Theresa Sobocinski

Product designer

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EXPERIENCE

Founding Product Designer

Velt (YC W22)

October 2022 - March 2023

- Led product design for a Y-Combinator (W22) startup.
- Rapidly iterated through user insights on core user journeys including onboarding, admin dashboard, and project features.
- Conducted user research & usability testing to improve onboarding completion rate by 50%, contributing to 2x in monthly reoccurring revenue (MRR) growth.
- Designed Asana integrations, reducing manual data entry.
- Collaborated with product management and engineers to understand product goals, prioritize, and hand off specs.
- Developed a consistent, scalable, design system.

Product Designer

Vidmob

February 2022 - July 2022

- Owned iOS designs from initial concept to shipping.
- Designed "safe zone" to allow marketers to test ad sizing on various social platforms, reducing revisions by 40%.
- Partnered with UX researchers, product managers, and engineers to implement project analytics for IOS.
- Documented states, edge cases, and flows for engineers.
- Leveraged and built upon existing design system components.

Product Designer

Buzzer

June 2020 - February 2022

- Led end-to-end product design for a social, venture-backed startup, from conceptualization to beta release.
- Designed an initial MVP, gaining 1000+ user signups.
- Iterated on main flows including main feed, contests, and payouts through usability testing.
- Presented design decisions to stakeholders under tight deadlines.

EDUCATION

University of California, San Diego

B.S Cognitive Science, Specialization Human Computer Interaction (HCI)

Minor: Business

Industry Knowledge

User Research

Storyboarding

Product Thinking

User Journeys

Information Architecture

Wireframing

Prototyping

Design Systems

Design Heuristics

Visual Design

Iconography

Usability Testing

A/B Testing

Tools & Technologies

Figma, Sketch, Adobe CS, Invision, Zeplin, Jira, MixPanel, Highlight.io, VSCode, Useberry, UserTesting.com

Coding

HTML, CSS, JavaScript, Bootstrap, Git