ROBERT SANTORÉ

AWARD WINNING CHIEF DESIGN/CREATIVE OFFICER, GLOBAL DESIGN AUTHORITY, UX/CX PRODUCT STRATEGIST & FULL STACK ENGINEER

EXECUTIVE SUMMARY

Digital Products Solution Architect with Fortune 500 Experience: Over 20 years of entrepreneurial creative direction experience designing/leading and mentoring high performing enterprise-level teams developing digital solutions for Fortune 500 companies and global brands, delivering cutting-edge experiences leading enterprise level digital transformation.

Startup Co-Founder and Creative Entrepreneur: Successfully **co-founded three startups**, two of which became publicly traded **one listed on the NASDAQ with a market cap of $750M.**

Demonstrates Forward-thinking & Entrepreneurial Spirit: Accustom to making intelligent risks to champion and **implement new ideas which brought in over $350 million** in funding from AIG, Goldman Sachs, Nortel Networks, The Bass Companies et al.

Team Leadership & Fiscal Management: Mentored, managed and **empowered ultra high-performing international design teams of up to 250 creative professionals** with commendable **annual billings of $66 million** with an **annual over head of $31M** leading to **revenues of $35M**.

360-degree View Successfully Leading AI-Infused Design & Digital Business Strategy: Leadership cross-functional teams & development environments spanning the broadest range of media platforms, including Internet, e-commerce, mobile, social media, broadcast, and video streaming applications on connected devices. **Integrating Machine Learning & new and emerging generative AI technologies**, consistently navigated the dynamic landscape of design, development and digital business strategy.

Distinct honor of being invited as a speaker and educator:

Delivered keynote addresses, led think tanks, encouraging a collaborative approach to problem-solving in design hands-on design workshops, engaging directly with students and faculty and industry colleagues to foster a deep appreciation for the nuances of UX design. **Venues included;** *University of Miami, Monterrey Institute of Technology*, *Ateneo de Monterrey University* and the *University of Monterrey*, the *Charles University, Prague*, *Complutense University of Madrid* and at *SXSW*.

APPLE COMPUTER
CONSULTANT: CREATIVE DIRECTION / UX DESIGN STRATEGIST, UX PRODUCT DESIGN ARCHITECT
Apr 2023 - Jan 2024 | New York, New York

- **Led the first UX/UI iteration for the re-branded Apple Final Cut Studio, formerly Final Cut Pro, incorporating Motion, Logic Compressor, and new 3D social immersive tools into Apple's spacial computing platform Vision Pro and VisionOS.** This initiative aimed to revolutionize creative production workflows, emphasizing my hands-on involvement in spearheading advancements in Apple's design and creative software offerings for it's premier video editing suite to spacial computing enabling new ways to produce truly immersive spacial video and audio.
- **Played a pivotal role in translating complex design concepts into actionable directives, ensuring compliance** with Apple's security policies while fostering a strong understanding of leveraging the new spatial computing platform, Vision Pro. This collaboration across creative directors and teams not only maintained a cohesive direction but also enhanced internal design processes and introduced innovative spatial user experiences with hands on development of UI elements into a 3D spacial environment.
- **Fostered a collaborative culture within a highly secure environment, facilitating the integration of diverse design efforts into a unified language within Apple's central repository**, despite the challenges of maintaining confidentiality under stringent security policies. This **nurtured creativity and design excellence among internal and externally siloed teams.**

MKTG.AI
CONSULTANT: CREATIVE DIRECTION / UX DESIGN STRATEGIST, UX PRODUCT DESIGN ARCHITECT, DEV LEAD
Jul 2021 - Apr 2023 | New York, New York

