

ROBERT B. SANTORÉ : Award Winning SR/Lead UX Designer/Strategist

New York, New York

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EXECUTIVE SUMMARY

- **User-Centric UX Designer & Design Strategist:** Drives user-centered design strategies aligning business objectives with exceptional user experiences.
- **Global Design Authority & Creative Director:** Empowered to make critical design decisions for global projects, providing creative direction to ensure consistency and excellence across digital solutions.
- **Digital 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.
- **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.
- **Multimedia Expert for Diverse Platforms:** Proficient in hands on design and leading UX design and UX digital business strategy across various media platforms, including internet, e-commerce, mobile, social media, broadcast, and video applications on connected devices.
- **Team Leadership & Fiscal Management:** Managed teams of up to 250 creative professionals while responsibly overseeing eight-figure revenue streams.
- **UX Design & Development Process Guru:** Streamlines software development through a comprehensive process, from gathering requirements to acceptance testing and release, while integrating AGILE methodologies.
- **In-Depth Understanding of Design Guidelines:** Expertise in Apple Human Interface Guidelines (HIG) and Google Material Design, ensuring designs align with the latest industry standards.
- **Versatile Design Tools Mastery:** Highly skilled in Sketch, FIGMA, InVISION, Zeppelin, Adobe XD, Adobe Creative Suite, 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 testing, and heat map analysis to inform, direct and confirm design decisions.
- **Cross-Functional Collaboration:** Works closely with product managers, development teams, internal stakeholders, clients, and third-party partners to define project goals and develop requirements.
- **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.
- **Wide-Ranging Industry Experience:** Collaborates with top-tier brands in various industries, such as banking, financial and fintech companies as well as beauty and cosmetics, entertainment, fashion, retail, healthcare, insurance and professional sports.
- **Impressive Client Portfolio:** Worked with a diverse clientele, including major brands such as ABC, Anderson Consulting, Allsop, AOL, AT&T, Avaya, Bankrate.com, Berkshire Health System, Bike Athletics, Billabong, Bloomberg, Bobby Brown Cosmetics Buy.com, Coleman USA, ConEdison, Credit Suisse, DHL, Disney, Deutsche Bank, ESPN, Etonic Shoes, FactSet Research Systems, Fandango, Fidelity Investments, FILA, Ghurka Luggage, Gore Fabrics, Hearst Media, Helly Hansen, Hurley, Hyundai, IP Europe, IP Finland, J Mendel, Lost Enterprise, MAC Cosmetics, Magic Johnson's Fundamentals of Basketball, Microsoft, NBC, The NBA, Prudential, Quiksilver, SapienNitro, Saxo Bank, Sephora, Spaulding, Surfline.com, Sergio Valente Jeans, The Oakland Raiders, The Rolling Stones, The San Francisco 49ers, TechSpace, The Women's World Cup of Soccer, Trek Bikes, Verizon, ViewSonic, Volcom, Volkswagen, Western Union et al

EMPLOYMENT HISTORY

CONSULTANT: SR UX DESIGN STRATEGIST, UX ARCHITECT & CREATIVE DIRECTION

ROBERT SANTORÉ DBA MAN RABBIT HOUSE, LLC

Dec 2021 - Apr 2023

New York, New York

- **Client: Marketing AI (MKTG.AI)**
 - **Asset Management Platform:** Designing and developing a platform that enables marketers, agencies, and enterprises to effectively manage their digital assets.
 - **Design and Coding Tools:** Utilizing industry-standard tools such as Sketch, Figma, Adobe Creative Suite, InVision, Bootstrap, Angular, PHP/MySQL, JavaScript, and Python for efficient design and development workflows.
 - **Cloud Integration:** Integrating with major cloud providers like Dropbox, BOX, Google Cloud, and iCloud to seamlessly synchronize assets across platforms.
 - **Social Media Integration:** Enabling easy asset pulling, publishing, sharing, and management across popular social media platforms including Facebook/Meta, Instagram, Twitter, YouTube, and LinkedIn.
 - **Centralized Hub:** Creating a centralized location where marketers, agencies, and enterprises can access and manage their assets, streamlining marketing activities.
 - **Performance Measurement:** Providing real-time performance measurement capabilities to track and analyze the effectiveness of marketing strategies and optimize campaign performance.
 - **Journey Mapping:** Allowing users to create comprehensive journey maps to visualize and optimize the customer journey and enhance marketing strategies.
 - **Operational Efficiency:** Enhancing operational efficiency by providing tools and features that streamline asset management processes, reducing manual effort and improving productivity.

