

JENNIFER CEFALY

Founder | Learning & Innovation Executive | Product Strategist

Helping organizations build through learning, innovation, and product strategy.

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PROFESSIONAL SUMMARY

I build learning systems that help people and organizations adopt new ideas. Learning Strategy Executive and founder with 20+ years of experience designing scalable learning experiences, AI-enabled enablement programs, and innovative products that drive adoption, organizational capability, and measurable impact. I specialize in translating complex ideas into practical learning systems through product development, human-centered design, and cross-functional collaboration.

SIGNATURE ACHIEVEMENTS

- Founded and scaled Design Hive, a learning strategy and educational consulting company serving 20+ schools and 25+ corporate and community partners.
- Created The Ultimate Makerspace™, a proprietary learning platform supporting scalable makerspace implementation through curriculum, implementation systems, and professional learning.
- Designed international digital learning experiences for the ILMI Science Discovery & Innovation Center in Riyadh, Saudi Arabia.
- Built long-term innovation partnerships with schools, museums, nonprofit organizations, and corporate clients, leading curriculum strategy, professional learning, and organizational transformation initiatives.
- Designed AI-enabled learning resources and professional learning experiences helping organizations adopt emerging technologies and innovative instructional practices.
- Created and launched multiple proprietary learning products, implementation frameworks, and digital resources supporting scalable organizational learning and educator enablement.
- Designed learning products and implementation systems that accelerated adoption, strengthened organizational capability, and created long-term value for client organizations.

CORE CAPABILITIES

LEARNING STRATEGY & EXPERIENCE DESIGN	PRODUCT & CONTENT DEVELOPMENT	AI & EMERGING TECHNOLOGIES	LEADERSHIP & ORGANIZATIONAL GROWTH
Human-Centered Design	Assessment Design	AI-Enabled Learning	Cross-Functional Leadership
Instructional Design	Curriculum Architecture	AI-Assisted Content Development	Change Management
Learning Strategy	Learning Product Strategy	Emerging Technology Integration	Program Leadership
Learning Experience Design (LXD)	Modular Content Development	Prompt Engineering	Stakeholder Engagement
Performance Consulting	Product Enablement	Workflow Automation	Strategic Planning

DIGITAL, AI & LEARNING TECHNOLOGIES

Artificial Intelligence: ChatGPT • Gemini • Claude • NotebookLM • AI-Assisted Research • AI Content Development • Rapid Prototyping • Generative AI for Learning Design

Learning Platforms & Collaboration: Google Workspace • Microsoft Office • Google Sites • Canvas LMS • Learning Management Systems (LMS) • TutorBird • Articulate Rise

Creative & Learning Design: Adobe Creative Cloud • Canva • Curriculum Publishing • Digital Asset Creation • Instructional Content Development

Emerging Technologies: LEGO® Education (SPIKE Prime, SPIKE Essential, EV3, NXT) • Micro:bit • MaKey MaKey • Glowforge • Laser Cutting • 3D Printing • Tinkercad • Digital Fabrication • Physical Computing • Robotics

Business & Operations: Strategic Planning • Program Operations • Budget Management • Grant Writing • Proposal Development • Stakeholder Engagement • Project Management • Process Improvement

SPEAKING & ADVISORY EXPERTISE

Learning Strategy • AI-Enabled Learning • Learning Experience Design • Product Innovation • Organizational Change • Executive Function • Design Thinking • Project-Based Learning • Universal Design for Learning (UDL) • Maker Education • STEAM Integration • Emerging Technologies

SELECTED CLIENTS

Corporate: Netflix • Google • Twitch • Nike • Paramount • Warner Bros. Discovery • CAA • CBRE • Target • New Balance • Spectrum SportsNet • Grand Central Market, LA • The Bloc LA

Education: Los Angeles Unified School District • Modern Class • Los Angeles Independent Schools

Museums & Community: California African American Museum • Boys & Girls Clubs • ILMI Museum • Misk Foundation

PROFESSIONAL EXPERIENCE

Founder & Chief Learning Officer

Design Hive LLC | Los Angeles, CA *March 2020 – Present*

EXECUTIVE LEADERSHIP

- Founded and scaled Design Hive into a learning strategy and innovation consultancy serving K-12 schools, museums, nonprofit organizations, and corporate partners.
- Defined organizational strategy, product vision, service offerings, operational systems, and long-term growth initiatives.
- Led multidisciplinary teams of educators, designers, facilitators, and creative professionals while fostering a culture of innovation and continuous improvement.

