



Greg Robleto

Creative Leader / Product, UX, Design

My superpower is solving complex issues with intuitive solutions. My drive is to make designers better, who then make better designs that meet business goals

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#### SKILLS AND CAPABILITIES

Creative Strategy Business Strategy

Digital Strategy Brand Strategy

Design Thinking Design Systems

User Experience Design UX Research

Product Design User Interface Design

Marketing Design Rapid Prototyping

Technical Development Typography

Design Management Figma Sketch

InVision Adobe Creative Suite Canva

HTML CSS/SCSS JavaScript

#### PROFESSIONAL EXPERIENCE

##### VP, Product & UX/UI Design

🌈 The Motley Fool • Oct. 2020 – Present

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 designers, managers, researchers, interns, and contractors, achieving 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, 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 testing rapid prototyping with clear stakeholder communication improving product delivery over 300%.

##### Head of Brand & Identity Design

🌈 The Motley Fool • Feb. 2019 – present

Responsible for finding a brand design agency and directing the first enterprise-level corporate rebranding in the company'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.

##### 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 ally guidelines while managing a development team of five.

- **Rebuilt the product suite to meet accessibility requirements.** Guided an overhaul of all products to meet WCAG standards in all 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 full-stack developers, plus the team's strategic product roadmap, and Scrum backlog



# Greg Robleto

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I am versed in design, technology and product. I use those skills to provide the best creatable experience to the user that still serves the need of the business.

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## Product Designer and Developer

🎨 **The Motley Fool** • Oct. 2012 – Mar 2016

Prototyped and tested enterprise-level investing tools, including stock screener, portfolio tracker, profiles, video learning series, and podcast repositories. Delivery of these products opened new business ventures for the company: licensed white labeling by partners, including AOL Daily Finance.

## Faculty – Web Design Curriculum

🎓 **Boston University – Center for Digital Imaging Arts** • Oct 2008 – Dec 2010

Responsible for teaching courses in Photoshop, HTML, CSS, WordPress, and Web Design Basics and portfolio reviews for over 50 aspiring web designers and developers.

🎨 **Product / Brand Manager, Social Media** • 🎨 The Motley Fool • May 2011 – Oct 2012

🎨 **Senior Designer, R&D / Innovations Team** • 🎨 The Motley Fool • Jan. 2006 – May. 2010

🎨 **Senior Web Designer** • 💻 Diamond Technologies • Mar. 1998 – May. 2005

## EDUCATION

🎓 **Stanford University Graduate School**  
Executive Education  
Design Thinking. I 2022

🎓 **Penn State University**  
English and Theatre

🎓 **University of Delaware**  
B.A. English with  
Comp. Sci., Honors,  
Cum Laude

Plus, training and workshops in

Executive Leadership Training • Critical Conversations • Strategic Thinking • Antiracism • Inclusivity • Burnout Buffering • Lean UX • UX Metrics • CSS Animation • Mobile Design

## COMMUNITY LEADERSHIP

👑 **Co-Founder / Board Treasurer** • Delaware Shakespeare Festival • June 2002 – May 2022

👑 **Board President** • Norbeck Manor Homeowners • Nov 2012 – Nov 2015

👑 **Board Chair - Tennis** • Flower Valley Bath and Racquet • May 2020 – present

👑 **Board Member** • Li-Ming Chinese Academy PTA • Sep 2018 – Jun 2020

👑 **Co-Founder** • Apple Butter Cooking Competition • June 2002 – May 2022

👑 **Co-Founder** • FastCon virtual conference • June 2002 – May 2022

## MENTORING / COACHING

👑 **Tech Engineering Coach** • Fool Coaching Program • Jan 2014 – present

👑 **Design Mentor** • University of Delaware Mentor Collective • Sep 2020 – present

## OTHER ACTIVITIES

🎨 **Creating** – Adding abstracted digital design assets to the Figma community • Participating in the #divtoober challenge to design a CSS single-div art piece daily • Continually building to keep current and stay sharp.

🗣️ **Advocating** – Sharing knowledge and philosophy on design, leadership, personal development, and technical solutions on social media and online publishing platforms, and as invited at conferences and on podcasts.

👤 **And more...** – Proud girl Dad • Casual tennis player • CSS artist • Aspiring world traveler • Stock investor • Board game collector • Scavenger hunt creator • Word-puzzle solver • Halloween costume contest winner • Broadway theatergoer • Former Disney character

## AS SEEN ON/IN/AT

Wall Street Journal

News Journal

Delaware Today

Technical.ly Philly

The Motley Fool

CodePen SPARK

CSS Weekly

CSS-Tricks

Foolapalooza

Digital East

FoolFest

Social Media Week

DSF Wall of Fame

Rule Breakers Investing

Fool Live

IN-Wilmington

Refresh DC