



Jessica M Loredo

SENIOR PRODUCT DESIGN LEADER

✉️ jessicamloredo@gmail.com

🌐 www.jessicamloredo.com

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📍 Kansas City, MO

Product design leader with 15+ years building and scaling digital learning platforms. Specializes in design strategy, systems thinking, and cross-functional leadership in ambiguous environments. Known for creating clarity, elevating teams, and delivering scalable solutions for educators and learners. Brings senior design leadership combined with counseling psychology training to foster inclusive team cultures and outcome-driven product vision.

EXPERIENCE

Senior Manager, Product Design - Director-Level Scope

Product Design Lead for Experience, Educators & Students

Discovery Education

Jul 2023 - Present

- Lead and manage 8+ designers (5 Product Designers, Design Ops Lead, Visual Designer, UX Contractors) across multiple product areas
- Owned design strategy and execution for a large, cross-portfolio initiative impacting educators, students, and internal teams
- Partnered directly with VP Product, VP Engineering, and VP Curriculum to shape roadmap priorities and resourcing decisions
- Influenced product direction through prototyping and validation, preventing an estimated \$300K ARR loss
- Translate complex product and organizational constraints into clear design direction and decision frameworks
- Represent Design in executive-level conversations; influence without authority in matrixed environments
- Drive cross-functional alignment across Product, Engineering, Research, and Curriculum in highly ambiguous problem spaces
- Lead design operations by improving team efficiency, prioritization clarity, and strengthening team culture
- Established and scaled design operating rhythms (critiques, planning, feedback loops, cross-team alignment) across the design org
- Lead hiring, onboarding, coaching, and performance management; elevated multiple designers to next-level readiness

Senior Product Designer

Product Design Lead for Student Experience

Discovery Education

Aug 2021 - Mar 2023

- Led major redesigns of student learning experiences across platform initiatives
- Facilitated cross-functional workshops and alignment around user needs and platform strategy
- Delivered high-impact features improving usability and engagement

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PAST EXPERIENCE

Director, Product Design

Product Design Lead for QuickTakes.io

 EdKey, Inc.

 Mar 2023 - Aug 2023

Lead Product Designer

Product Design Lead for Flagship Learning Platform

 Prodigy Education

 Feb 2021 - Aug 2021

Associate Design Manager

Associate Manager for Global Creative

 Edmentum Education

 Sept 2013 - Feb 2021

Interaction Designer

Interaction Designer for Clinical Workflow Tools

 Cerner (Oracle)

 Jul 2012 - Mar 2013

UX Lead, Information Architect

UX Designer and IA for Enterprise Engineering Tools

 Halliburton

 Mar 2010 - Sept 2013

Associate Professor

Communication Design Department

 Collin College

 Mar 2016 - Jun 2018

EDUCATION

Master of Arts in Interactive Technology

 Southern Methodist University  2010

Bachelors of Arts, Studio Art

 University of Missouri-Kansas City  2008

Bachelors of Arts, English

 University of Missouri-Kansas City  2008

Master of Arts in Counseling (In Progress)

 University of Missouri-Kansas City  2026

SKILLS

Leadership & Strategy

- Design Leadership & Org Design
- Product Strategy & Systems Thinking
- Cross-Functional Alignment
- Design Operations
- Mentorship & Talent Development

Languages

English (native), Spanish (conversational)