



# Jessica M Loredo

## PRODUCT DESIGN LEADER

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I am a Product Design Leader with over a decade of experience creating user-centered solutions in EdTech and other impact-driven spaces. Passionate about mentoring and empowering others, I deliver impactful results while fostering environments where people and ideas thrive.

## EXPERIENCE

### *Manager, Product Design*

🏢 Discovery Education

📅 Jul 2023 - Present

- Supportive and people-focused leader for designers across the globe, fostering collaboration and inclusivity
- Conducted team-wide surveys to assess wellness and culture, implementing feedback-driven solutions
- Enhanced team engagement by reformatting design jams and introducing small group critiques
- Led the growth framework and career pathing system, empowering team members to set actionable goals
- Designed and documented a structured hiring process, streamlining recruitment and ensuring role alignment
- Facilitated OKR (Objectives & Key Results) training to align team goals with business objectives
- Led design on a personalization project with an evolving AI strategy, balancing vision with immediate delivery

As Manager, Product Design at Discovery Education, I lead strategic initiatives to enhance team engagement and align design goals with business objectives. My focus is on collaboration, inclusivity, and actionable feedback that transforms team dynamics, improving satisfaction and productivity across domestic and international teams.

### *Director, Product Design*

🏢 EdKey (Startup)

📅 Mar 2023 - Aug 2023

- Directed product design for the flagship app “QuickTakes.io,” overseeing iOS, Android, and web-app launches
- Designed and implemented a comprehensive design system using Figma components and atomic design principles
- Established project management and roadmapping practices from dev to design to enhance team efficiency
- Created UX research plans and delivered data-driven presentations to inform product decisions
- Conducted interviews with educators and students to gather insights, driving user-focused design improvements
- Developed marketing funnels and user flows to optimize customer acquisition and engagement

As Director of Product Design at EdKey, I drove key design initiatives, including launching the flagship app, implementing scalable design systems, and enhancing user experience through research-driven solutions in a fast-paced startup environment.

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### *Senior Product Designer*

🏢 Discovery Education

📅 Aug 2021 - Mar 2023

As a senior PD, I was responsible for the redesign of the student platform, enhancing usability, engagement, and retention. I collaborated with cross-functional teams to define user needs and guided design from ideation to launch. I conducted research, developed personas and journey maps, and facilitating workshops with stakeholders. I introduced new features like student profiles, avatars, and missions, leading to a 15% increase in engagement.

### *Lead Product Designer*

🏢 Prodigy Education

📅 Feb 2021 - Aug 2021

As the Lead PD on the flagship product, I managed product strategy through OKRs and a design roadmap, ensuring alignment with business and user needs. I mentored team members and contributed to career growth through regular 1:1s and the creation of a growth framework. I also developed wireframes, prototypes, and high-fidelity designs, driving user engagement and excitement for the product launch.

### *Associate Design Manager*

🏢 Edmentum Education

📅 Sept 2013 - Feb 2021

As an Associate Design Manager at Edmentum (US), I led the UX design team in creating impactful educational products, including the award-winning Exact Path. Recognized industry-wide for its powerful personalization engine, Exact Path earned "Best in Show" at ISTE 2020 and continues to receive accolades. My responsibilities included product design from ideation to launch, managing UX research and design, and mentoring team members.

### *Associate Professor*

🏢 Collin College

📅 Mar 2016 - Jun 2018

As an Associate Professor in the communication design department, I instructed students in learning UX, 3D modeling, and media design. I developed proprietary course content and contributed original coursework to department templates. I also served on the board of UX professionals to design a brand new UX curriculum for the department, fostering a creative and collaborative learning environment.

### *Interaction Designer*

🏢 Cerner (Oracle)

📅 Jul 2012 - Mar 2013

As an interaction designer, I collaborated with medical professionals to develop web-based and mobile solutions aimed at improving workflow and reducing errors in healthcare environments. I designed an iPad kiosk app that improved operational efficiency and patient experience at Shawnee Mission Medical Hospital in Shawnee KS.

### *UX Lead*

🏢 Halliburton

📅 Mar 2010 - Sept 2013

As a UX Lead, I developed desktop/mobile solutions and instructional videos that enhanced internal software and operations. I also onboarded new UX trainees, helping them develop through structured training and mentorship. I also contributed to improved design standards across multiple software groups across the global organization.

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## EDUCATION

### *Master of Arts in Interactive Technology*

📖 Southern Methodist University      📅 2010

### *Bachelors of Arts Studio Art, English*

📖 University of Missouri-Kansas City      📅 2008

### *Master of Arts in Counseling*

📖 University of Missouri-Kansas City      📅 2026

### *Certifications & Training*

🏆 UCSD Children's Book Illustration Cert.      📅 2027

🏆 McKinsey Academy Leadership Program      📅 2023

🏆 Crisis Text Line Training      📅 2023

🏆 High Potential Leadership Program      📅 2019

## SKILLS

### *Leadership & Strategy*

- Design Leadership & Mentorship
- Change Management & Strategic Problem Solving
- Cross-Functional Collaboration
- Effective Communication & Stakeholder Engagement
- Empathic Leadership & Crisis Communication

### *UX & Product Design*

- User Research (Interviews, Usability Testing, Surveys, Market Research, Data Analysis, and Synthesis)
- UX Strategy, Wireframing, and Prototyping (Figma)
- Journey Mapping, Interaction Design, and IA
- Design Systems, Visual Design, and Illustration (Adobe Creative Suite, ProCreate)

### *Languages*

English (native), Spanish (conversational)