LEARNING STRATEGY & PRODUCT DEVELOPMENT

- Architected scalable learning systems that translate complex concepts into engaging learning experiences, implementation frameworks, and reusable enablement resources.
- Created The Ultimate Makerspace™, a proprietary learning platform supporting sustainable makerspace implementation through modular curriculum, educator resources, assessment frameworks, and professional learning.
- Developed customized learning products and instructional systems for schools, museums, enrichment organizations, and international partners.

CROSS-FUNCTIONAL COLLABORATION

- Partnered with executive leaders, educators, museum professionals, software developers, designers, and international collaborators to co-create innovative learning solutions.
- Led discovery sessions, identified learner and organizational needs, and translated strategic goals into scalable implementation plans.
- Built long-term partnerships supporting curriculum development, organizational change, and sustainable program implementation.

AI & EMERGING TECHNOLOGY

- Integrated generative AI tools, including ChatGPT, Gemini, Claude, and NotebookLM, into learning design workflows, accelerating research, content development, asset creation, and rapid prototyping.
- Designed AI-enabled learning experiences and professional learning programs that help organizations adopt emerging technologies with confidence and purpose.

ORGANIZATIONAL IMPACT

- Established partnerships with schools and corporate and community organizations, delivering customized learning systems, innovation initiatives, and strategic consulting engagements.
- Developed professional learning experiences for hundreds of educators, strengthening organizational capacity through instructional innovation, AI integration, and learner-centered design.
- Built a scalable consulting model combining learning products, implementation support, coaching, and long-term strategic partnerships.

Director of Educational Technology & Innovation Lab

The John Thomas Dye School | Los Angeles, CA *July 2019 – June 2021*

Provided strategic leadership for the school's Innovation Lab, leading instructional innovation, faculty capability development, and cross-functional initiatives that strengthened technology integration, interdisciplinary learning, and organizational growth across a K-6 independent school serving more than 360 students weekly.

INNOVATION STRATEGY & LEARNING DESIGN

- Led the strategic redesign of the school's Innovation Lab, transforming both the physical learning environment and the instructional program to create a modern, inquiry-driven innovation center.
- Designed and implemented a comprehensive K-6 innovation curriculum integrating computational thinking, engineering, robotics, design thinking, digital citizenship, and project-based learning.
- Evaluated and selected instructional technologies, software platforms, and digital learning resources aligned with organizational goals, learner needs, and emerging educational trends.
- Developed interdisciplinary learning experiences that connected technology with core academic subjects through authentic, real-world challenges.

LEADERSHIP & ORGANIZATIONAL DEVELOPMENT

- Supervised the Technology and Science Departments, fostering collaboration across disciplines to strengthen innovation, instructional alignment, and student learning outcomes.
- Coached and supported approximately 15 faculty members, designing professional learning experiences that increased confidence and adoption of technology-enhanced, student-centered instructional practices.
- Established and facilitated a cross-disciplinary Professional Learning Community (PLC) focused on project based learning, collaboration, and instructional innovation.

STRATEGIC PARTNERSHIPS & PROGRAM GROWTH

- Launched a multi-school robotics collaboration, creating opportunities for upper elementary students to engage in collaborative engineering challenges, teamwork, and STEM competition.
- Partnered with school leadership, faculty, and external organizations to develop and implement innovation initiatives aligned with the school's strategic vision.
- Supported admissions, parent engagement, and community outreach by showcasing innovative student work and communicating the school's vision for future-focused learning.

ORGANIZATIONAL IMPACT

- Created learning experiences serving approximately 360 students each week throughout the academic year.
- Modernized the Innovation Lab's identity through program redesign, curriculum development, and strategic rebranding, strengthening its visibility and impact within the school community.
- Built sustainable instructional systems and collaborative structures that expanded interdisciplinary teaching and strengthened faculty capacity for innovation.

Director of Innovation & Integration

St. James' Episcopal School | Los Angeles, CA *August 2007 – June 2019*

Provided executive leadership for schoolwide innovation, educational technology, and organizational transformation across a K-6 independent school, leading strategic initiatives that modernized teaching and learning, expanded institutional capacity, and established innovation as a defining element of the school's identity.

