Greg Robleto

PRODUCT / DESIGN / STRATEGY

302-494-6366
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Design leader with experience building out UX and product design teams, establishing enterprise branding and design systems, and elevating design as a core competency.

PROFESSIONAL EXPERIENCE

Director of User Experience and Product Design

The Motley Fool | October 2020 – Present

- **Built a UX Design team.** Recruited, hired, and onboarded design managers and leads, UX, brand and product designers, UX researchers, junior team members, interns, and contractors for in-house and remote design needs across the US and abroad.

  Morale and Engagement score for this Design Team in 2021 was the highest at the company, 19% above benchmark.

- **Developed a centralized design system** and component architecture driving alignment and partnership between designers and developers. Having a shared library of assets and standards has increased consistency and efficiency in product development.

  Once utilizing the design system, the time to market for new product development is reduced by 92%.

- **Implemented a new product design and development process** focused on rapid prototyping, individual accountability, and continual communication of progress with stakeholders up to senior leadership and the CEO. Hands-on led the first launch of a new feature under this new product design and development process.

  Product development cadence and capacity have since increased by over 400%.

- **Championed the role of design within the organization**: patterns, tools, and individual resources vertically across project teams and horizontally across foundational departments.

  Design is now embedded in 100% of project teams and has a strategic presence across all business units.

- **Collaborated on a strategic plan for a complete product redesign.** Pairing with the Head of Product leveraged the work of the new design team (Jobs-to-be-Done research, user personas, Design Thinking concepts, design system assets, scalable and accessible user interface) resulting in a robust multi-stage strategy to simplify and modernize the entire product suite.

  The Motley Fool is a top 300 US website with over 50M monthly visitors and nearly 1 million subscribers to the 40+ subscription product offerings.

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Lead Product Designer and Developer

The Motley Fool | March 2016 – October 2020

- **Rebuilt the product suite to meet ally standards.** Led a team through an overhaul of all products to meet WCAG accessibility standards while leveraging new technology and adopting the first pass at design patterns.

- **Reduced redundancies using centralized platforms.** Developed a strategy of shared templates that reduced duplication in article and report publishing, improved the user experience, and decreased maintenance load.

- **Abstracted common tools and resources** from individual products to a centralized platform providing scalability, greater efficently and a decrease in code complexity and load.

- **Designed and coded the front-end for each new product.** Launched 25 new consumer subscription products and services typically on aggressive one month timelines.

- **Expanded the product development team.** Hired and onboarded five new front-end or full-stack developers. Managed the team and backlog, balanced stakeholder requests and customer needs when collaborating on prioritizing stories.

- **Created process for improved communication** by implementing direct feedback channels, streamlining weekly reports, organizing progress updates between business-focused and tech-focused, and creating weekly whiteboarding sessions for sharing technical learnings.

Lead Brand Designer

The Motley Fool | February 2019 – June 2020

- **Directed enterprise-level corporate rebranding.** Selected the design agency, Pentagram, providing strategic direction, feedback, and light project management.

- **Crafted brand rollout strategy**, hired contractors, led cross-functional teams through brand implementation.Debuted the new branding to the company.

PREVIOUS PROFESSIONAL EXPERIENCE

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 AND GIVING BACK

Degree and Training	Mentoring and Teaching	Writing and Speaking	Volunteering and more
Degree	**Mentoring at**	**Published on**	**Board Member of**
Bachelor of Arts	University of Delaware	The Motley Fool, Fool Live	Delaware Shakespeare Festival
University of Delaware,1999	Mentor Collective	Motley Fool podcasts	Flower Valley Swim & Tennis Club
	Motley Fool Coaching Program	LinkedIn, Medium, CodePen	Norbeck Manor HOA
Training			Cedar Creek HOA
Executive Leadership Training	**Teaching**	**Presented at**	Li-Ming Chinese Academy PTA
Critical Conversations	Web Design, HTML, CSS	Digital East Conference	
Design Thinking, JTBD	Wordpress, Photoshop,	Social Meda Week DC	**Other Activities**
Lean UX, Lean Startup	Giving Presentations,	Refresh DC	Custom Scavenger & Puzzle Hunts
UX Metrics	Getting Things Done (GTD),	General Assembly	Custom Games (team building
CSS, CSS Animation, CSS Grid	Portfolio Reviews	FoolFest Annual Conference	versions Jeopardy, Wits & Wagers)
VueJS,		Foolapalooza Annual Conference	Global meetups (Invest Better Day)
Mobile Design		IN Wilmington Digital Conference	Faux conferences (Fastcon)

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January 1, 2022

Meta - Internal Foundation team
1 Hacker Way,
Menlo Park, CA 94025

"We've been bending the industry so that your experience is delightful."

I heard that line spoken on a video about the aim of the Facebook (now Meta) Internal Foundations team probably five years ago and had to jot it down. That simple line is remarkable in its ambition -- reshaping the whole industry to provide better experiences for the users. That same goal has driven my entire career in design, improving the user experience in whatever ways at the largest scale that I can.

Today, I am just pleased to feel qualified to apply to Meta's Internal Foundation team for the position of Product Design Director. I believe the skills required and job expectations very much match the work I do as Director of UX and Product Design at The Motley Fool but at a grander scale (moving from a Top 300 trafficked US website to the Top 3). I see alignment in particular because over the past 18 months, I have:

- Recruited, hired, and managed a new design team, including managers and designers.

- Led a team in developing a new centralized design system, and championed it's adoption across the organization.

- Established design as a core element of the product development process integrated into all business units in our matrixed company.

I understand that Meta is seeking someone with a passion for creating continuity throughout products and experiences. This role sounds like it could be an excellent match for my abilities and drive as a designer. I would find it rewarding to leverage my knowledge and experience to help Internal Foundations achieve your vision.

I welcome the chance to discuss your challenges and objectives and hopefully illustrate how I could establish a team to improve the user experience further. Thank you for your time and your consideration.

Sincerely,

Greg Robleto

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