

Jessica Lored

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Product design leader with 15+ years building and scaling digital learning platforms, managing design teams since 2019. Specializes in design strategy, systems thinking, and cross-functional leadership in ambiguous environments, with counseling psychology training that shapes inclusive team cultures.

EXPERIENCE

Discovery Education

Jul 2023 – Present

Senior Manager, Product Design

Product Design Lead for Experience, Educators & Students · Joined as Manager, promoted to Senior Manager

- Lead a mixed-role design team across multiple product areas, at its largest eight people: product designers, a design ops lead, a visual designer, and UX contractors.
- With no design director in place, represented design with the VPs of Product, Engineering, and Curriculum, turning their priorities into a roadmap that gave designers clear direction.
- When the platform transformation stalled after an outside consulting engagement fell short, designed and ran the cross-functional workshop that realigned the teams and got the work moving.
- Led the strategy, positioning, and information architecture for a platform transformation after layoffs, aligning Product, Engineering, Curriculum, Research, analytics, and marketing.
- Built prototypes that sold: an early AI Copilot concept that helped retain a \$300K ARR partnership, and a Nuxt prototype, made with Claude Code and Cursor, used in sales to retain and win clients.
- Building team AI skills through coaching, bootcamps, and AI guidelines that encode our design standards; partnered with design ops on a Figma-to-Nuxt workflow through MCP.
- Designed the design org structure and wrote its job descriptions; lead hiring, onboarding, coaching, and performance management, and mentored multiple designers into senior roles.
- Built the first structured career growth framework for designers, later adopted by HR and used in reviews, goal setting, and promotion discussions.
- Established design operating rhythms, including a weekly share-out and critique that is still part of the team culture, and delegated critical projects to grow the next layer of leads.
- Authored an engagement framework and measurement index grounded in motivation research, giving the organization a shared definition of a term it had been using without one.

EdKey, Inc.

Mar 2023 – Aug 2023

Director, Product Design

Product Design Lead for QuickTakes.io

- Managed a product designer and owned design and research end to end for the flagship app and marketing site.
- Built a scalable design system in Figma on atomic design principles.
- Planned and ran research with educators and students, and defined the site architecture.
- Partnered directly with the founding team, and set up roadmap and workflow practices between design and engineering.

Discovery Education

Aug 2021 – Mar 2023

Senior Product Designer

Product Design Lead for Student Experience

- Led the redesign of the student learning platform, facilitating cross-functional workshops around user needs and platform strategy.
- Introduced student profiles, avatars, and missions, contributing to a 15% increase in engagement.

Prodigy Education

Feb 2021 – Aug 2021

Lead Product Designer

Product Design Lead for Flagship Learning Platform

- Managed a team of five product designers through regular 1:1s and a growth framework built for the team.
 - Led UX strategy and roadmap alignment through OKRs for the flagship product.
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Edmentum
Sept 2013 – Feb 2021

Associate Design Manager

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

- Managed a cross-disciplinary team of four product designers and UX writers, and led the UX design team on Exact Path.
- Designed the K-2 and 3-5 student experiences for an adaptive learning product that did not exist before, arguing successfully for separate grade-band designs under a one-month deadline.
- Ran usability research with K-2 students across tablet and laptop, surfacing dexterity constraints that had been read as engagement problems.
- Exact Path became the company flagship, earned Best in Show at ISTE 2020, and has won category awards every year from 2018 onward.

Collin College
Mar 2016 – Jun 2018

Associate Professor

Communication Design

- Taught UX, interaction design, 3D modeling, and media design, and co-designed a revised UX curriculum for the department.

Cerner (Oracle)
Jul 2012 – Mar 2013

Interaction Designer

Clinical workflow tools

- Led UX design for an iPad rounding app deployed at Shawnee Mission Medical Center, working with clinical stakeholders to reduce workflow errors.

Halliburton
Mar 2010 – Sept 2013

UX Lead, Experience Architect

Enterprise engineering tools

- Designed desktop, mobile, and 3D-enabled engineering tools, and mentored new UX hires through structured training and onboarding.

EDUCATION

University of Missouri-Kansas City
In progress, expected 2026

MA, Counseling

Currently in clinical practicum.

SMU Guildhall
Game design

MA, Interactive Technology

Focused on art creation for games.

University of Missouri-Kansas City
2008

BA, English (Creative Writing) and BA, Studio Art

Dual degree, Departmental Honors.

SKILLS

Design	Research	Leadership	Tools
Product strategy and positioning	Quantitative study design	Cross-functional facilitation	Figma
Information architecture and taxonomy	Validated instrument selection	Competency frameworks and career pathing	Adobe Creative Suite
Design systems	Usability testing, including with young children	Design team management	Cursor and Claude
Rapid prototyping	In-context classroom research	Executive communication and storytelling	Astro, Nuxt, Vercel
Interaction and visual design	Success metric definition		