- **Distilled complex platform offerings presenting with CEO & COO securing $3M+** financing from Direxion & SPARC Group
- **Led the development of MKTG.AI, an innovative AI-powered asset management platform designed** to **streamline** and **unify access** to **all digital assets across marketing teams**, **agencies**, and **enterprises**. This **platform features comprehensive tools** for **brand auditing**, asset management, and orchestrating social media campaigns, significantly enhancing efficiency and collaboration. By integrating an advanced API, **MKTG.AI offers seamless compatibility with major cloud services** such as **BOX, DropBox, Google Drive**, and **Frame IO**. This integration ensures a centralized hub for viewing, auditing, creating, and targeting digital assets for both internal use and external deployment, revolutionizing the way organizations manage and leverage their digital resources.
- Deployed system with identified journeys from C-Suite KPI global dashboards, to management tools to primary asset level creation and management by deserve design teams and third party consultants
- **Drove MKTG.AI to centralize over $1 million in monthly social advertising, streamlining client operations across major platforms (Facebook, Instagram, LinkedIn, Twitter X, YouTube)** and integrating cloud, social media, and streaming services for optimized efficiency and cost savings.
- **Led the development from concept to launch, including UX design, strategy, positioning and coding**, culminating in successful adoption by leading apparel brands such as **Brooks Brothers, American Apparel, Reebok, Eddie Bower, Forever 21, Lucky Brand, Nutica** and **Direxion ETF**, demonstrating hands-on leadership and strategic execution.
- **MKTG.AI provides an approximate annual savings** for **client partners** of over **$1M a annually** for **each brand adopting platform**

CEMEX / NEORIS
GLOBAL CHIEF CREATIVE OFFICER / GLOBAL UX DESIGN AUTHORITY
Aug 2018 - Sep 2020 | New York, NY / Miami, FL / Monterrey, Mexico, Prague, Czech Republic, Madrid, Spain

- **Global Chief Design Officer & Design Authority responsible for building and managing international UX design practice.** Direct report to company CEO & CIO. Member of SR management steering and business strategy team.
- **Lead international UX/CX team focusing on Cemex's online portal CEMEX-GO a B2B** construction platform serving **60K customers in 29** countries with **250,000+ users processing 30,000 daily transactions** representing **63% of $13 billion** a year in **net revenue amounting to $8.19 billion**.
- **Recruited and built global UX/CX design team with150+ resources in 7 locations worldwide** initially started with 27 unorganized resources recruited new individuals to round-out team in order to handle growing project loads and build a modern, global design consultancy to provide services to internal and external clients.
- **Launched UX/CX/Design labs for employee learning, promoting UX/CX best practices** with state of the art venue for client/customer engagement, focus groups and ideation. **Locations in Prague, Miami, Monterrey, Mexico City and Madrid, Spain.**
- **Operational budget responsibility of $16.55M** annually with **w/billing of $27M = revenues of $10.5M annually** in 2019
- Implemented a standardized "6 Pillars of EUX-D/CX/Product Design including certified Agile training, tools and approach.

CONTACT

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EDUCATION

Ateneo de Monterrey University
The University of California at Irvine
Parsons School Of Design, New York
The Otis Art Institute, Los Angeles, CA
Orange Coast College, Costa Mesa, CA

PERSONAL TRAITS

Strategic	Patience
Artistic	Kindness
Creative	Empathy
Leadership	Joyful
Thoughtful	Spirited
Vision	Tenacious
Collaboration	Intuitive

SKILLS Years of Experience Years

Skill	Years
Agency Experience	10+
Agile / Lean Kanban / Waterfall	8+
AI/ChatGTP/MidJourny	2+
Creative Direction	10+
Design Leadership	10+
Design Strategy	10+
E-Commerce	10+
Front End Web Development	10+
Information Architecture	10+
Journey Mapping / User Funnels	10+
Mobile (iOS/Android Development)	10+
PHP/MySQL/HTML5/CSS/JS	10+
Product Development	10+
Startup Experience	10+
Team Leadership	10+
User Centered Design	10+
User Experience Design	10+
User Interface Design	10+
User Testing	10+
Video/Audio	10+
Video/Audio Streaming	10+
Visual Design Tools	10+
VR/AR	2+

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CERTIFICATIONS

ADOBE

PhotoShop	Illustrator	InDesign	
DreamWeaver			
Premier	AfterEffects		

AWS

Cloud Practitioner 2023	Solutions Architect	Developer	SysOps Administrator
	2024 Q3		

CLIENTS I'VE WORKED WITH

tyco, plum, NBC, Bravo, HEARST
Disney, BILLABONG, NASCAR, Disney, FILA
Ernst&Young, BIKE, TREK, NITEC, FISCHER
Bankrate, buy.com, AOL, SF 49ers, VW
Bloomberg, GORE, [logo], [logo], [logo]
FACTSET, infoweb, DHL, abc, Surfline
NYC IT&T, KLEIN, POLAR, Concord, HYUNDAI
DIRECTV, NETFLIX, HBO, EcoStar, Home Depot
MTV, Discovery, [logo], [logo], ROYAL ROBBINS
Rolling Stones, AV, [logo], [logo], [logo]
ViewSonic, [logo], Volcom, Prudential, BACKROADS
SPALDING, [logo], ESPN, TOP-FLITE, WINN'S
[logo], Microsoft, Canon, [logo], [logo]
ALLSOP, Foostoo, Living, TEKES, [logo]
Etonic, Volkl, [logo], IP Europe, IP Finland
Whirlpool, CISCO, Santander, Toys R Us, American Apparel

