



Jessica M Loredo

PRODUCT DESIGN LEADER

✉ jessicamlored@gmail.com

🌐 www.jessicamlored.com

👤 jessicamlored

📍 Kansas City, MO

Product design leader with 14+ years improving K-12 digital learning experiences. Brings strength in design strategy, systems thinking, and cross-functional partnership. Recognized for creating clarity in ambiguous problem spaces, elevating team culture, mentoring designers into senior roles, and delivering intuitive, scalable solutions that support teachers and students.

Combines deep design expertise with counseling psychology training to promote inclusive, trauma-informed, and evidence-based design practices. Unites Product, Engineering, Curriculum, and Research around clear priorities and builds the processes and frameworks that enable teams to execute confidently and consistently.

EXPERIENCE

Senior Manager, Product Design

Product Design Lead for Experience

🏢 Discovery Education

📅 Jul 2023 - Present

Lead the product design strategy for Discovery Education's flagship Experience platform, uniting cross-functional teams around clear problem spaces, validated product direction, and scalable design solutions. Drive clarity across ambiguity, strengthen team culture, and guide Experience modernization by grounding decisions in user needs, research insights, and platform realities.

- Unite global Product, Engineering, Curriculum, and Research teams to validate problem spaces, align on goals, and drive roadmap clarity through structured design thinking.
- Direct Experience transformation efforts (post-layoffs) by reframing problem definition, aligning leaders around feasible scope, and grounding decisions in real user needs, research, and platform constraints.
- Collaborate with DE's third-party UX firm and internal teams to evaluate conceptual design work and translate it into actionable, scalable Experience improvements.
- Rapidly prototyped an AI-driven Copilot integration concept in under 24 hours, helping retain a \$300K ARR district partnership and reinforcing DE's position as an innovative technology partner.
- Conduct semi-annual wellness/culture surveys and implement team-wide rituals to strengthen collaboration, psychological safety, and craft quality.
- Completed and implemented DE's first structured career growth framework for all designers; collaborated with HR to align parallel frameworks, and mentored multiple designers into senior-level roles.
- Reimagined design critiques, increased engagement, and created recurring team-wide design meetings to drive connection, collaboration, and improved design quality.
- Known across DE for clarity, systems thinking, cross-team collaboration, and a calm, grounded leadership style that stabilizes high-ambiguity problem spaces.

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EXPERIENCE

Director, Product Design

Product Design Lead for QuickTakes.io

🏢 EdKey, Inc.

📅 Mar 2023 - Aug 2023

Directed end-to-end design for the QuickTakes.io flagship app and marketing site, leading user research, scalable design system development, and cross-functional alignment across engineering, product, and growth teams. Supported go-to-market efforts through localized outreach and marketing coordination.

- Built and deployed a scalable design system using Figma components and atomic design principles, enabling faster iteration and visual consistency.
- Established product development workflows and lightweight roadmap practices that increased alignment between engineering and design.
- Created and executed UX research plans, synthesizing educator and student interviews into actionable product decisions.
- Developed user flows, marketing funnels, and customer journey improvements that supported acquisition and early retention goals.

Senior Product Designer

Product Design Lead for Student Experience

🏢 Discovery Education

📅 Aug 2021 - Mar 2023

As Senior Product Designer, I led major redesign efforts for DE's student learning platform, aligning cross-functional partners around user needs, instructional goals, and platform strategy. I conducted research, developed journey frameworks, facilitated workshops, and delivered new features—including profiles, avatars, and missions—that improved usability and boosted engagement.

Lead Product Designer

Product Design Lead for Flagship Learning Platform

🏢 Prodigy Education

📅 Feb 2021 - Aug 2021

As Lead Product Designer on Prodigy's flagship product, I led UX strategy, product roadmap alignment, and design execution through structured OKRs. I mentored designers, elevated team rituals, and delivered high-impact learning and gameplay features that strengthened engagement and supported product growth.

Associate Design Manager

Product Design Lead for Exact Path & Associate Manager for Global Creative

🏢 Edmentum Education

📅 Sept 2013 - Feb 2021

As Associate Design Manager, I led UX strategy and design execution for Edmentum's K-12 learning products, with a primary focus on the award-winning Exact Path. I managed research, design, and cross-functional alignment from concept through launch, mentored designers, and helped establish product development practices that supported sustained recognition and growth.

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EXPERIENCE

Associate Professor

Communication Design Department

🏫 Collin College

📅 Mar 2016 - Jun 2018

As an Associate Professor, I taught UX, interaction design, 3D modeling, and media design while developing new curricula and proprietary course content. I contributed to departmental strategy, co-designed a revised UX curriculum, and fostered a collaborative learning environment grounded in creative exploration and professional readiness.

Interaction Designer

Interaction Designer for Clinical Workflow Tools

🏫 Cerner (Oracle)

📅 Jul 2012 - Mar 2013

At Cerner, I collaborated with clinical stakeholders to design web and mobile solutions that improved workflow efficiency and reduced medical errors. I led UX design for an iPad rounding app deployed at Shawnee Mission Medical Center, streamlining patient experience and supporting frontline healthcare staff.

UX Lead, Experience Architect

UX Designer & Experience Architect for Enterprise Engineering Tools

🏫 Halliburton

📅 Mar 2010 - Sept 2013

As UX Lead and later Experience Architect, I designed desktop, mobile, and 3D-enabled solutions that enhanced internal software operations across Halliburton's global product teams. I created instructional videos and interactive training tools, built 3D models using Rhino and 3DS Max, and contributed to a Unity-based downhole simulation app used for engineering analysis and field training. I also supported design standardization across the Houston and Carrollton offices and mentored new UX hires through structured training and onboarding.



EDUCATION

Master of Arts in Interactive Technology

📅 Southern Methodist University 📅 2010

Leadership Award for outstanding collaboration and cohort impact.

Capstone Art Lead for a game selected for concept development in partnership with Paramount Pictures.

Bachelors of Arts, Studio Art

📅 University of Missouri-Kansas City 📅 2008

Graduated with Departmental Honors in Studio Art.

Bachelors of Arts, English

📅 University of Missouri-Kansas City 📅 2008

Completed as part of dual-degree track

Master of Arts in Counseling (In Progress*)

📅 University of Missouri-Kansas City 📅 2026*

Coursework in career development, educational research, behavioral science, and human psychology directly informs product design for learners, teachers, and administrators.

Training emphasizes inclusive, trauma-informed thinking, attunement to user needs, and systems-level analysis essential to leading equitable, human-centered design.

Certifications & Training

🏆 McKinsey Academy Leadership Program 📅 2023

🏆 Crisis Text Line Training 📅 2023

🏆 Creative Training, UCSD Courses: 📅 2023

- Thinking in Pictures
- History of Children's Literature

🏆 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)

Design & AI Tools

- Figma & FigJam, Miro
- Adobe Creative Suite, ProCreate
- ChatGPT, Google Gemini, Microsoft Copilot

Languages

English (native), Spanish (conversational)