

Bridging the divide between product design and technical development. Providing strategy and leadership to balance operational constraints and business requirements to deliver large-scale consumer products and platforms that can achieve sustainable growth and profitability.

## EXPERIENCE

### Director of User Experience and Product Design

The Motley Fool, October 2020 – Present

Responsible for product experience design, strategy, and development for flagship Fool.com website plus a suite of 40 key brands and their related subscription products, websites, tools, and apps.

- **Created the UX and Design team** of seven senior designers, two interns, three contractors. Developed team vision and roadmap, recruited and hired; established design principles and design patterns; set team goals, methods, and metrics.  
*The Morale and Engagement score for the Design team in 2021 was the highest at the company, 19% above benchmark.*
- **Piloted a new product design and development process** – focused on individual accountability, rapid prototyping, and transparency for the CEO and senior leadership – based on the framework in Apple's product development.  
*Product development capacity has since increased by 400%.*
- **Established a centralized design system** and shared component-based architecture to align designers and developers with a shared set of assets and common understanding, increasing consistency and efficiency.  
*Time to market for new product development reduced by 92%.*
- **Reimagined the onboarding experience** to consolidate multiple brand-specific flows into one shared onboarding system, scalable across 40 brands, to reduce complexity and redundancy. Successful implementation led to uncovering and establishing core member's persona and related in-product pathing.
- Partnering with Head of Product, **developed big-picture product vision** for multi-stage evolution of entire product suite leveraging Jobs-to-be-Done UX research, distinct personas, and a scalable user interface to modernize the product offerings while serving member's investing needs.

### Lead Brand Designer

The Motley Fool | February 2019 – June 2020

Responsible for finding a strategic brand design agency and directing the first enterprise-level corporate rebranding in the company's 25-year history.

- **Established partnership with Pentagram** design agency out of New York. Researched internal and external design requirements, wrote RFP, and selected from the finalists.
- Organized all the designers across the company and, partnering with the Head of Communications, **executed a concurrent rollout of the new brand** experience across over eight businesses, over 70 product brands in six countries.

# GREG ROBLETO

PRODUCT / DESIGN / TECHNOLOGY

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## EXPERIENCE

### Head of Product Design and Development

The Motley Fool | March 2016 – October 2020

Responsible for leading a team in new product design and development while maintaining a suite of 40 key brands and their related subscription products, websites, tools, and apps.

- **Reduced redundancies using centralized platforms.** Developed a strategy of common areas built on shared templates for reducing duplication in article publishing, report publishing, and community board posting. Improved user experience while decreasing maintenance load.
- **Relaunched to meet ally standards.** Led a team through overhauling every premium brand, leveraging updated design patterns to meet WCAG accessibility requirements.

**Lead Product Designer** The Motley Fool, Oct 2012 - Mar 2016

**Product Manager, Social Media and Community** The Motley Fool, May 2011 - Oct 2012

**User Experience Design Lead** The Motley Fool, Jun 2009 - May 2011

**Senior Designer, Innovations Team** The Motley Fool, Jan 2006 - May 2009

**Senior Designer** Diamond Technologies, Jan 2002 – Dec 2005

**Web Designer** Emeron, Inc., Mar 1998 – Dec 2001

## EDUCATION

**Executive Leadership Training** Motley Fool Internal Program, Alexandria, VA | 2010 - 2012

**Dale Carnegie Leadership Training** Certification, Wilmington DEI | 2004-2005

**Bachelor of Art - English with Computer Science** University of Delaware, Newark DE | 1999

## ACTIVITIES

**Foolish Coaching Program** Coach and Mentor, 2015 - present

**Flower Valley Swim Club** Board Chair, 2021 - present

**Motley Fool Hall of Fame** "Innovation" nominee, 2020

**Foolapalooza Conference** Presenter on Product Development Process, 2020

**Motley Fool Live** Multimedia Broadcast, Presenter on Product Development Process, 2020

**IN Wilmington, Mostly Virtual Festival** Panelist, 2020

**Li-Ming Chinese Academy PTA** Board Member, 2017 - 2020

**Rule Breaker Investing Podcast** Guest Presenter on Product Design, 2018

**Published Articles** The Motley Fool, LinkedIn, Medium, CSS Tricks, CodePen, 2010 - present

**Game Design** Custom team-building scavenger and puzzle hunts, Jeopardy, Wits & Wagers and Trivia, 2012 - present

**FoolFest Annual Conference,** Presenter on Product Design, 2015, 2018

**General Assembly** Guest UX and Design Lecturer and Portfolio Review, 2014 - 2016

**Refresh DC** Presenter on Design Hiring, 2013

**Invest Better Day Meetups** Creator of 60 concurrent meetups events across five continents, 2012

**Social Media Week DC** Host and Panelist, 2012

**Digital East Conference** Presenter on Brand and Design, 2012

**Noreck Manor HOA** Board President, 2011 - 2014

**Boston Univ., Center for Digital and Imaging Arts** Web Design Curriculum Professor, 2008 - 2011

**Delaware Shakespeare Festival** Founder, Managing Director, Board Treasurer, 2003- present

