



Greg Robleto

Innovative Design Leader
Connecting Strategy,
User-Centered Solutions,
and Business Results.

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RECENT EXPERIENCE

CREATIVE ART DIRECTOR, MARKETING & UX DESIGN

Motley Fool Money Management • 2023 - Present

- Redesigned the acquisition strategy for asset management, driving targeted campaigns that contributed to a doubling of AUM to \$1B by aligning design solutions with customer needs and business objectives.
- Advised on the integration of an AI-driven recommendation engine, enhancing personalized user experiences through data-driven insights and rigorous design validation.
- Led large-scale brand visibility activations, including Times Square and Cboe placements, reaching 4M+ key financial market viewers and reinforcing the company's position in the market.
- Developed research-informed workflows, improving cross-team communication and increasing operational efficiency by 30%.
- Managed partnerships with contractors and agencies, overseeing budgets up to \$100K to ensure high-quality design deliverables and strategic alignment across external collaborations.

DESIGN DIRECTOR, PRODUCT & UX DESIGN • The Motley Fool • 2019 - 2023

- Built and led a 10-person team of designers and researchers, mentoring talent and fostering an inclusive, collaborative culture that increased engagement scores by 19%.
- Defined the UX vision and OKRs, guiding long-term design strategies and contributing to the overall product roadmap by embedding user-centered design principles.
- Collaborated with senior leadership and cross-functional teams to design a UX-focused solution for simplifying the subscription model, incorporating stakeholder feedback to consolidate 40 products into a 5-tier structure and supporting a notable increase in retention and engagement.
- Led the design and development of a comprehensive component library and design system, streamlining workflows and improving scalability across teams by ensuring consistent UI components and cohesive design processes.
- Presented research findings and product outcomes to C-level stakeholders, obtaining buy-in for strategic initiatives and ensuring alignment across departments.

BRAND & IDENTITY DESIGN LEAD • 2019 - 2021

- Directed an enterprise-wide rebranding initiative, partnering with Pentagram and C-level stakeholders to unify eight business lines and 70 products across six countries.
- Established accessibility and governance standards, ensuring WCAG compliance and practices.
- Implemented brand management processes and tools, improving alignment with design guidelines, enhancing consistency, and reducing duplicated work across teams.

HEAD OF PRODUCT DESIGN AND DEVELOPMENT • 2016 - 2019

- Launched a portfolio of subscription offerings (44 distinct products), demonstrating the scale of the initiative and contributing to substantial year-over-year increases in customer retention and record-breaking revenue growth.
- Managed a cross-functional product team to build a centralized content platform, incorporating feedback from senior leaders and coaching team members to align efforts, which reduced technical debt by 25% and improved scalability.
- Aligned UX design priorities and product initiatives, collaborating with senior leadership and stakeholders, incorporating feedback to ensure seamless, high-impact design solutions and successful delivery.
- Mentored 20+ developers, with 40% advancing to senior roles, fostering a growth-focused environment.

PRINCIPAL PRODUCT DESIGNER • 2012 - 2016

- Designed enterprise investing tools, including stock screeners and portfolio trackers, increasing engagement by 140%. Developed custom B2B solutions for white labeling by financial partners.

CORE COMPETENCIES

- Product Strategy & Vision
- Human-Centered Design & UX Research
- Cross-Functional Collaboration
- Team Leadership & Mentorship
- Marketing & Branding Strategy
- Design System Development
- Adaptive Design Leadership
- Organizational Change & Design Operations
- Innovation & Emerging Technologies
- Business, Design, and Technology Communication



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LEAD BRAND STRATEGIST • 2011 – 2012

- Expanded brand reach through integrated storytelling, engaging over 100,000 users across digital and social platforms. Coordinated global investor events in 81 cities, strengthening community engagement and brand loyalty.

DIRECTOR, USER EXPERIENCE DESIGN • 2009 – 2011

- Led a UX team across six business verticals, managing digital and print production for cross-platform marketing campaigns. Streamlined content publishing workflows, decreasing production time by 25% and enhancing cross-channel consistency. Facilitated design thinking workshops, driving cross-departmental collaboration and ideation.

SENIOR DESIGNER, INNOVATIONS TEAM • 2006 – 2009

- Pioneered mobile-first UX strategies from concept to execution, demonstrating early-stage product development expertise and innovation. Developed engagement-focused features, such as user profiles, news feeds, and following to enhance user interaction and build dynamic community engagement.

PRINCIPAL PRODUCT DESIGNER • Diamond Technologies • 1999 – 2006

- Designed award-winning websites for clients such as Wawa Markets and MBNA Bank, contributing to Delaware's Best State Website recognition. Created data-driven interfaces, improving usability and adoption across financial and retail platforms.

EDUCATION

STANFORD GRADUATE SCHOOL

Certification: Design Thinking • 2022

Advanced methods for tackling complex challenges, fostering innovation, and launching new products.

MOTLEY FOOL EXECUTIVE LEADERSHIP

DEVELOPMENT PROGRAM • 2008-2010

Fellowship program focused on leadership, strategy, finance, marketing, HR, and technology.

UNIVERSITY OF DELAWARE

B.A. English Honors, Cum Laude

PENN STATE UNIVERSITY

English / Drama

COMMUNITY & LEADERSHIP

CO-FOUNDER, MANAGING DIRECTOR, BOARD MEMBER (EMERITUS)

Delaware Shakespeare Festival • 2004 – present

- Oversaw a \$500K+ budget, guiding marketing, publicity, and development strategy while securing sponsorships. Expanded engagement and visibility through creative outreach and public events.

BOARD MEMBER & TECHNICAL ADVISOR

Rockville HSBC • 2024 – present

- Advise the board on design and technology strategy, optimizing digital comms and branding. Provide strategic guidance on tools to streamline operations and enhance contributions.

DESIGN MENTOR

University of Delaware • via Mentor Collective • 2020 – 2023

- Mentored aspiring designers on portfolio development and career growth.

DESIGN FACULTY

Ohio State Univ. & Boston Univ. • via 2U & CDIA • 2008 – 2010, 2022 – 2023

- Taught UX/UI design courses, guiding students in portfolio development for career readiness.

KEY TOOLS

Design: Figma • Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere, After Effects • Canva • InVision • Lottie

Prototyping & Collaboration:
Miro • Notion • HubSpot • Airtable • Slack • Jira • Google Workspace • Trello • GitHub

Development: HTML • CSS / SCSS • GSAP • Bootstrap • Tailwind • JavaScript • TypeScript • VueJS • React • NextJS • VS Code

RECOGNITION

Wall Street Journal • CSS Tricks • CSS Weekly • CSS Winner • Pure CSS Artists • CodePen SPARK • The News Journal • The Motley Fool • Technical.ly Philly • Delaware Today • Dribbble New and Noteworthy