



Kara Hodecker

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As an experienced product design leader and practitioner, I'm a fierce advocate for delivering high-quality, user-centric solutions that drive meaningful outcomes.

EXPERIENCE

Panorama Education

Sr. Director, Head of Product Design | Aug 2022 – Present

- Currently leading the Product Design team, which is comprised of design managers, designers, and user researchers focused on creating innovative tools for educators to help improve student outcomes.
- Partner with the VP of Product and VP of Engineering to drive vision and strategy. Collaborate frequently with other cross-functional peers across Product, Engineering, Marketing, Account Management and CX.
- Cultivate a culture of learning, continuous improvement, and belonging within the design team.
- Supported the team through highs, lows, and numerous challenges; periods of both rapid growth and economic downturn.

Director of Product Design | May 2021 – Aug 2022

- Strategically scaled the Product Design function to 20+, including designing the org structure, hiring several design managers, refining the hiring process, and establishing a dedicated UX Research team to support the company's rapid growth.
- Elevated design maturity across the organization through introducing and refining processes to improve how we work, championing design excellence, and creating a unified vision for the team.

Product Design Manager | July 2019 – May 2021

- Hired 2 additional designers, then temporarily served as player/coach amid increased workload during pandemic-related business conditions.

Principal Product Designer | Oct 2018 – July 2019

- Joined Panorama in its sixth year as the third member of the Design team. Promoted to the first design manager within less than a year.

Cinch Financial

Product Design Lead | Jan 2018 – Sep 2018 (Boston, MA)

- Partnered closely with a compact cross-functional team to conceptualize, design, and successfully launch Cinch's innovative budgeting application, contributing until the startup's closure.

EDUCATION

Rochester Institute of Technology

Bachelor of Fine Arts with Highest Honors
New Media Design, May 2007

LEADERSHIP SKILLS

Design Leadership
People Leadership & Management
Design Strategy & Vision
Recruiting & Hiring
Scaling Teams & Processes
Mentorship

DESIGN/UX SKILLS

Product Design
UI & Visual Design
Interaction Design
Design Systems
User Research & Discovery
Usability Testing
Systems Thinking

COMMUNITY

PanoParents ERG, Panorama Education

Executive Sponsor | 2023–Present

Co-Leader | 2022–2023

Girl Scouts of Eastern Massachusetts

Assistant Troop Leader | 2022–Present

EXPERIENCE, CONT.

Evernote

Product Design Manager | July 2015 – Dec 2017 (Redwood City, CA)

- Led a team of 4 product designers who were responsible for our core app experiences on mobile and desktop platforms.
- Led and shipped a complete redesign of Evernote's iOS app (2017).
- Co-led establishing Evernote's first global design system.
- Built and managed a summer design internship program for 3 years.

Senior Product Designer | June 2012 – July 2015

- Designed and shipped features across Evernote's suite of native apps, including iOS, Mac, Web, and Android.
- Designed and shipped: A redesign of Evernote for iOS (2013), a visual redesign of Evernote for Android in (2013), and a new app, Evernote Food for iOS (2012).

Yahoo!

Visual Designer & Design Lead | May 2011 – June 2012 (Sunnyvale, CA)

- Led design for a personalized homepage and browsing experience for Yahoo.com.
- Designed and shipped the first version of Livestand, Yahoo!'s digital magazine for iPad.
- Key responsibilities included product ideation, wireframing, specs/ documentation, and producing high-fidelity visual designs for both mobile and web experiences.

Odopod

Designer | May 2010 – Mar 2011 (San Francisco, CA)

- Created web and mobile experiences for clients such as Google, Ford (Ford SYNC), UFC, and California Academy of Sciences.

AKQA

Visual Designer | Aug 2009 – May 2010 (San Francisco, CA)

Hunt & Gather

Interactive Designer | Oct 2007 – Aug 2009 (Boston, MA)

Schematic

Motion Designer | July 2007 – Oct 2007 (Boston, MA)