- **Competitive Advantage:** Empowering brands to stay ahead of the competition by leveraging the platform's capabilities to optimize marketing strategies and drive business growth.
- **Personalized Demos:** Offering personalized demonstrations to showcase the unique capabilities and potential of the MKTG.AI platform to prospective clients.
- **AWS LightSail:** Leveraging AWS LightSail to deploy a highly scalable and redundant infrastructure for optimal performance and reliability.
- **Client Portfolio:** Working with clients such as Direxion, Ideal Image, SandyHook Promise, Faddy Magazine, The Spark Group, American Apparel, and Brooks Brothers to deliver effective marketing solutions using the MKTG.AI platform.
- **Marketing Automation:** Integrating with marketing automation tools and platforms to automate repetitive tasks and improve marketing efficiency.
- **AI-Powered Insights:** Leveraging artificial intelligence and machine learning algorithms to provide valuable insights and recommendations for marketing strategies.
- **Collaboration and Workflow Management:** Implementing features and tools that facilitate collaboration and streamline workflows among marketing teams and stakeholders.
- **Personalization and Targeting:** Enabling personalized marketing campaigns and targeted messaging based on user segmentation and behavioral data.
- **API Integrations:** Integrating with third-party APIs to extend the platform's functionality and connect with other marketing tools and systems.
- **User Experience Optimization:** Continuously improving the user experience through iterative design and user testing to ensure a seamless and intuitive interface.
- **Scalability and Performance:** Designing and implementing a highly scalable and performant architecture to accommodate increasing user demands and ensure optimal platform performance.
- **Security and Data Privacy:** Implementing robust security measures and complying with data privacy regulations to protect sensitive user and asset information.

GLOBAL CHEIF UX DESIGN OFFICER / GLOBAL UX & DESIGN AUTHORITY

NEORIS / CEMEX

Aug 2018 - Sep 2020

Miami, FL / Monterrey, Mexico, Prague, Czech Republic, Madrid, Spain

- **Global UX Design Team Management:** Building and managing an international team of UX designers across multiple locations to ensure a unified and cohesive approach to design.
- **Executive Leadership:** Reporting directly to the CEO and CIO, playing a key role in senior management and business strategy teams.
- **Agile Design Practice:** Implementing and driving the adoption of agile design methodologies and practices within the organization.
- **Global Design Authority:** Serving as the ultimate authority and decision-maker on design-related matters for global projects and initiatives.
- **Unified Design Tools and Processes:** Acquiring and distributing a unified global UX toolkit, integrating tools such as Sketch, InVision, Figma, Adobe Creative Suite, JIRA, GIT, and Monday.com to streamline design workflows and collaboration.
- **Cost Center and P&L Management:** Responsible for managing global and regional cost centers and profit and loss (P&L) for design-related activities.
- **Visual Design Strategy:** Setting the strategic direction for visual design across client-facing and internal projects, ensuring a cohesive and impactful visual identity.
- **Web Presence Strategy:** Leading the visual design strategy and launch of a new global, multi-language web presence for neoris.com.
- **Industry Thought Leadership:** Invited to join the InVision UX design leadership committee, contributing to global design best practices, trends, and platform growth.
- **COVID-19 Solution:** Developed a mission-critical and successful COVID-19 "HealthCheck" platform, responsible for UX, UI, and marketing collateral, providing companies with insights into employee well-being and infection trends.
- **UX Lab Development:** Established a best practice UX lab and recruited resources to support the growing project workload.
- **Client Relationship Management:** Interacted directly with clients and managed UX, package design, artwork, and creative direction for projects with renowned companies such as Direct TV, FEMSA, Telefonica, Cisco, Hard Rock Hotel Group, Whirlpool, The Home Depot, Santander Bank, and more.
- **Parent Company Relationship:** *Neoris operates under Cemex*, serving as the global design authority for Cemex's online order and logistics portal service across 29 countries.
- **Global B2B Construction Platform:** Responsible for design authority and leadership for Cemex Go, a global B2B construction platform serving 60,000 customers in 29 nations.
- **Design System Development:** Led the creation of a new design system, design language, approach, and staffing to ensure consistency and efficiency across projects with a global team of 56 designers.
- **UX Asset and Design Library:** Developed a comprehensive UX asset and design library, serving as a global reference for UX design agency-wide.