THE NEW YORK CITY OFFICE OF INFORMATION TECHNOLOGY
EVP CREATIVE DIRECTOR PRODUCT/UX DESIGN & STRATEGY
Nov 2015 - Jun 2018 | New York, New York

- **Established a best practice foundation** for the agency's inaugural in-house UX/CX product design practice.
- **Led a15-person creative** and **technical/development team** (**+65 engineers** in Bangor India), driving the design and development of user-facing experiences for the **City of New York's web & mobile applications modernization project.**
- **Standardized platform, design, and architecture** across all DSS/DHS & OIT web-enabled applications.
- The initial pilot implantation significantly reduced the duration required to transition homeless veterans off the streets, from a protracted period of 6 to 8 months to just one week. This acceleration resulted in an average monthly saving of approximately $4 million for the City of New York. Following these remarkable outcomes, the Mayor's office has mandated the adoption of ($48M annually) this platform and its usability enhancements as the standard protocol.
- Successfully deployed a unified, modular visual and CSS/code based interface asset library implemented in over 300 of the city's web and & mobile applications, **serving a diverse user base of over 34,000 city employees, consultants, and partners**. Developed a best practice UX/CX & product development lab and recruited resources to meet growing project demands.
- Built and nurtured a team to ensure **compliance with federal, state, and local ADA 508 and WCAG 2.1 accessibility standards** for all new applications within the department's influence.

MARKETFACTORY (NOW ION INVESTMENTS)
SVP PRODUCT/UX DESIGN & STRATEGY / CREATIVE DIRECTOR
Sep 2014 - Nov 2015 | New York, New York

Investor relation / Presentations Lead:
- Investor engagement targeted and engaged with aligned investors through strategic outreach to secure f**unding commitments** for **Marketfactory** and a **successful acquisition of the company by ION Investment in the mid 8 figures**.
- Distilled complex platform offerings **presenting with C-suite securing $22M financing from ION Investments**.

FOREX Platform Deployment:
- S**pearheaded the development of a new FOREX trading platform** and **client portal as the lead UX designer,** focusing on creating intuitive user experiences for both external clients and internal teams. **Defined the UX/CX strategy** by integrating front-end technologies (Bootstrap, AngularJS) with NodeJS and RESTful JSON APIs for smooth interaction with a C++ back end, covering all aspects from requirements definition, wire frames, site maps, to acceptance testing.
- **In its debut year, the platform successfully processed** and **facilitated transactions exceeding $300 billion**, showcasing its robust capability in handling extensive trade volumes. **Pivotal hands on leadership role in shaping the user experience, leading the design of all user interface elements** for MarketFactory's suite of applications, namely "**MarketFactory NEXUS**", "**MarketFactory Reflecto**r" & "**MarketFactory Whisper.**" My c**ontributions ensured intuitive navigation** and **efficient operation**, significantly **enhancing the user interaction with cutting-edge trading solutions**.
- **Full-stack skills enabled extensive collaboration** with **engineering teams** in **New York City** and **London**, providing coding expertise for GUI implementation and ensuring seamless design execution. **Led user research**, including meetings **with key clients** to establish personas within **strict banking and fintech security frameworks.** Developed all UX assets from sitemaps, journey maps, Service Blueprints lo-fi wire frames to high-fidelity UI designs and implemented a modular, responsive front-end architecture facilitating easy integration by the engineering team under changing market conditions.

