

# Jessica Pelletier

## Senior Product Designer

linkedin.com/jessicapelletier  
msjpelletier@gmail.com

### EXPERIENCE

**Coursera** Senior Product Designer September 2022 - Present

- CEO-commissioned AI integrity strategy: Led cross-functional discovery workshops, synthesized findings into a near- and long-term approach, and presented updates to the CEO and executive team across 3+ formal reviews
- Designed an innovative solution to the AI integrity challenge that was featured on CNBC India and at Coursera Conference
- AI-powered virtual lab evaluation: Solved for the core trust challenge by reframing AI observation as a learner benefit (speed, personalization) rather than a surveillance mechanism
- Operating as the sole designer embedded within a product team, functioning as a strategic partner to PM and engineering to shape roadmap priorities and establish product vision

**Q4** Product Designer June 2021 - September 2022

- Designed a net-new virtual event type, targeting the 30% of earnings calls that use pre-recorded content to unlock an untapped market segment for the IR events platform
- Led discovery directly with internal users through interviews and working sessions, translating findings into actionable insights that shaped the product's design direction and feature scope
- Developed a repeatable practice of connecting user feedback to design decisions, building internal confidence in research-informed direction across the team

**EllisDon** UX Designer June 2019 - June 2021

- Owned end-to-end design of a form builder designed from scratch as the sole designer on a cross-functional team of 6
- Applied scrappy research techniques to validate direction without a dedicated research function
- Contributed to the foundation of a new design system, establishing reusable patterns that scaled across the platform

**University of Waterloo** Research Assistant September 2015 - May 2017

### EDUCATION

**Brainstation** Diploma, User Experience Design December 2018

**University of Waterloo** Bachelor, Honours Psychology 2013 - 2017

**SKILLS** Systems Thinking • Design Strategy • Product Discovery • Research Insight Translation  
Rapid Prototyping • Interaction Design • Workshop Facilitation • Design Systems