Keenan Jackson

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Professional Summary

Digital learning product manager who leads cross-functional teams to build, launch, and operate learning products at institutional scale across higher education, healthcare, and K–12. Experienced across the full product lifecycle and practiced at liaising with faculty, clinical investigators, compliance offices, and senior leadership. Builds products that are structurally clear, accessible by design, effortless to use, and measured on outcomes.

Areas of Expertise

- Product lifecycle and roadmapping
- Discovery, requirements, and needs assessment
- Cross-functional team leadership
- Stakeholder and SME engagement
- Data-driven iteration and measurement
- User journey mapping and UX research
- Go-to-market and adoption strategy
- Digital accessibility (WCAG 2.2 AA)

Highlights

- Delivered 133% to 280% increases in learner retention with a new on-demand learning modality.
- Managed the full lifecycle of 25+ digital learning products; built 7 from 0->1.
- Delivered 11,500+ CME credit hours, maintaining NIH funding.
- Built the required HMS AI Tools course: 2,157 learners in three months, now being adapted by HSDM.
- Built design systems and curriculum contributing to a 5x increase in product sales at MobyMax.

Work History

Harvard Medical School — HMS IT, Boston, MA **2026-Present**

IT Support Learning Designer

- Reached 2,157 learners in three months with the required HMS AI Tools course, built end to end; resolved in 9 days the provisioning defect that blocked access on completion.
- Analyzed HMS IT skill gaps against the ~13,000-course Harvard Training Portal catalog and prototyped a facilitator model with its team.
- Helped build the HMS AI Community of Practice from charter to an operating program with 3 branches, quarterly meetups, office hours, and workshops.
- Designed purchase order process training for 30 requesters and executive leaders using UbD, Bloom, and Gagné; pre-launch form testing surfaced a validation defect.
- Launched content moderation training for HMS web editors after Jira discovery, editor interviews, and 2 review rounds with 5 reviewers.
- Published 2 knowledge articles for the passwordless login transition, plus an access guide and workflow map for off-Quad AI Sandbox users.
- Established accessibility practice with Siteimprove on the flagship site, 4 tagged accessible PDFs, and a documentation standard toward WCAG 2.2 AA.

Harvard Medical School — Harvard Catalyst, Boston, MA **2022-2025**

Senior Product Manager of Digital Learning 2024-2025

- Managed 25+ online learning products for clinical research education, covering operation, participant data analysis, and incremental improvement.
- Built 7 products 0->1, from needs assessment and faculty-defined learning goals through assessments, job aids, data collection, improvement cadence, and sunsetting criteria.
- Led cross-functional teams of media producers, web/IT specialists, coordinators, faculty directors, SMEs, and senior leadership.
- Established the product design practice, including the on-demand modality behind the retention gains above, informed by qualitative and quantitative UX research.
- Executed data-driven go-to-market strategy with Communications and Salesforce administrators; co-managed LMS operation, role management, and vendor integrations.

Project Lead and eLearning Designer 2022-2024

- Documented product requirements and aligned course goals, objectives, assessments, and content, guiding faculty in evidence-based pedagogic frameworks.
- Presented course data to leadership and faculty, recommending and taking up improvements.
- Maintained ACCME accreditation and managed competing projects, external SMEs, and vendors against timelines, risk registers, and budgets.

MobyMax, Remote **2017-2021**

Principal Designer 2018-2021

- Led visual design strategy for math content organization-wide, building scalable design systems and style guides for instructional media.
- Operated and mentored 12 curriculum developers in animation, layout, and multimedia.
- Designed UI for interactive modules and ran user testing to improve usability.

Curriculum Developer 2017-2021

- Developed adaptive K–8 math curriculum, using assessment interactives to route learners to personalized paths.
- Authored and quality-assured standards-aligned content, and trained developers on tools and workflows.

Additional Work Experience

Adjunct Professor at multiple colleges and universities

- Created and taught studio and design courses in person, hybrid, and remote, connecting design principles to real-world impact.
- Led the department-wide remote-learning transition during COVID-19.

Pennsylvania College of Art and Design, 3D Design 2022-2023

Drexel University, Black and White Design, Color Theory, 3D Design 2019-2021

Kutztown University of Pennsylvania, Sculpture I–III; University of Pennsylvania, Drawing 2016

Select Professional Awards

SIIA CODiE — Best Student Learning Capacity-Building Solution 2022

SIIA CODiE — Best STEM Instructional Solution, Grades PK-8 2022

The EdTech Awards Cool Tool — Adaptive Technology Solution 2022

Tech&Learning — Award of Excellence: Software, Assessment Solution 2020

EdTech Breakthrough — Enhanced Curriculum Solution Provider of the Year 2020

Technical Skills and Domain Knowledge

- Product & Delivery: roadmapping, requirements documentation, Agile/Scrum, discovery and user research, analytics and reporting, go-to-market planning
- Platforms: ServiceNow, Canvas, Blackboard, Brightspace/D2L, Moodle, Drupal, Confluence, Jira, Airtable, Salesforce, Lucid, Siteimprove
- Design & Media: Adobe Creative Cloud, Affinity Suite, Figma; video, motion graphics, animation, infographics, UI patterns
- Accessibility & Pedagogy: WCAG 2.2 AA, tagged PDF remediation, assistive-technology testing; Understanding by Design, Bloom's Taxonomy, Fink's Significant Learning Outcomes, Kern's Medical Education Cycle

Education

MFA – Interactive and Time-Based Media, University of Pennsylvania, Philadelphia, PA 2016

BA – Studio Art, focus in Education, Saint Olaf College, Northfield, MN 2011