MAN RABBIT HOUSE, LLC
CONSULTANT: CREATIVE DIRECTION / UX DESIGN STRATEGIST, UX PRODUCT DESIGN ARCHITECT, DEV LEAD
Dec 2013 - Sep 2014 | New York, New York

- **Private consultancy provided solutions across** a diverse array of sectors, including **Healthcare/Medica**l with **23andMe**, **Fintech** through **The Capital Group, Guardian Life, Factset Research Systems, Bloomberg, and Nectar Financial**, eCommerce ventures with **Global Custom Commerce (A Home Depot Company)** and **B&H Photo**, **Broadcast/Entertainment** with **ZLiving/ Asia TV, NBC Universal**, and the **United States Olympic BMX Team**, **Apparel via NYC Alliance, Gurkha Luggage, J Mendel, Billabong, QuikSilver, Volcom, Fila, Helly Hansen**, and **Publishing** with **Hearst Media**, significant strides were made in digital transformation and brand elevation. **These projects involved developing modern brand identities, consolidating web presences** onto **advanced CMS platforms** like **Adobe Expression Manager,** enhancing e-commerce workflows, and creating engaging, responsive designs for both web and mobile applications. The work spanned from comprehensive site redesigns to the development of new visual languages, ensuring a cohesive and updated online presence that resonated with target audiences and aligned with current market trends.
- **In executing best practices in UX & Design**, a **user-centered approach was paramount**, focusing on simplifying user experiences from complex systems to intuitive interfaces, as seen in **Fidelity Investments**' application overhaul and the streamlined processes for the **United States Olympic BMX Team's** online engagement. Techniques such as **detailed wire framing, mood boarding, style guide**, **hand-on full-stack development** of **modern technologies** like **Bootstrap** and **AngularJS** facilitated the creation of **responsive, accessible designs**. Analytics tools like **Google Analytics, GTM, MixPanel, and MouseFlow** informed decisions to **refine** user **journeys and commerce flows**, enhancing usability and satisfaction.
- **Collaborative brainstorming, stakeholder interviews, and a hands-on development process** ensured that each project not only met but exceeded user expectations, **setting a high standard for UX design across industries.**

EQUATOR USA
MANAGING DIRECTOR USA / CHIEF CREATIVE DIRECTOR PRODUCT USA
Feb 2012 - Dec 2013 | New York, New York / Glasgow, Scotland

- Opened the United States offices in New York City.
- Developed portfolio of integrated digital and traditional services for US clients secured new relationships with **TechSpace, Remy**, **Brugal**, **Wyndham Hotel Group**, **Hearst Media**, **PA Consulting** and others.
- Developed strategic relationship with leading European and US based venture capital firms and secured equity positions in portfolio start-up for exchange of agency services successfully **secured and generated start-up business financing of $4M**
- **Actively recruited & secured cross-functional, award winning staff of digital & advertising personnel to kick start agency.**

BANKRATE.COM
SVP CREATIVE DIRECTOR OF PRODUCT/UX DESIGN & STRATEGY
Feb 2011 - Feb 2012 | New York, New York

- Led the comprehensive redesign of **Bankrate.com, a top financial data aggregator with 10M+ monthly unique visitors**.
- Successfully modernized Bankrate.com, significantly impacting user conversion rates and annual revenue by implementing modern **web strategy resulting in 22% increase in user conversion contributing $8.5M in annual revenue**.
- Spearheaded from concept to launch mobile application and responsive web solution for all customer facing products.

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DELIVERABLES

UX Design Strategy
Design Direction
Information Architecture
Interactive Prototyping
Lo/Hi-Fidelity Wire framing
Mobile / Responsive Design
Enterprise Commerce
Transactional System Design
FinTech / FOREX
Service Blueprints
Journey Maps
Ecosystem Maps
Competitive Audits
Value Propositions
Stakeholders Interviews
KPIs / A/B & Usability Testing
Brainstorming / Prototypes
Mood boards / Storyboards
User Flows / Task Analysis
Heuristic Analysis
Sitemaps / Wire-frames
Features Road map
Personas
Use Cases / Scenarios

DESIGN TOOL KIT

Adobe Creative Suite
Figma / Sketch / Craft / Zeppelin /
Adobe XD
InVision / Flinto / Principle
Axure / Basecamp / Trello
Bootstrap/Angular JS
HTML / CSS: Sass/Less
JavaScript / JQuery
Bootstrap / Angular
Git / Jira / Confluence / Monday.com
Nova / PineGrow / Transmit
PHP / PHP MyAdmin/ MySQL
MySQL Workbench / Navicat
MAMP
LAMP
Mac OS / IOS / Android / Windows
WordPress / WordPress Multi-site
Ubuntu Linux
Kali Linux
Linux Mint
Expression Engine
Office
Final Cut Pro / Motion
DaVinci Resolve
Logic Pro
After Effects
Premier
InDesign
AWS / AWS LightSail
Route 53
AWS EC2
WebFlow
Docker

