

JESSICA GARCIA-TEJEDA

DIGITAL CREATIVE DIRECTOR | TECHNOLOGIST | PROJECT LEADER

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Innovative technology leader with expertise spanning full-stack software engineering, project management, product strategy, and creative business ventures. Skilled at translating complex systems into intuitive, human-centered solutions that balance design, functionality, and scalability. Passionate about bridging technical execution with creative vision to deliver products that inspire and drive meaningful impact.

AREAS OF EXPERTISE

- **Project & Product Management** | Agile/Scrum, roadmap planning, cross-functional leadership
- **Software Development** | Full-stack engineering [Angular, Java, TypeScript, Python, Scala, Swift]
- **Business & Design** | Brand strategy, marketing, digital presence, creative direction, AI integration, SEO
- **Systems & Cloud** | Cloud migration, infrastructure optimization, AWS, Datadog, Confluence, Jira
- **Languages** | English & Spanish (Native), French (Advanced)

KEY ACHIEVEMENTS

Technology Transformation: Decommissioned 260 servers during a global cloud migration at PIMCO, cutting \$100K/month in costs and reducing environmental impact through sustainable infrastructure practices.

Product Innovation: Built *Auth Central*, an Okta-equivalent platform that streamlined claims and token management for 62+ apps, adopted by all CoreEng teams, and strengthened enterprise security while improving developer efficiency.

PROFESSIONAL EXPERIENCE

APPLE

Austin, TX

Product Specialist

July 2025 - Present

- Analyzed customer interactions and internal retail workflows (EasyPay, Concierge, Orchard), documenting opportunities to improve employee efficiency and enhance the customer experience.
- Generated \$50k+ in revenue within the first 14 days by selling 40+ Hero products with a 100% customer satisfaction rate, and achieved a 95% attach rate for AppleCare+ and accessories.

JGT Media

Austin, TX

Founder & CEO

February 2024 - Present

- Directed end-to-end client projects in web development, branding, and digital storytelling, delivering creative solutions that integrate technology and design.
- Developed an AI-driven platform that converts images into 3D-printable models, bead patterns, embroidery, and crochet designs, integrating generative algorithms to streamline custom creation.

PIMCO

Austin, TX

Full-Stack Software Engineer & Technical Project Manager

January 2021 - January 2024

- Directed enterprise-wide AV refresh project during the pandemic, standardizing 125 conference rooms across 9 offices globally and reducing IT support calls by 60%.
- Automated PMO reporting workflows with Smartsheet + JIRA, tripling project completion rates and reducing backlog by 50%, enabling leadership to prioritize resources and make data-driven decisions.

EDUCATION

Trinity University – Bachelor of Science, Computer Science | San Antonio, TX