

THERESA GIACOBBE

(Ter-EE-sah Jhee-uh-KO-bee)

Let's chat!



SUMMARY

User-centric product designer skilled in storytelling, strategy, and execution. Proficient at delivering end-to-end design that balances user needs, business goals, and technical feasibility to create intuitive experiences across systems. Partners with product management to align on success metrics, determine and prioritize opportunities for iteration, and create roadmaps. Champions design systems--consistency, brand stewardship, usability, and best practices for inclusive design (WCAG). Fosters a culture of kindness and growth through curiosity, empathetic ways of working, and authenticity.

SKILLS

- User experience and user interaction design
- Champion usability best practices
- End to end design; code-ready handoff
- User discovery research: facilitating collaborative workshops, user journeys, personas, prioritization matrices, etc.
- Figma, Mural, Sketch, Invision, Balsamiq
- Adobe CC: Photoshop, Illustrator, InDesign, XD, Acrobat
- Sublime Text, HTML, CSS
- Confluence, ProductBoard, Jira, Azure DevOps, UpRaise, Monday.com
- UserZoom, Dovetail
- MS Office tools: Excel, PPT, Loop, Teams, Outlook
- Agile workflow
- Design thinking advocate
- Certified LUMA Practitioner
- Certified in WCAG compliance
- AI experience

EXPERIENCE

Kroger Technology & Digital • Cincinnati, Ohio Associate Product Designer (2022–2025)

Product Designer within the Merchandising Experience division at Kroger. Proactively partners with engineering, research, and product management teams to create intuitive, data-driven digital products for the Pricing Strategy & Execution teams across the Kroger enterprise. Product focus was upstream of Kroger's NGPOS' data platform, providing the pricing data on all white tag items.

School Outfitters, LLC • Cincinnati, Ohio Senior Web Designer (2017–2022)

Employ user-centered approach to design solutions for multiple digital channels for ecommerce company. Research and implement usability best practices, collaborate within a cross-functional team to guide the user journey, and provide mentoring support to design team.

Total Quality Logistics (TQL) • Cincinnati, Ohio Marketing Graphic Designer (2015–2017)

Theresa Giacobbe Design • Cincinnati, Ohio Graphic Designer (2012–2015)

EDUCATION

University of Cincinnati, BA, Psychology

Cincinnati State Technical and Community College, Graphic Design