Greg Robleto

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SUMMARY

Creative leader with extensive experience working at the intersection of design, technology, and product. Excels at solving complex issues by providing solutions that are intuitive for users, feasible to build, and serve business needs. Accomplishments include forming Design teams, establishing Design Systems and branding, and creating products and services that serve millions of users.

DESIGN PORTFOLIO

Case studies and portfolio pieces are available at
https://www.robleto.com

PROFESSIONAL EXPERIENCE

Director / VP, Product Design, User Research & UX/UI Design

The Motley Fool • Oct. 2020 - Present
Revamped the Design department at The Motley Fool. Hired 10 designers, crafted design systems, and championed the integration of Design as a core competency.

- **Built the UX Design team.** Led the hiring, onboarding, and people management to a diverse team of 10 UI/UX designers, senior designed, managers, researchers, interns, and contractors, achieved the highest engagement rating in the company, 19% above the benchmark.

- **Established a centralized Design System,** style guide, and component library to drive alignment between designers and developers. Consistency in product development increased by 92%.

- **Developed Design Principles**, processes, practices, tools, and resources and embedded UX designers and researchers across 100% of vertical project teams.

- **Architected a new product design strategy** and delivered UX research data, user testing, user flows, and platform design prototypes to modernize and simplify the suite of 40 products serving 1M customers, increasing user satisfaction by 36%.

- **Reimagined the onboarding experience as a conversational AI** consolidating all products into one shared system, reducing overhead by 86%, while increasing successful onboarding by 400%.

- **Piloted a new product development process** focused on rapid prototyping and stakeholder communication and feedback has increased product development delivery by over 400%.

Head of Brand and Identity Design

The Motley Fool • Feb. 2019 – Present
Found a strategic brand design agency and directed the first enterprise-level corporate rebranding in the organization's 25-year history.

- **Led corporate rebranding.** A partnership with *Pentagram* providing strategic and design direction regarding identity, typography and color. Debuted the new branding at the all-company meeting.

- **Strategized and crafted a rollout strategy** and led a cross-functional team of 20 through delivering the new brand across eight businesses and 70 distinct products in six countries.

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Lead Product Designer and Developer

The Motley Fool • Mar. 2016 - Oct. 2020

Spearheaded a redesign and development of 40 key brands, products, tools, and apps to meet accessibility guidelines while managing a development team of five.

- **Rebuilt the product suite to meet a11y standards.** Guided an overhaul and redesign of 30 products to meet WCAG-AA accessibility standards while establishing design patterns.

- **Enacted a digital strategy to reduce overhead** by editing down to five common content templates on a centralized platform. Reduced duplication and decreased maintenance load by 48%.

- **Provided concept development, design and coding of new FinTech products.** Launched 25 new consumer subscription products and services on aggressive marketing-driven timelines.

- **Expanded the product engineering team** by managing five new front-end or full-stack developers, plus the team's strategic product roadmap, and Scrum backlog.

Senior Product Designer, The Motley Fool • Oct 2012 - Mar 2016.
Product Manager, Social Media (Facebook, Instagram, Twitter, YouTube), The Motley Fool • May 2011 - Oct 2012.
Director, User Experience Design and Print Design, The Motley Fool • Jun 2009- May 2011.
Senior Designer / Design Manager, R&D and Innovations Team, The Motley Fool • Jan 2006 - Jun 2009.
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, Emeron, Inc. • Mar 1998 - Dec 2001.

EDUCATION

Stanford Graduate School, Executive Education • Design Thinking • Sept. 2022 – Present.
Penn State University • English and Theatre.
The University of Delaware • BA, English with Computer Science, Honors, Cum Laude.

SKILLS, CAPABILITIES, AND LANGUAGES

Creative Strategy • Business Strategy • Digital Strategy • Brand Strategy • Design Thinking • User Experience Design • Product Design • User Interface Design • Marketing Design • UX Research • Rapid Prototyping • Figma • Sketch • InVision • Adobe Creative Suite • Canva • Design Systems • Technical Development • Tech Management • HTML • CSS/SCSS • JavaScript • Agile Methodologies • FinTech • Typography • Web Design • Graphic Design

OTHER ACTIVITIES

Learning at workshops in Strategic Thinking, Inclusivity, Critical Conversations, and Burnout Buffering,

Designing digital assets added to the Figma community and dabbled in CSS single-div art on CodePen.

Presenting on product design, coding, and technology at conferences or on podcasts.

Publishing musings on design, leadership, personal development, and technical solutions.

Giving Back through mentoring design students, coaching, and volunteering on four non-profit boards.

And also... Outside of work is a proud girl dad, tennis player, stock investor (thanks Yahoo! Finance), avid traveler, board game collector, scavenger hunt designer, Mandarin Chinese learner, musical theatergoer, Fast & Furious conference founder, Shakespeare theatre co-founder.