



# Greg Robleto

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

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## 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

## 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.



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## 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

## 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.