

# JORDAN DETOTA

Product Designer

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## Work Experience

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### Ikon Technologies

**Principal Product Designer**

Oct 2022 – Dec 2024

*Joined as the first designer to set the design and product direction of two new products.*

- Defined the product roadmap and design strategy for products across multiple verticals.
- Led the design, from concept to release, of both B2B and B2C SaaS platforms.
- Hired and mentored a team of junior designers, setting the bar for design quality.
- Led cross-functional product and ideation workshops.
- Developed, refined, and implemented design systems.

### Voyager Sopris Learning

**Lead Product Designer**

Oct 2019 – Oct 2022

*Scaled the design team and influence while staying hands on with my own projects.*

- Oversaw and led design efforts across the full product portfolio, including six under active development.
- Scaled and mentored a design team supporting products across multiple verticals.
- Championed a user-centered design culture, influencing a shift from an engineering-led org to a product-led one.
- Led UX research initiatives and conducted usability testing.
- Collaborated with stakeholders, PMs, and cross-functional teams and leaders to align on design and product decisions.

**Senior Product Designer**

Apr 2019 – Oct 2019

*Primary designer on two brand new ed-tech products.*

- Led the end-to-end design of Reading Rangers and LETRS, award-winning educational tools.
- Worked cross-functionally with research, engineering, product, and content teams to deliver quality experiences.
- Created, maintained, and evolved design systems, collaborating with engineering on their implementation.
- Implemented qualitative and quantitative user research and testing processes.

### Digidentity

**Product Design Lead**

May 2018 – Feb 2019

*A temporary assignment during my time at Solera to improve the product offering at an acquired company.*

- Led product design efforts within a newly acquired company.
- Audited and analyzed the existing identity verification workflow, presenting actionable improvements.
- Secured a major contract with the UK by creating an innovative identity verification solution as part of a hackathon.
- Transformed the hackathon concept into a full-scale redesign of Europe's leading identity verification platform.
- Prototyped, tested, and iterated solutions through user testing and feedback loops.

## Solera

### Product Design Lead

Mar 2016 – Apr 2019

*Hands on design work with design leadership sprinkled on top.*

- Hired, mentored, and coached design team members, providing guidance on best practices, process, and workflow.
- Ran usability studies and heuristic evaluations on existing customer products.
- Explored emerging technologies such as AI and machine learning to identify opportunities for product innovation.
- Presented design concepts and prototypes to the executive team and prospective customers.

### Product Designer

Jun 2015 – Mar 2016

*Joined a highly talented R&D team as the only designer focused on creating solutions with emerging tech.*

- Worked on a cross-functional team to concept and vet solutions to problems in the automotive space.
- Brainstormed, designed, and prototyped innovative industry products, creating intuitive software and hardware solutions.
- Conducted on-site research and testing with customers.
- Developed mockups and high interaction prototypes.

## CM Productions

### Marketing Designer

May 2013 – Jun 2015

*A college job where I learned I didn't want to be a marketing designer.*

## United States Marine Corps

### Sergeant, Artillery Fire Direction Controlman

Jul 2007 – Jul 2011

*A life changing experience where I found discipline and a penchant for leadership.*

## Education

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### Rochester Institute of Technology, School of Design

2011 – 2015

BFA, New Media Design

## Skills

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**Product & Design:** Figma, FigJam, UX Leadership, Design Systems, Scalable UX Strategy, Cross-Product UX Alignment, Product Roadmapping, Mobile & Web UX/UI, Data-Driven Design, Rapid Prototyping, Motion & Interaction Design, Accessibility (WCAG), Wireframes, Agile Development

**Research and Testing:** UX Research, Usability Testing, A/B Testing, Competitive Analysis, Success Metrics, Data Analytics

**Collaboration & Process Optimization:** Stakeholder Alignment, Cross-Vertical Collaboration, DesignOps & Process Improvement, Career Development & Mentorship, Strategy & Business Alignment