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VOODOOVOX

SVP CREATIVE DIRECTOR OF PRODUCT/UX DESIGN & STRATEGY

Aug 2003 - Feb 2011 | New York, New York

Investor relation / Presentations Lead :

- **Strategic Narrative Development:** Crafting a compelling investment narrative that highlights company's unique value proposition, market potential, and technological innovations to capture the attention of potential investors and differentiate from competitors in **the industry**
- **Investor Targeting and Engagement: I**dentifying and engaging with potential venture capital firms, angel investors, and strategic partners that align with vision and growth stage. Implementing targeted outreach strategies to build relationships, communicate value, and secure funding commitments **leading technology sale to YouTube.**

Trailblazing Design Leadership

- **Led dynamic 15-member UX team**, spearheading groundbreaking launch of first cloud-based mobile/video advertising streaming platform integrating into **7 online platforms, catering to a massive audience of 500 million users globally.**
- Unlocked a novel **revenue stream of over $20 million**, **empowering partners** such as **Western Union, ESPN, Spotify, and Disney, Verizon, AT&T and T-Mobile** to deliver precision-targeted ads in real-time
- **Developed deployed first-ever cloud-based mobile audio & video ad platform, opening new $20M+ promotional space.**
- **Lead UX team and mobile engineers in the development of over 50 iOS/Android apps** as **streaming platforms** for **terrestrial broadcast video, podcasts** and **radio stations.**

TECHSPACE

EVP CREATIVE DIRECTOR OF PRODUCT/UX DESIGN & STRATEGY

Sep 2001 - Aug 2003 | Irvine, CA / New York, NY

- **During tenure as the Creative Director and Principal UX Design Strategist spearheaded the development of pivotal software applications** and business systems for this innovative venture backed by **buy.com (now TechSpace)**.
- Took initiative to assemble and mentor powerhouse creative and software engineering team comprising over 15 dedicated professionals.
- **Transformed creative and development team into a professional services organization**, evolving to become a **pivotal revenue stream** for the company which reached **over $1M a month in sales.**

UBNETWORKS

CHIEF CREATIVE OFFICER / FOUNDING BOARD MEMBER (NASDAQ: UBNT)

Nov 1993 - Aug 2001 | Newport Beach, CA / Irvine, CA Los Angeles, CA / Salt Lake City UT / Houston, TX

Investor relation / Presentations Lead :

- **Founding board member and Chief Creative Office holding pivotal role at UB Networks, a NASDAQ-listed CLEC.**
- **Strategic vision with alignment with the senior management raising a whopping $250 million** from giants Nortel & AIG.
- **Under leadership, a solo venture burgeoned into a 250-strong team, with commendable annual billings of $66 million with an annual over head of $31M leading to revenues of $35M.**
- Segmenting employees into focused work groups bolstered both efficiency & creativity. This winning strategy, coupled with avant-guard technological deployments, **garnered attention by esteemed media outlets like CNBC & The New York Times**
- **Diverse clientele** encompassed **300+ accounts**, ranging from **fortune 100 companies** to r**enowned action sports brands.**
- **Spearheading innovation by initiated the concept and execution of a server farm** that **collaborated with** industry leaders and studios, allowing real-time editing capabilities for iconic movies like **"Saving Private Ryan"** collaborating with **Steven Spielberg** technical team reducing cost and time and improving efficiency by storing digital real-time copies of film assists.
- **Pioneered a groundbreaking photo, video sharing, and streaming platform**, achieving an **unprecedented capacity to support 1 million concurrent video streams.** This innovative platform revolutionized the digital landscape by **offering unparalleled online access to broadcast TV and movies, setting a new standard for media consumption. "Interstream" was my brainchild and at its launch was serviced by over 400 Sun Enterprise 450 and 250 serves collocated at Level3 providing REAL Media Player, QuickTime Darwn MEdia server.**
- Notable achievements are **Webby nominations in 2000** for **The San Francisco 49ers** and in 2001 for **Surfline.com,** acknowledging his stellar contribution to sports-focused digital design. He's also been recognized with **nine Adobe "Sites Of The Day**" and clinched a **Silver Medal InVision Award for e-commerce** for Troublewear.com.