ORGANIZATIONAL LEADERSHIP

- Served as the school's senior leader for innovation, educational technology, and instructional transformation, partnering with school leadership to develop long-term strategic initiatives supporting organizational growth and future-focused learning.
- Directed the Technology, Science, and Library Departments while overseeing the IT team, aligning instructional priorities, operational needs, and technology infrastructure across the organization.
- Managed departmental budgets, technology planning, vendor selection, software evaluation, and long-term investment strategies supporting instructional innovation and organizational effectiveness.
- Chaired a strategic technology advisory committee composed of school administrators and parents, guiding institutional planning, technology adoption, and future innovation initiatives.

LEARNING STRATEGY

- Designed, implemented, and continuously refined the school's K-6 innovation curriculum over a twelve-year period, evolving the program from a traditional computer lab into an integrated STEAM curriculum grounded in design thinking, engineering, computational thinking, and project-based learning.
- Founded the school's robotics program and launched its first FIRST LEGO League team, creating a competitive engineering pathway that expanded STEM opportunities and strengthened project-based learning.
- Conceived and launched the school's SmartLab, transforming an underutilized computer lab into a dynamic makerspace and innovation hub that became a signature program supporting enrollment, student engagement, and institutional differentiation.

- Developed interdisciplinary learning experiences connecting technology with science, mathematics, literacy, engineering, visual arts, and authentic problem-solving.
- Selected and implemented instructional technologies, software platforms, digital learning tools, and curriculum resources aligned with educational goals and emerging technologies.

CAPABILITY DEVELOPMENT

- Led schoolwide implementation of the institution's first 1:1 learning initiative, introducing Google Workspace and designing comprehensive faculty training that supported successful organizational adoption.
- Directed implementation of a new Learning Management System (LMS) and digital gradebook, leading change management efforts, faculty onboarding, and ongoing instructional support.
- Designed and facilitated professional learning for faculty through two Professional Learning Communities focused on educational technology integration and project-based learning.
- Coached educators through curriculum redesign, technology integration, instructional innovation, and learner-centered teaching practices, building sustainable organizational capacity over more than a decade.

PROGRAM INNOVATION & STRATEGIC PARTNERSHIPS

- Directed the Student Leadership Program, developing student leadership capacity through service, technology leadership, and community engagement initiatives.
- Led the school's Summer Enrichment Program and After-School Enrichment Program, designing high-quality educational experiences while generating more than six figures in annual revenue for the school.
- Developed partnerships with educational organizations, vendors, and community stakeholders to expand innovation programming and enhance student opportunities.

IMPACT

- Designed and delivered innovative learning experiences for approximately 350 students each week while leading schoolwide innovation initiatives across a 12-year tenure.
- Secured funding through grants, fundraising initiatives, and strategic resource development to expand robotics, makerspace, and emerging technology programs.
- Served as a lead contributor for WASC and CAIS accreditation, supporting institutional self-study, continuous improvement, and long-term strategic planning.
- Established and directed the school's Summer Enrichment and After-School Enrichment programs, generating more than six figures in annual revenue while expanding educational programming and strengthening community engagement.
- Transformed the school's technology program into an integrated STEAM initiative that became a defining feature of the school's academic identity and a differentiator in student recruitment and enrollment.

Educational Programming Consultant

Genesis STEAM Inc. | Los Angeles, CA June 2018 – March 2024

Partnered with organizations and community leaders to design innovative learning experiences, educational products, and strategic partnerships that expanded access to STEAM education through hands-on, inquiry-based learning.

LEARNING PRODUCT DEVELOPMENT

- Created interdisciplinary STEAM curriculum, educator resources, facilitator guides, and implementation materials supporting K-12 schools, museums, and community organizations.
- Co-developed an interactive learning platform that challenged learners to combine art, technology, and design thinking to solve authentic community and global challenges.
- Created comprehensive product ecosystems, including teacher guides, online resources, facilitator manuals, and professional learning materials, to support scalable classroom implementation.
- Designed inquiry-driven learning experiences integrating engineering, computational thinking, visual arts, design thinking, and emerging technologies.

CLIENT PARTNERSHIPS

- Collaborated with organizations and community partners to design customized learning experiences aligned with organizational priorities and learner needs.
- Built strategic partnerships with organizations including the Wende Museum, Museum of Tolerance, and Boys & Girls Clubs, expanding access to innovative STEAM programming.
- Presented educational initiatives and grant proposals to principals, district leaders, school board members, city officials, and community stakeholders.

- Partnered with organizational leaders to design programs that balanced educational impact, operational feasibility, and community engagement.

