in collaboration with co-founders via weekly meetups Created user experience for several AR application concepts using Google Tango & beacon technology Created and textured 3D models for use in AR application using Vuforia to create AR targets

## **Interaction Designer**

Cerner (July 2012 - Mar 2013)

Performed research within hospitals and with medical professionals to create web-based and mobile solutions which increased clarity and reduced errors for doctors/nurses

Designed key interface for iPad kiosk app which increased speed of check-in/check-out services at Shawnee Mission Medical Hospital in Overland Park, KS

## **UX Lead, UX Architect, UX Designer**

Halliburton (Mar 2010 - Sept 2013)

Developed corporate-wide UX infrastructure to help unite UX process across multiple software groups within Halliburton eﬀectively increasing corporate UX maturity

On-boarded new UX trainees through creating and teaching on 8-week training course Served as an SME in UX architecture and design for internal software teams

Lead Carrollton, TX software dev team in creating in-house desktop application solutions and instructional videos to help oil and energy ﬁeld workers perform duties safely and without error

English (native)

Spanish

Southern Methodist University (2010) **Master of Interactive Technology** Recognition: Leadership Excellence as Art Lead

## University of Missouri-Kansas City (2007)

**Bachelor of Arts in Studio Art, Bachelor of Arts in English**

Recognition: Graduation with Departmental Honors