

THERESA GIACOBBE

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

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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: workshop facilitation, user journeys, personas, prioritization matrices, etc.
- Figma, Mural, Sketch,
- Invision, Balsamiq
- Adobe CC: Photoshop, Illustrator, InDesign, XD, Acrobat
- Sublime Text, HTML, CSS
- Wordpress/CMS
- Confluence, ProductBoard, Jira, Azure DevOps, UpRaise, Monday.com
- UserZoom, Dovetail, UserTesting.com
- MS Office tools: Excel, PPT, Loop, Teams, Sharepoint, OneDrive, Outlook
- Slack
- 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 partnered 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.

- Created and enhanced critical pricing dashboards that provide quick insights by bringing together competitor data, 84.51° pricing science, category-specific pricing rules, margins, markets, and other key information from across the retail enterprise
- Simplified complex data review and approval processes to free users' time spent on manual tasks. This allows users to focus on more strategic work
- Built a new pricing tool for specific shopping fulfillment options (in-store/pickup, fulfillment center/Ocado warehouse, or ship direct from manufacturer)
- Conducted deep dives into our users and their goals and processes, as well as the information architecture of the pricing ecosystem
- Hosted product design meetings, UX research sessions, participated in the mentoring program, and facilitated various design feedback sessions.

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.

- Upgraded the website to a responsive mobile experience with enhanced functionality in collaboration with our development team in Vietnam
- Worked with our C-suite leadership, Branding, Sourcing, Sales, Customer Service, Tech, and Marketing, to overhaul the site focus from 'products and transaction' to 'enterprise services'
- Crafted a personalized user shopping experience through geo-targeting technology
- Implemented a standard of live text and svg images to increase website accessibility, responsiveness, and SEO ranking
- Incorporated WCAG compliance testing, data analytics (via Adobe Analytics, Hotjar, and user research via UserTesting.com), and UX best practices (Baymard, NNG) into the design process

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

Delivered top-notch, on-brand, aesthetically striking collateral to support an ever-expanding marketing department made up of Sales, Recruiting, Public Relations, Social Media, Employee Engagement, Corporate Events, and Charitable Giving teams.

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

Developed exciting and impactful print and digital solutions for a wide scope of clients, from Fortune 500 brands to small businesses and nonprofits.

EDUCATION

University of Cincinnati, BA, Psychology

Cincinnati State Technical and Community College, Graphic Design