PROGRAM LEADERSHIP

- Managed STEAM learning experiences serving hundreds of students annually through school partnerships, museum programming, and community events.
- Directed annual STEAM Institutes for educators, children, and families, designing immersive learning experiences that built educator confidence and expanded organizational capacity.
- Supervised, coached, and trained a team of Visitor Services Associates, ensuring consistent delivery of high quality visitor engagement and educational programming.
- Supported program operations, facilitator onboarding, scheduling, and continuous program improvement across multiple learning environments.

ORGANIZATIONAL IMPACT

- Expanded access to high-quality STEAM education through partnerships spanning public schools, independent schools, museums, and nonprofit organizations throughout Southern California.
- Secured funding through grant writing and collaborative stakeholder engagement, supporting new educational initiatives and program sustainability.
- Developed reusable learning products and implementation resources that enabled educators to continue using inquiry-based learning experiences beyond individual workshops.
- Strengthened long-term organizational partnerships by combining curriculum development, facilitator training, consulting, and community engagement into comprehensive learning solutions.

Employee Stock Purchase Program Administrator

The Walt Disney Company | Glendale, CA January 2003 – August 2007

Supported enterprise-wide administration of The Walt Disney Company's Employee Stock Purchase Program, partnering with global employees, internal business units, and financial institutions to manage complex operational processes, ensure regulatory compliance, and deliver exceptional employee support across one of the world's largest entertainment organizations.

ENTERPRISE OPERATIONS

- Served as the sole administrator responsible for processing all employee stock sale transactions, ensuring accuracy, compliance, and timely execution within a high-volume, highly regulated environment.
- Managed sensitive financial transactions and confidential employee records while maintaining exceptional standards for accuracy, operational integrity, and regulatory compliance.
- Utilized TA2000 and Microsoft Office to administer enterprise stock plan operations, reconcile transactions, and support daily program management.

GLOBAL STAKEHOLDERS

- Provided direct support to employees across Disney's worldwide business units — including ABC, ESPN, Disney Parks & Resorts, Disney Stores, Disney Channel, Walt Disney Studios, and other global divisions.
- Served as a trusted resource for employees navigating complex stock plan questions, translating technical financial information into clear, actionable guidance while delivering exceptional customer service.
- Built collaborative relationships throughout internal departments and external financial institutions, such as Citigroup and Goldman Sachs, to ensure seamless program administration.

ORGANIZATIONAL EXCELLENCE

- Trained and onboarded new team members on employee stock purchase program operations, procedures, compliance requirements, and customer service standards.
- Supported planning and execution of Disney's annual Shareholder Conference, coordinating program logistics and providing operational support for a large-scale corporate event.
- Contributed to continuous operational excellence by identifying process improvements, maintaining detailed documentation, and supporting efficient enterprise workflows.

IMPACT

- Helped administer an employee benefit program serving Disney employees worldwide, supporting one of the company's largest enterprise-wide employee programs.
- Managed mission-critical financial processes requiring exceptional attention to detail, confidentiality, and operational precision.

- Built a strong foundation in enterprise operations, stakeholder management, compliance, customer experience, and cross-functional collaboration that continues to inform executive leadership and consulting work today.

Museum Educator & Visitor Services Associate

The Valentine Museum | Richmond, VA *July 2000 – December 2002*

Facilitated museum learning experiences that connected history, storytelling, and inquiry-based exploration for students, educators, and community audiences. Collaborated with museum leaders and regional cultural organizations to develop engaging educational programming while building a foundation in experiential learning, public engagement, and learning experience design.

LEARNING EXPERIENCE DESIGN

- Created and facilitated inquiry-driven museum experiences that translated history, culture, and artifacts into engaging educational programs for K–12 students, educators, and community groups.
- Conducted historical research and incorporated new scholarship into educational programming, ensuring museum tours and learning experiences remained engaging, relevant, and historically accurate.
- Adapted learning experiences for diverse audiences, emphasizing storytelling, observation, discussion, and hands-on exploration.

COMMUNITY PARTNERSHIPS

- Built and facilitated professional learning workshops for educators from Richmond and surrounding school districts, helping teachers integrate museum resources into classroom instruction.
- Led a long-term outreach program serving students from Title I schools, providing behind-the-scenes museum experiences that expanded access to cultural education and introduced learners to museum careers, collections management, and public history.
- Collaborated with Maymont Park and the Children's Museum of Virginia to design and deliver interdisciplinary summer learning experiences connecting history, science, culture, and experiential education.

PUBLIC ENGAGEMENT

- Led educational tours and facilitated learning experiences for school groups, community organizations, and special event audiences.
- Collaborated with museum directors, educators, and peer institutions to research best practices and continuously improve educational programming and visitor experiences.
- Contributed to the ongoing refinement of museum educational resources through research, content development, and collaborative program planning.