TRISTAR EXPRESS

CO-FOUNDER / COO / CIO

Jul 1988 - Nov 1993 | Los Angels, CA / Bakersfield CA / Fresno CA / Oakland & Richmond CA / Yuma AZ

Co-founder/Transportation Technology Innovation Pioneer:

- Co-founded of one of California's premier intermodal trucking firm with growth trajectory saw expansion to **11 terminals across 7 Western states, operating a fleet of 150 trucks**
- Achieved impressive monthly billings surpassing $3million with an operational budget of $11.29m ($24.28M in 2024)
- Pivotal in introducing technological innovations, notably designing and implementing a pioneering cross-platform, multi- user relational database system.
- State-of-the-art system streamlined companies operations by electronically integrating with other shippers, automating a plethora of business and logistical tasks, and **efficiently tracking a staggering 40 million pounds of cargo daily**.
- Assumed and overseeing critical domains such as legal, HR, banking, and all technical facets, ensuring the company's seamless and progressive operations.
- First of it's Kind Comprehensive Web Platform Future focused vision led Tristar to be among the pioneering trucking firms in the U.S. to adopt and roll out a comprehensive web platform with transactional capabilities.

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As an award-winning Chief Creative Officer and User Experience Product Strategist with over two decades of expertise, I stand out in the visual design field, celebrated for my achievements in creative direction and my proficiency in design. My experience spans orchestrating comprehensive UX & product strategies, leading cross-disciplinary teams, and refining product experiences through detailed user research. I'm a recognized authority in accessibility, skilled in conducting audits, providing training, and staying up-to-date with guideline advancements.

Beyond my technical and design capabilities, I am also a full-stack engineer. This allows me to seamlessly transition between roles in UX/UI/CX, product design & strategy, web and mobile app development, graphic design, and branding and liaison between design, engineering and stakeholder at all levels. My versatility is supported by a profound understanding of visual aesthetics and the technical nuances essential for creating engaging digital enterprise level solutions.

I am known for driving digital projects that significantly enhance organizational objectives and market presence, as well as for developing meaningful client relationships. My leadership ensures the delivery of exceptional experiences that consistently exceed expectations and ROI.

As an influential leader, I possess unparalleled presentation and communication skills and have a proven record of raising over $250M in startup financing translating complex ideas and narratives into conversational presentations which engage and answer questions leading to investment and engagement. I am dedicated to fostering and mentoring dynamic, creative teams, promoting collaboration, and exceeding client expectations through innovation and a steadfast commitment to pushing the boundaries of what is possible.

Impressive Client Portfolio: *Worked with a diverse clientele, including major brands such as Apple, ABC, Anderson Consulting, Allsop, AOL, AT&T, Avaya, Bankrate.com, BBVA, Berkshire Health System, B&H, Bike Athletics, Billabong, Bloomberg, Bobby Brown, Bravo, CEMEX, Cisco, Cosmetics Buy.com, Coleman USA, ConEdison, Credit Suisse, DHL, Disney, Deutsche Bank, Deloitte, ESPN, Etonic Shoes, FactSet Research Systems, Fandango, Fidelity Investments, FILA, Guardian Life, Ghurka Luggage, Gore Fabrics, HBO, Hearst Media, Helly Hansen, Hurley, Hyundai, IP Europe, IP Finland, J Mendel, Lifetlme, Lost Enterprise, Marketing.AI, MAC Cosmetics, Magic Johnson's Fundamentals of Basketball, Microsoft, MTV, NBC, The NBA, NetFlix, NPR, Prudential, Quiksilver, Santander Bank, SapientNitro, Saxo Bank, Scott's makers of Miracle Grow, Sephora, Spaulding, Surfline.com, Sergio Valente Jeans, The Oakland Raiders, RadioVoodoo, The Rolling Stones, The San Francisco 49ers, TechSpace, The Whirlpool, Women's World Cup of Soccer, Trek Bikes, Verizon, ViewSonic, Volcom, Volkswagen, Western Union, 23AndMe et al.*

PERSONAL ACCOMPLISHMENTS

Contemporary Painting & Fine Art: Robert Santoré, an accomplished fine artist with representations spanning major global cities, has showcased his works in prestigious exhibitions worldwide.

