

Transforming complex systems into *intuitive*, scalable experiences.

I'm Theresa, a design director who leads teams and shapes products across marketing, platform UX, and design systems, helping startups and global brands connect with their audience, grow, and stand out.

01

EXPERIENCE

Miris

Design Director

Oct 2025 to present

Senior Product Designer

Mar 2025 to Oct 2025

Remote

- Leading end-to-end product design at Miris, a platform empowering creators and developers to build immersive 3D, AR, and motion experiences, crafting scalable interfaces that bring spatial and interactive storytelling to life. A design engineer throughout, partnering with marketing, leadership, and engineering, and prototyping in code to ship up to 5x faster.
- **Marketing website:** rebuilt in Webflow with streaming Miris 3D assets, an SEO and AEO focus (100 health score in Google Search Console), and A/B tests on key landing pages.
 - **User experience:** redesigned onboarding and the first-run experience, routing new users by role to their first action.
 - **User research:** usability testing, personas, and journey maps that guide onboarding and roadmap priorities.
 - **Design systems:** built the Miris design system from scratch, with tokens, components, and icons shared by marketing, platform, and docs.

Sirris Design

Freelance, UI/UX + Branding

Nov 2020 to present

Remote

- An experience design consultancy offering full-stack UI/UX, social media, and branding services for large and small businesses, startups, and design agencies.
- **UI/UX:** websites, product UI, and design systems built to scale with the business.
 - **Branding:** logos, brand guides, and visual identities that give growing businesses a consistent, credible presence.
 - **Campaigns:** email, social, and ads that extend the brand and drive engagement.

Dolby

Senior Product Designer

Jul 2023 to Mar 2025

Product Designer

Jul 2021 to Jul 2023

Remote

- **Design systems:** built the Dolby.io system across 14 products on web, iOS, and Android. Design and engineering velocity up 47%, time to market cut in half.
- **User experience:** redesigned onboarding through usability testing (sign-ups up 17%, traffic up 11%) and streamlined the dashboard (conversion up 22%).
- **Apps:** led UI/UX for 12+ streaming and media apps on mobile, web, and TV, including the award-winning Dolby On and Music Mastering for SoundCloud.
- **Leadership:** mentored the design team and led generative and evaluative research.

Digitas

Senior Experience Designer

Nov 2020 to Jun 2021

Boston · Remote

- **Gore-Tex e-commerce:** redesigned the checkout flow to remove friction for shoppers. Completion up 43%, cart abandonment down 26%.
- **Kellogg's Rewards app:** used research findings to simplify the experience for members. Enrollment up 21%.

Roam Robotics

Lead Product Designer

May 2019 to Nov 2020

San Francisco · Remote

- **Product:** owned strategy, UI/UX, visual design, and brand; shipped from concept in six months.
- **Website:** redesign drove traffic up 31% and leads up 25%.
- **Recognition:** Elevate exoskeleton named a TIME 100 Best Inventions special mention, 2019.

Conductor

Lead Product Designer

Mar 2017 to May 2019

Oakland · Remote

- **Product:** led design from concept to launch at a high-growth startup.
- **Website:** led the redesign of the brand and product website.
- **Design systems:** built the brand style guide and design system; design and engineering productivity up 23%.

Epsilon Associate Creative Director Jun 2015 to Dec 2016 Senior Art Director Jan 2013 to Jun 2015 San Francisco	▪ Leadership: led marketing and product design for global brands; managed and mentored seven designers. ▪ New business: led winning pitches for Delta Air Lines, Wells Fargo, American Express, Cooley, Hitachi, ServiceNow, and JCPenney. ▪ Delta Uplift: designed the brand and led the website redesign. Enrollment up 2x, card acquisition up 10x, and \$6B in revenue. ▪ Awards: Horizon Interactive Gold and WMA Best in Class (Delta Uplift), Webby People’s Voice (Cooley), and IMA Best Mobile App (ProSight).
Apple Senior Art Director, contract via Epsilon	Interaction and visual design for Apple Store products and the mobile app. Jun 2014 to Jun 2015 · Cupertino
IDEO Senior Art Director	Living Climate Change platform: information architecture, user flows, prototypes, identity, and design system. Jun 2011 to Jan 2013 · Palo Alto
Organic Senior Art Director	Bank of America First Time Home Buyer experience. Conversion up 14%, user satisfaction up 44%. Nov 2009 to Jun 2011 · San Francisco
Digitas Senior Art Director	PayPal global website redesign and brand identity. Blue Shield of California redesign. Won pitches for Jamba Juice, Dreyer’s, PayPal, LG Electronics, American Airlines, and Amgen. Nov 2007 to Nov 2009 · San Francisco

02 EDUCATION AND CERTIFICATIONS

Bachelor of Fine Arts (BFA), Design Minor in Sociology Rochester Institute of Technology Rochester, NY	Certification, UX Design UX Design Institute Issued February 2025	Certification, Product Design Program Thinkful Issued January 2021
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03 AWARDS

2023	Dolby · DevPortal Awards, nominated for Best Onboarding Experience and Best New DX Innovation · Dolby.io
2023	Dolby · Readers’ Choice finalist, Live Streaming Services · Dolby.io
2022	Dolby · API World, Best in Media APIs, for live streaming · Dolby.io
2019	Roam Robotics · Elevate, TIME 100 Best Inventions, special mention
2016	Delta Air Lines · Uplift: Horizon Interactive Award, Gold Winner. WMA Outstanding Achievement Award, Best in Class. WMA Web Award, Outstanding Website · with Epsilon
2015	Cooley · Webby Award, People’s Voice, Law · with Epsilon
2014	ProSight Specialty Insurance · IMA Outstanding Achievement Award, Best Mobile App · with Epsilon
2014	Teachability · WMA Web Award, Outstanding Website · with Epsilon

04 SKILLS AND TOOLS

UX and research methods	User research, usability testing, journey mapping, information architecture, accessibility
Design and product systems	Design systems, component libraries, interaction design, prototyping, brand systems
Working with AI	Design engineering with AI tools: working prototypes and shipped sites
Data and insights	A/B testing, analytics, insight synthesis
Collaboration and leadership	Design direction, mentorship, stakeholder alignment, critique, workshop facilitation
Tools	Figma, Adobe CC, Webflow, Storybook, Claude Code, GitHub, Vercel, UserTesting, Maze, Hotjar, Google Analytics, Jira, Notion