ORGANIZATIONAL IMPACT

- Expanded access to museum education through innovative outreach partnerships serving educators, families, and historically underserved communities.
- Built a foundation in experiential learning, audience-centered design, stakeholder collaboration, and public engagement that continues to inform learning strategy, consulting, and product development.

PRODUCT & LEARNING INITIATIVES

The Ultimate Makerspace

Learning Product Strategy | Curriculum Platform | Organizational Enablement

- Built and launched a proprietary learning platform that enables schools to implement sustainable makerspace and STEAM programs through scalable curriculum systems, implementation frameworks, educator resources, and ongoing professional learning.
- Conceived, developed, and published a modular learning ecosystem featuring curriculum, facilitator guides, assessment frameworks, implementation playbooks, and family engagement resources. Built a scalable implementation model that enables organizations to launch high-quality makerspace programs regardless of prior experience or available resources.
- Designed reusable learning assets aligned with NGSS, ISTE, Common Core, Universal Design for Learning (UDL), and the United Nations Sustainable Development Goals (SDGs).
- Leveraged AI-enabled workflows to accelerate research, content development, visual asset creation, and continuous product iteration.
- Collaborated with school leaders and educators to refine the platform through classroom implementation, feedback cycles, and ongoing product improvements.

ILMI Science Discovery & Innovation Center

- Collaborated with an international multidisciplinary team to design inquiry-driven science learning experiences for a gamified digital platform supporting the launch of Saudi Arabia's ILMI Science Discovery & Innovation Center.
- Partnered with animators, software developers, museum planners, exhibit designers, and cultural consultants to create cohesive digital learning experiences.
- Developed educational website content, animation scripts, hands-on engineering challenges, and real-world learning connections for each instructional module.
- Localized scientific concepts through culturally relevant storytelling, examples, and industry partnerships that reflected Saudi Arabian history, innovation, and emerging industries.
- Applied human-centered learning design principles to create engaging experiences that combined storytelling, digital media, engineering design, and inquiry-based learning.
- Contributed to a scalable curriculum framework supporting both digital engagement prior to the museum opening and future onsite educational programming.

Modern Class

Personalized Learning Systems | Program Strategy | Learning Experience Design

- Partner with the leadership team of a WASC-accredited microschool to design personalized learning systems, instructional frameworks, and scalable educational resources supporting individualized instruction and long-term organizational growth.
- Implemented personalized learning frameworks integrating academic instruction, executive functioning, learner profiles, and individualized educational goals.
- Created comprehensive Executive Function and Reading Guidebooks translating research into practical resources for educators and families.
- Developed admissions materials, assessment systems, curriculum pathways, and family-facing resources that strengthened the learner experience from enrollment through instruction.
- Collaborated with leadership to build scalable operational and instructional systems supporting personalized learning and organizational growth.
- Designed implementation resources enabling educators to deliver consistent, high-quality personalized learning experiences while maintaining flexibility for individual learners.

PROFESSIONAL LEADERSHIP & INDUSTRY IMPACT

Recognized as a trusted learning strategy partner, designing and facilitating executive workshops, organizational consulting engagements, and professional learning experiences that help educational institutions, museums, nonprofit organizations, and corporate partners adopt innovative practices, emerging technologies, and learner-centered systems.

- Served as a consultative partner to executive leaders and organizational stakeholders, translating emerging technologies, instructional innovation, and strategic priorities into scalable learning systems and implementation frameworks.
- Designed and facilitated professional learning experiences for hundreds of educators, school leaders, administrators, and organizational teams, building capability in AI integration, instructional innovation, design thinking, executive functioning, and organizational change.
- Partner with leadership teams to develop strategic implementation plans, facilitate organizational planning, and translate complex ideas into practical, scalable learning systems that improve adoption and long-term sustainability.
- Develop reusable learning assets, including implementation frameworks, facilitator guides, toolkits, and digital resources, that enable organizations to extend learning beyond individual workshops.
- Frequently invited to consult on curriculum strategy, makerspace development, STEAM implementation, AI adoption, and innovation initiatives for schools, museums, and community organizations throughout Southern California.

EDUCATION

University of Michigan

Certificate, Learning Experience Design (LXD)

Loyola Marymount University

Master of Arts, Education — Concentration: Literacy & Language Arts

James Madison University

Bachelor of Arts, Art History, Library Science and Educational Media