Currently represented by **FIRETTI CONTEMPORARY in Dubai** and **ROSS-SUTTON GALLERY in New York**, Santoré boasts a dynamic portfolio of exhibitions. Highlights include his solo show *"Timeless" at FIRETTI CONTEMPORARY, Dubai (2023)*, *"Anything Goes" at THE CALIFORNIA HERITAGE MUSEUM in Santa Monica, Californ*ia, and **"Veintiséis Habitaciones Donde Estos Colores Saben a Música" in Mexico City** and **"I Remember The Future, Yet I Look Forward To The Past" at CFHILL in Stockholm**, both in 2024. Group show at **THE MORRISON GALLERY in Kent Connecticut** also in 2024

His artistic prowess has been recognized with sold-out one-man shows, including at the **Jerry Solomon Gallery in Los Angeles** and at **The Portfolio in Beverly Hills**.

Notably, his works form part of the permanent collections at revered institutions such as **Newport Harbor Art Museum**, **San Jose Museum of Art**, and **Laguna Beach Museum of Art**, among others.

Education: Educationally, Santoré honed his skills and knowledge at **the University of California, Irvine**, specializing in Interactive Design and Computer Sciences (1995). He further pursued Fine Arts and Graphic Design at **The Otis Art Institute of Parsons School of Design in Los Angeles** and **Parsons School Of Design in New York** (1988) and began his artistic journey with Graphic Design studies at **Orange Coast College, Costa Mesa, CA** in 1983.

For a more detailed look into Santoré's recent artistic ventures, visit http://robertsantore.com/

Member of the United States Ski Team: 1981/82

And Most Importantly: I am a loving father of two highly successful adult children. My daughter's career is in commercial finance in San Francisco/New York, NY and my son works in the high tech industry in San Francisco/Silicon Valley.

About the Photo: Profile photo by world renowned celebrity photographer Udo Spreitzenbarth | https://udophotography.com/

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PERSONAL ACHIEVEMENTS

ART EXHIBITIONS/ COLLECTIONS
Los Angeles Municipal Collection
San Jose Museum Of Art
Newport Harbor Art Museum
Laguna Beach Museum Of Art
California Heritage Museum
Tokyo Municipal Collection
USA Today
Carnation Company
TRW
Scanlan Foundation, New York
Jerry Solomon Gallery, Los Angeles
Brendan Walters Gallery, Santa Monica
The Portfolio, Beverly Hills
Diane Nelson Gallery, Laguna Beach
Firetti Contemporary, Dubai
William's Tower, Houston

COMPETITIVE SKI RACING
Member of the US SKI Team 81/83
Raced in JR Olympics 81, 82, 83
Raced in the Europa Cup 81, 82, 83

COMPETITIVE SAILING
Transpac 79, 80, 81
Ensenada Race 79, 80, 81

SURFING
North Shore, Hawaii
Tavarua, Fiji
Uliwatu, Bali
Teahupoo, Tahiti
The Maldives

AUTO RACING (US)
Porsche Sprint Challenge
Porsche Clubsport

OUTSIDE INTERESTS

Contemporary Art
Contemporary Sculpture
Photography
Porsche's
Surfing
Skiing/Alpine Ski Racing
Rodeo/Western Equestrian/Ranching
Sailing/Deep Water Ocean
Travel
WWII Military Aircraft
Music
Cooking
Opera, Film and Theater
History

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Visit my portfolio at uxui.robertsantore.com & robertsantore.com/linktree.

Dear Hiring Manager :-)

I've been at the forefront of design and UX strategy in New York City, particularly in the FinTech, government, and financial services sectors for the last 15 years.

My professional journey, from a design strategist to a digital pioneer, has spanned various media platforms—web, mobile, social media, print, television, and film. I pride myself on my digital design expertise, emphasis on interactive strategy, visually captivating designs, and best practices in information architecture and UX/UI solutions. My portfolio boasts successful solutions for globally recognized brands and Fortune 500 companies.

Leadership comes naturally to me. Whether it's in the design lab, one-on-one with clients, or presenting to C-suite executives, I excel. My dedication to design excellence and innovative digital solutions has not only earned awards but has also made me a key asset in pre-sales and post-sales UX validation processes.

My strength lies in translating intricate financial, technical, and business concepts into ROI-driven results. I'm a charismatic leader who guides teams towards clear objectives, always keeping the bigger picture in sight. My optimism and dedication serve as a constant source of motivation.

Throughout my career, I've had the privilege of collaborating with diverse teams across various sectors. This has equipped me with unique insights from projects fueled by passion and excellence—projects that go beyond monetary rewards and truly drive results.

