

Greg Robleto

PRODUCT / DESIGN / TECHNOLOGY

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Greg Robleto is a creative leader ready to strategize and design your global digital products; build up your Design teams and establish Principles; deliver enterprise-level rebranding, style guides and design systems, and elevate Design as a core competency.

PROFESSIONAL EXPERIENCE

Director of User Experience & Product Design

The Motley Fool | Oct. 2020 – Currently

Responsible for rebuilding Design at The Motley Fool, including hiring a design team, crafting design systems, and championing the integration of Design as a core competency.

- **Created the UX Design team.** Recruited, hired, and onboarded a diverse team of design managers, leads, designers, UX researchers, interns, and contractors (in-house and remote, US and abroad).
Morale and Engagement survey score for this Design Team was the highest in the company, 19% above the benchmark.
- **Established a centralized Design System,** style guide, and component library, driving alignment between designers and developers and increased consistency and efficiency in product development.
Once utilizing the design system, the time to market for new product development is reduced by 92%.
- **Piloted a new product design and development process** focused on rapid prototyping and communication with stakeholders, leadership, and the CEO. Hands-on led the first launched project.
Product development cadence and capacity have since increased by over 400%.
- **Championed the role of Design** within the organization. Developing Design Principles, patterns, tools, and resources vertically across project teams and horizontally across foundational departments.
Design was embedded in 100% of project teams, providing a resource and strategic presence across all business units.
- **Orchestrated an entire product suite overhaul.** Led a team of UX designers and researchers, collaborating with leads in Product, Analytics, Marketing, Content, and Tech to craft and deliver a strategy that overhauled, modernized, and simplified the entire suite of products.
For the nearly 1M subscribers to the products that were redesigned. Satisfaction metrics rose by 36%.
- **Reimagined the onboarding experience as a conversational AI** consolidating all products into one scalable shared system that engages with the user while reducing complexity and redundancy.
Maintenance costs were reduced by 86%, while successful completion of onboarding tasks increased by 400%.
- **Led corporate rebranding.** Partnered with *Pentagram* by providing strategic and design direction through the redesign process. Debuted the new logo to the entire company. Strategized and crafted brand rollout strategy and led cross-functional teams through implementation.
The first successful corporate rebranding in the Motley Fool's 25-year history.



PROFESSIONAL EXPERIENCE

continued

Lead Product Designer / Developer

The Motley Fool | Mar. 2016 - Oct. 2020

Responsible for leading a team in new product design and development and maintaining a suite of subscription products, websites, tools, and apps.

- **Rebuilt the product suite to meet a11y standards.** Led audit of all products to meet WCAG accessibility standards, dovetailing as a first pass at crafting design patterns.
- **Implemented centralized platforms.** Developed a strategy of shared templates to reduce duplication in publishing, improving the user experience and decreasing maintenance load.
- **Designed and coded the front-end for each new product.** Launched 25 new consumer subscription products and services on aggressive one-month timelines.

Lead Product Designer The Motley Fool | Oct 2012 - Mar 2016

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

Design Lead, Innovations Team / Design Manager The Motley Fool | Jan 2006 - May 2011

Faculty, Web Design Curriculum Center for Digital Imaging Arts, Boston University | Jan 2008 - Jun 2010

Senior Web Designer Diamond Technologies | Jan 2002 - Dec 2005

Web Designer Emerson, Inc. | Mar 1998 - Dec 2001

EDUCATION

SYPR Executive Leadership Training Alexandria, VA | 2010 - 2012

Dale Carnegie Leadership Training Wilmington, DE | May 2011 - Oct 2012

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

Learning - Growth through workshops in Strategic Thinking, Design Thinking, Inclusivity, Antiracism, Critical Conversations, Burnout Buffering, Lean UX, UX Metrics, Mobile Design, CSS, CSS Animation, CSS Grid, VueJS

ACTIVITIES

Designing - Leveraging methodologies such as Design Thinking, Lean UX and JTBD to craft (via Figma, Sketch Invision, Axure, Mural, and Adobe's suite of tools) and developing sites using HTML CSS/SCSS, Javascript, or frameworks like Vue.js, Django, Bootstrap, Tailwind or WordPress. A current passion is creating single-div CSS art.

Speaking - Presenting to large crowds about product design, coding, and technology at Digital East, IN Wilmington Virtual, and Motley Fool's FoolFest and Foolapalooza, plus more intimate settings at Refresh DC, General Assembly, and Motley Fool Tech Talks. Also, broadcast on Motley Fool Live and Rule Breakers Investing podcast.

Writing - Drafting broader articles about design, management, life hacks, and technical pieces on implementing specific code solutions. Writings published on Medium, Motley Fool, LinkedIn, AOL, and Yahoo

Giving Back - Teaching time management, prioritizing, presenting, coding, and portfolio review courses. Mentoring individuals who are starting their careers in art, design, or tech through Mentor Collective and Motley Fool Coaching. Utilizing skills learned in business to lead non-profit volunteer boards, including Delaware Shakespeare (treasurer), Norbeck Manor (president), Li-Ming Academy (at-large), Flower Valley Swim and Tennis (tennis chair)

Creating - Building custom puzzles, games, scavenger hunts, and team-building exercises. Co-founding Delaware Shakespeare Festival, Norbeck Manor Apple Butter Cookoff, Investing Better Meetups, or Fastcon, a faux Fast and the Furious film festival. Continuing to find outlets for creative energy.