CONSULTANT: SR UX STRATEGIST, UX VISUAL DESIGN & CREATIVE DIRECTION

ROBERT SANTORÉ DBA MAN RABBIT HOUSE, LLC

Feb 2018 - Sep 2018

San Francisco, CA / Irvine, Ca / Houston, TX

- **Client:** vitagene.com
 - **Brand Identity and UX Strategy:** Defining and developing a new and modern brand identity and user experience (UX) strategy to create a cohesive and impactful online presence.
 - **CMS Migration Strategy:** Developing a strategy to migrate the current website to a new modern content management system (CMS) built on Adobe Expression Manager for improved content management and flexibility.
 - **Brainstorming and White-boarding:** Leading collaborative brainstorming and white-boarding sessions to generate ideas, explore possibilities, and define the direction of the design and user experience.
 - **Deliverables:** Producing and delivering key UX artifacts including site maps, mood boards, style guides, detailed wireframes, and final visual assets to guide the design and development process.
 - **Stakeholder Interviews and Analytics Review:** Conducting interviews with stakeholders and reviewing analytics data from tools such as Google Analytics, GTM, MixPanel, and MouseFlow to gain insights and inform the development of a new commerce workflow.

- **Commerce Workflow Development:** Creating a new commerce workflow to enable the company to sell multiple items, ship to multiple addresses, offer coupons and gifts, and provide subscription options. This includes developing detailed journey maps and wireframes based on customer and subscriber user personas.
- **Packaging Design:** Developing innovative and best-in-class packaging designs, including artwork and design systems for complex retail packaging, to enhance product presentation and brand identity.
- **Requirements Handoff:** Handing off detailed requirements and visual assets to the in-house and third-party engineering teams for the build-out and launch of the website, scheduled for September 2018.
- **Client: The Capital Group**
 - **Online Future Vision and Road-Mapping Strategy:** Engaging in a short-term remote UX consulting contract to develop a strategic vision and road map for the future of the online platform, identifying opportunities for growth and innovation.
 - **Home Page Redesign:** Redesigning the home pages of all websites within the existing architecture, leveraging Adobe Expression Manager, to enhance visual appeal, user experience, and engagement.
 - **Visual and UX Design Refresh:** Creating a visual and UX design refresh for prioritized key pages, improving usability, visual aesthetics, and overall user experience.
 - **Site Consolidation Strategy:** Developing a strategy to consolidate existing sites into a unified website with a single navigation structure, streamlining user journeys and simplifying site management.
 - **Visual Refresh and UX Design System:** Implementing a visual refresh and UX design system across all pages, utilizing an established style guide and pattern library, incorporating new artwork and design systems to ensure consistency and efficiency throughout the platform.
- **Client: Global Custom Commerce A Home Depot Company**
 - **Integrated Design System:** Defining and developing an integrated design system that encompasses visual elements, interaction patterns, and user interface components to ensure consistency and coherence across Home Depot and Global Custom Commerce's multi-billion dollar e-commerce and mobile application standards.
 - **Asset Library Creation:** Establishing a centralized asset library that houses reusable design components, graphics, icons, and other digital assets. This enables efficient design implementation and promotes consistency throughout the user experience.
 - **"Orange Print" Initiative:** Leading a highly skilled senior UX design team dedicated to the development of Home Depot's groundbreaking "Orange Print" initiative. This initiative empowers new and existing homeowners to access detailed 3D views of their homes, allowing them to visualize and order the correct quantities of paint, flooring, plugs/switch plates, window treatments, and other products in real-time. Integration with Home Depot's e-commerce platform facilitates seamless ordering and in-store/delivery scheduling.
 - **Mobile UX Design Language:** Developing a mobile UX design language specifically tailored to all new Home Depot mobile applications. This involves establishing guidelines, principles, and patterns that optimize the user experience on mobile devices, ensuring ease of use, accessibility, and visual consistency across various platforms.
 - **Artwork and Packaging Design:** Creating compelling artwork and packaging designs for new Home Depot products. This includes applying the integrated design system to visually align the products with the brand's identity, while ensuring their visual appeal and effective presentation to customers.

