

CHRIS HOLOKA

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SUMMARY

Twenty years leading design and product in K-12 EdTech, building design organizations from the ground up, scaling cross-functional teams to 80+ members, and delivering award-winning platforms that reach 12M+ students and 600K+ teachers globally. Led AI integration across design and product workflows, translating emerging technology into measurable product and operational impact. Expert in research-driven design systems and equitable learning outcomes.

EXPERIENCE

Learning A-Z, a Cambium Learning Company

\$100M+ mission-driven SaaS organization serving 12M+ students and 250K+ teachers across 170+ countries with K-6 literacy curriculum.

Vice President, Product Design

2023-2025

- **Positioned UX as strategic growth driver at executive level**, establishing exceptional design as competitive advantage that **delivered 25% trial-to-paid conversion increase**, improved purchase completion through streamlined authentication and checkout, and design-led roadmap investment decisions across a global multi-product portfolio.
- **Founded and led AI Council**, establishing human-in-the-loop design principles across instructional and adaptive reading products, integrating AI into internal workflows and user-facing experiences. Achieved **40% faster content production**, 2x improvement in accessibility remediation pace, and accelerated research synthesis.
- Drove workflow redesigns through user research and cross-district studies, **reducing administrative rostering time by 82%** and lowering Customer Success and Implementation support volume.
- Spearheaded enterprise design systems and shared experience patterns, unifying fragmented product surfaces into a cohesive, multi-platform ecosystem that streamlined design-to-development handoff and enabled teams to ship faster at scale.
- Built high-performing design and research teams, elevating design maturity and **establishing a culture of craft, experimentation, and continuous improvement**.

Vice President, Product Management & UX

2020-2023

- Shaped strategy and execution for \$100M+ ELA portfolio, aligning roadmaps to learning objectives and pedagogical requirements while driving data-informed decisions through adoption, engagement, and learning impact KPIs.
- **Drove pivot** from balanced literacy to Science of Reading, developing multi-year roadmap that repositioned flagship products during industry-wide methodology shift while balancing student learning outcomes with teacher needs.
- Defined and delivered five new products, **including two large-scale 0-1 initiatives**, addressing critical market needs in Science of Reading, writing, Spanish, ELL, and SEL that **expanded market reach and drove portfolio growth**.
- Transformed a decentralized design function into a unified organization spanning UX, UI, content design, and multimedia, **formalizing design as a strategic partner in product planning, increasing design velocity 25%**, and enabling pattern reuse across the platform.
- Shipped products that earned All Green EdReports ratings, Digital Promise certification, CODiE and Tech & Learning Awards of Excellence, and Supes' Choice award for equity-focused SEL.

Director of Engineering & UX

2014-2020

- Led Engineering and Design organizations, **scaling from 7 to 80 engineers and 2 to 8 designers**, with embedded UX/UI collaboration that elevated engagement and learning outcomes across a global platform.
- **Delivered three major launches including an \$80M flagship K-5 literacy platform** with 3.5B+ student logins, 250K teachers since 2016. Led integration of two acquired platforms through multi-year modernization of adaptive reading program and vocabulary product merge, **creating dual-persona solution that drove 3x revenue increase**.
- Cultivated engineering and design culture focused on technical excellence and rigor, **achieving 90%+ retention** through mentorship and continuous learning.

Sr. Manager Software Development & Design

2007-2014

- Directed engineering and design teams to deliver four 0-1 products addressing literacy, science, and ELL market needs, expanding global reach and enabling equitable access.
- **Launched native mobile applications** (iOS 2011, Android 2012) as early mobile adopter, creating experiences **averaging 10-12M monthly sessions**.

- Founded company's first design function, scaling from one designer to multidisciplinary team spanning UX, visual design, user research, and front-end development. **Formalized design patterns that accelerated time-to-market** and supported explosive user growth across an expanding global platform.

ProQuest, a Clarivate Company

Senior Web Designer, UX/UI

2001-2007

Led UX/UI design and research for digital products serving K-12 and academic institutional users.

Compucom

User Experience Designer

1999-2001

Delivered UX/UI design for a \$2B enterprise services and technology organization.

SKILLS

Key Competencies

AI Experience Design & Human-in-the-Loop Systems; Multi-Product Platform Strategy; Enterprise Design Systems; Content Strategy & Design; K-12 and B2B2C Product Leadership; M&A Integration; Organizational Design & Scaling; 0-to-1 Product Development; Pedagogy and Learning Science; Accessibility & Equity in Design

EDUCATION

Eastern Michigan University

Bachelor of Arts (BA), double major in Graphic Design and English / Written Communication

PORTFOLIO

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