

THERESE STOPPIELLO

D2C Graphic and Digital Designer

SUMMARY

I'm a visual designer creating cohesive, consumer-facing brand experiences across digital and physical touchpoints.

SKILLS

Moodboards, Branding, Social Media Design, Digital Design, Digital Campaign Development, Conceptual Design, Visual Identity, User Interface Design, User Experience Design, Print Design, Photography, Motion Graphics

TOOLS

Adobe Creative Suite, Illustrator, Photoshop, After Effects, Figma, Microsoft

AWARDS

AT&T Entertainment Hackathon - Best Second Screen App | 2018

EDUCATION

General Assembly Full-time UX Course
California State University, Northridge: Bachelor of Arts

CONTACT

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LINKS

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EXPERIENCE

Graphic Designer Regal Medical Group 2025-Present

- I work as an in-house designer creating print and digital marketing materials for Regal Medical Group members, including flyers, pamphlets, and social media content.

Digital Designer Popflaire Creative 2023-2025

- Popflaire Creative is my personal design studio focused on conceptual creative for social and digital experiences built for e-commerce and marketing-driven brands.

Digital Designer (Product) Finfare 2022-2023

- Led UX and rebranding for the Finfare Money platform, shaping the visual identity and core product experience. Ran A/B tests to improve dashboard performance, scaled the design team, and collaborated cross-functionally to launch an optimized mobile experience.

Digital Designer (Product) Fabletics 2021-2022

- Led UX/UI redesign across in-store and digital retail experiences, including an employee iOS app and fitting room kiosk. Designed for both customer and associate touchpoints, supported omni-channel mobile and tablet initiatives, and ensured brand consistency through alignment with Savage x Fenty.

SELECT PROJECTS

Lisa Says Gah Conceptual Rebrand

Conceptual rebrand exploration for Lisa Says Gah, a fashion and lifestyle brand known for its playful, trend-forward aesthetic. Reimagined the brand through a Y2K-inspired visual direction across social, editorial, and digital campaign assets including Instagram grid concepts and catalog layouts.

YoungLA Digital Marketing Campaign Concept

“Young and Fresh in LA”

YoungLA is an athleisure streetwear brand based in Los Angeles. I created a fast-paced digital campaign concept for their latest collection, Attack on Titan. The direction focused on capturing LA's raw, urban energy through striking streetwear photography.