

Theresa Mershon

Product Design Director creating tools and consumer content experiences for writers, designers, photographers, directors, readers, watchers, and listeners around the world.

Now
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2015

Product Design Director Hearst Magazines Media Platforms

Lead Product Design Discipline:

- Grew product design team from 2 to 17+ end-to-end designers
- Established widespread, democratic user research program connecting product, tech, design, business, and content creators to their users
- Coaches content designers and evangelizes user-centered design

Design Strategy for Media Platforms:

- A suite of media creation and management tools
- Identity, payment and user data management software
- Consumer content and commerce experiences
- Over 120 websites for 50 brands in 8 countries around the world
- Powers Cosmopolitan, ELLE, Harper's Bazaar, Esquire, Oprah Magazine, Women's Health, Men's Health, Road & Track and Delish
- Partnered on projects with Google, Apple, Snapchat
- 328mm users in the US on O&O websites, October 2019 (GA).

Design Systems Stewardship:

- Media OS, Media Platforms
- Hearst's O&O global web properties
- Identity and payment systems

2015
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2006

Creative Director Hearst Digital Media

- Oversaw a team of 4-8 graphic and ux designers
- 20 media brands website and app design
- Content design for editorial features and social media
- Built a network of freelance interaction, graphic & motion designers

2006
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2004

Art Director iVillage

- All ui, ux and content design for Seventeen.com and Teenmag.com
- Created engaging, traffic-generating interactive tools and games

2004
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2000

Interactive Designer Freelance

- New York, London, Amsterdam
- Canon, Time Out, Economist, Citi, Syfy Network, MTV, Golf Digest, Pseudo Networks, Federated Marketing Group, Sterling Brands

Recent Industry Recognition

Cosmopolitan, ELLE, Women's Health
2019 Adweek Hot List

Delish.com 2018 Digiday Awards Finalist

BestProducts.com 2018 Digiday Awards Finalist

Esquire 2017 Best Branded Editorial Experience Webby Honoree

Marie Claire 2017 Best Individual Editorial Experience Webby Nominee

Popular Mechanics 2017 Best Individual Editorial Experience Webby Honoree

Hearst Digital Media Best New Publisher 2016 Digiday Awards

Cosmopolitan 2016 Magazine Webby Honoree

Education

**Hearst Management Institute,
Kellogg School of Business**
2018 — 2019

**MFA Graphic Design & Book Arts
Purchase College, SUNY**
2000 — 2002

**BA Art & Writing
Sarah Lawrence College**
1996 — 1999

Extra

Speaker, Adobe Max Conference
2018

Guest Lecturer, NYU
Summer Publishing Institute
2017-2019

Volunteer Creative Director,
Horizons Conference NYC