

Kellie Ojeda

Human-centered design for care organizations

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PROFILE

Researcher, strategist and designer of patient and provider experiences. I lead design, research and strategy teams for life sciences and healthcare clients, turning research into product and experience decisions and taking fuzzy problems to launch, even through the risk and compliance of regulated work. I started as a teacher and nonprofit program builder, and I am now focused on where product innovation meets responsible AI.

EXPERIENCE

Design Strategy Manager · Deloitte Digital · 2021 – Present

CLIENT WORK

- Engagement manager and research lead on bringing a pharma company's medical expertise to its consumer-facing website for the first time. Ran international qualitative and quantitative research, worked with regulatory reviewers to surface risks beyond written policy, designed access gating by user type, and won a multi-million investment. Launched in under a year; now live and scaling globally.
- Led an innovation program for a plasma-derived therapy company: a vision for six parts of the business built on emerging tech (digital twins, gen AI, IoT), 10 workshops with 100+ stakeholders, roadmaps, a playbook, and training so the client's team could run it. The client has since funded pilots and added capacity for larger programs.
- Led 0-to-1 strategy for a new AI-powered contact lens experience at a global vision care company: guided qualitative research with eye care professionals, shaped the future-state experience and journey maps, sized the opportunity with scenario analysis, and oversaw prototypes and pitch videos.
- Led research for a large academic health system on how patients pay for care: analyzed patient experience survey feedback, interviewed patients and call center staff, and defined seven digital opportunities, sorted by size, for the organization to act on.

LEADERSHIP AND PRACTICE

- Manage teams of 3–6 on rotating client engagements, including designers, researchers, product managers and engineers: set vision, manage scope, ensure quality, and coach and manage performance. Also lead the experienced-hire process.
- Founded and lead an equity-centered design practice: eight principles, a toolkit and microsite, and a training program that has taught 80+ practitioners.
- Bring AI into research and design practice through tools including Claude, Claude Code, Remesh, Outset AI and Dovetail. Certified Claude Associate – Foundations (CCAO-F), Anthropic, October 2026.
- Support pursuit teams on sales efforts that have won \$1M+ in new business each year.

Program Director · Project Invent, Palo Alto, CA · 2019 – 2021

- First hire at an early-stage nonprofit; built its national service model and scaled a human-centered design education program from one site to 15+ states and 1,000+ students. Raised \$1M+ in individual and corporate partnerships.

Program Director · Love Does, Gulu, Uganda · 2018 – 2019

- Directed a primary school in rural Uganda. Co-designed a teacher evaluation system and a phonics reading program that raised literacy rates 62% in its first trimester; built a 5,000+ book library.

Assistant Science Director · YES Prep, Houston, TX · 2013 – 2018

- Designed and led professional learning for a 15-school, 10,000+ student charter district; coached new teachers; taught middle school science.

EXPERTISE

Human-centered design · Patient and provider experience · Qualitative and quantitative research · Journey maps and service blueprints · New products, services and business models · Building innovation capabilities · Product strategy through launch · Responsible AI

EDUCATION

M.S. Strategic Design and Management (human-centered design and strategy), Parsons School of Design, 2021
B.A. Early Childhood Education, University of St. Thomas, 2013