GREG ROBLETO

PRODUCT / DESIGN / TECHNOLOGY

302-494-6366
greg@robleto.com

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 based on data that serve user needs.

EXPERIENCE

Director of Product Design and User Experience

The Motley Fool, July 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 Product Design team** – a diverse group of seven senior designers, two junior designers, three contractors, and two interns across four time zones. Developed product design 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 across markets and platforms, increasing collaboration, 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 VP 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.

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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 a11y 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 DEl | 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 and Tennis 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 games (Jeopardy, Wits & Wagers), scavenger & puzzle hunts, 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 University, Center for Digital and Imaging Arts Web Design Curriculum Professor, 2008 - 2011

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

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