

Greg Robleto

PRODUCT / DESIGN / STRATEGY

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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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PROFESSIONAL EXPERIENCE

(continued)

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 efficiency 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

Emerson, Inc. | Mar 1998 – Dec 2001

EDUCATION AND GIVING BACK

Degree and Training

Degree

Bachelor of Arts
University of Delaware, 1999

Training

Executive Leadership Training
Critical Conversations
Design Thinking, JTBD
Lean UX, Lean Startup
UX Metrics
CSS, CSS Animation, CSS Grid
VueJS,
Mobile Design

Mentoring and Teaching

Mentoring at

University of Delaware
Mentor Collective
Motley Fool Coaching Program

Teaching

Web Design, HTML, CSS
Wordpress, Photoshop,
Giving Presentations,
Getting Things Done (GTD),
Portfolio Reviews

Writing and Speaking

Published on

The Motley Fool, Fool Live
Motley Fool podcasts
LinkedIn, Medium, CodePen

Presented at

Digital East Conference
Social Media Week DC
Refresh DC
General Assembly
FoolFest Annual Conference
Foolapalooza Annual Conference
IN Wilmington Digital Conference

Volunteering and more

Board Member of

Delaware Shakespeare Festival
Flower Valley Swim & Tennis Club
Norbeck Manor HOA
Cedar Creek HOA
Li-Ming Chinese Academy PTA

Other Activities

Custom Scavenger & Puzzle Hunts
Custom Games (team building)
versions Jeopardy, Wits & Wagers
Global meetups (Invest Better Day)
Faux conferences (Fastcon)