My mission? To craft solutions that enrich lives and bolster a company's success. Since I believe in adding value on day one, the following will illustrate why I am a valuable asset for any company I engage with:

User-Centric Product Design/ UX Platform Strategist: Drives user-centered design strategies aligning business objectives with exceptional user experiences.

Global Design Authority & Creative Director with Exceptional Collaboration Abilities: Empowered to make critical design decisions for global cross functional platforms, providing engagement strategy & creative design direction to ensure consistency and excellence across digital solutions Responsible for design strategy and execution at scale across all end-to-end experiences for consumers, merchants, developers, and employees globally. Communicates efficiently to high-level management.

Digital Products Solution Architect with Fortune 500 Experience: Over 25 years of experience designing enterprise-level digital solutions for Fortune 500 companies and global brands, delivering cutting-edge user experiences leading enterprise level digital transformation.

Startup Co-Founder and Creative Entrepreneur: Successfully co-founded and led five startups, two of which became publicly traded. Demonstrates a forward-thinking and entrepreneurial spirit. Accustom to making intelligent risks to champion & implement new ideas.

Team Leadership & Fiscal Management: Mentored, managed and empowered ultra, high-performing teams of up to 250 creative professionals while responsibly overseeing eight-figure revenue streams.

Cross-Functional Collaboration: Works closely with product managers, development teams, internal stakeholders, clients, and third-party partners to define project goals and develop requirements.

AI-Enhanced UX Design & Development Process Expert: Streamlines software development through comprehensive, AI-driven process, from gathering requirements to acceptance testing & release, while integrating AGILE methodologies & machine learning algorithms.

Profound Knowledge in AI-Infused Interaction Design & Modern User Experience Guidelines: Expertise in Apple Human Interface Guidelines (HIG), Google Material Design, and human-computer interaction (HCI), fortified with AI and machine learning. Ensures designs align with the latest industry standards, implementing innovation and success through detailed holistic user interviews & reviews, competitive analysis, feature discovery, wire frames, high fidelity deliverables, and user testing.

Versatile Design Tools Mastery: Highly skilled in Sketch, FIGMA, InVISION, MidJourny, Zeppelin, Adobe XD, Adobe Creative Suite, Final Cut Studio, Logic Pro, Mac OS, iOS, Android, Windows & UNIX, adapting to diverse design environments.

Insight-Driven Design Approach: Gathers requirements through one-on-one stakeholder interviews and leverages data analytics, Heuristic reviews, competitive analysis, focus groups and in-depth UX research standards & A/B (and multi-variant) testing, and heat map analysis to inform, direct and confirm design decisions. Lead large global teams of designers, UX & UX research, design content professionals passionately creating meaningful, intuitive, and well-crafted experiences through empathy, research, and iterative design with a test & learn mindset.

Full-Stack Development Proficiency: An expert programmer proficient in implementing Bootstrap 3, Angular JS, PHP/MySQL, ASP/MSSQL, XML/JSON Restful APIs, JavaScript, jQuery, AJAX, ActionScript, MVC, LESS, SaaS, HTML, HTML5, and CSS3.

Mobile Web Strategy Specialist: Developed and designed responsive and adaptive mobile web strategies for renowned companies and organizations promoting and delivering mobile first initiatives.

Managed international designer teams:, promote optimal practices in methods and processes, and fulfill business and customer requirements.

Highly Persuasive Advocate Promoting Current Enterprise to Department Level Mission With Speed to Drive Results. Owner's mindset bringing a unique perspective by taking decisive and rapid action by managing budgets, spending & responsibilities. Set clear choices, by setting (obtainable) yet ambitious goals through accountability for the outcomes. Fearlessly challenges the norm when necessary through respectful dialog and inclusion.

Set Policy and Champions Inclusion Implementing Bold Equity Hiring Standards: Elevated the teams from all corners of the world (Miami, FL / Monterrey, Mexico, Prague, Czech Republic, Madrid, Spain) representing diverse and inclusive production groups. Purposefully embraced diversity, by breaking down barriers, and fostered an inclusive environment for all to express ideas and be acknowledged. Practiced attentive listening, and lead with empathy, integrity, and transparency.

I value immediate impact. To better understand my contributions and what my peers have to say about me, I invite you to review my portfolio and LinkedIn testimonials. I'm eager to discuss how I can be an asset to your team. Feel free to reach out at (936)548-2264 or robert@robertsantore.com.

Thank you for considering my application, and I anticipate our forthcoming discussion.

Linktree

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