SR DIRECTOR, UX STRATEGY, UX ARCHITECTURE & UX VISUAL DESIGN/CREATIVE DIRECTOR / CITY UX DESIGN AUTHORITY NEW YORK CITY OFFICE OF INFORMATION TECHNOLOGY

Dec 2015 - Feb 2018

New York, NY

- **In-House UX Practice Development:** Established a best practice foundation for the agency's first in-house UX practice, laying the groundwork for effective UX processes, methodologies, and standards.
- **Team Management:** Managed an 80-person UX, creative, and technical team comprising UX and UI design staff, graphic designers, and front-end engineers, overseeing their work and ensuring successful project execution.
- **Modernization of City of New York Web Applications:** Led the hands-on UX design and development of user-facing user experience/user interface (UX/UI) designs for the City of New York's mandate to modernize all internal and external web applications. The goal was to provide a unified experience and foundation for all city departments and third-party partners.
- **UX Lab Development:** Developed a best practice UX lab and recruited resources to support the growing project workload, enabling effective user research, testing, and validation of design decisions.
- **ADA 508 Compliance:** Hired and developed a UI/UX team to meet federal, state, and local ADA 508 compliance standards for all new applications within the department's influence, ensuring accessibility and inclusivity in design.
- **Global Asset Libraries and UI Development:** Led the UI/UX development of global agency-wide asset libraries, creating detailed specification documents, wireframes, site maps, and high-fidelity PSD user interface designs.
- **Unified UI Development:** Hands-on development of a unified UI framework successfully deployed in over 300 of the city's web applications, serving a diverse user base of over 34,000 city employees, consultants, and partners.
- **UI Software Framework and Usability Standards:** Developed the entire UI software framework and usability standards, providing detailed specifications, wireframes, site maps, and conducting testing and acceptance procedures.
- **Bootstrap, Angular JS, NodeJS Development:** Hands-on development of the Bootstrap 3, HTML5, CSS3, Angular JS, and NodeJS codebase, web assets, and framework for on-site and offshore engineering staff to develop a unified web applications platform.
- **Media Campaign Design:** Designed and produced media campaign assets for the New York Police Department, including fully wrapped NYPD vans, digital advertising displays, and outdoor print campaigns.
- **Standard Platform Selection:** Selected the platform, design, and architecture as the standard across all DSS/DHS and OIT web-enabled applications, ensuring consistency and efficiency in development and maintenance.
- **Architectural Strategy and Technology Platform:** Responsible for selecting the architectural strategy and technology platform, integrating Bootstrap 3 and Angular JS with a new NodeJS and RESTful JSON API application layer connected to the city's C++ based back end and MSSQL databases. Developed CSS strategy and codebase.
- **Collaboration with On-Site and Offshore Teams:** Worked closely with the agency's on-site engineering staff in New York City and offshore engineering consultants in India, collaborating on coding the GUI presentation layer, setting responsive architecture guidelines, and developing a shared codebase.
- **Mobile App Design:** Developed the design and structure for the NYC HOPE 2016, 2017, and 2018 Mobile Census iOS App, ensuring an intuitive and user-friendly experience for data collection and analysis.
- **Motion Graphics and Celebrity Collaboration:** Designed and produced motion graphics presentations in Adobe AfterEffects for NYC HOPE 2016, 2017, and 2018, collaborating with celebrity spokesperson Ben Stiller to create engaging visual content.

- **UX Asset and Design Library:** Developed and maintained a comprehensive UX asset and design library, serving as a global reference for UX design within the agency, promoting consistency and efficiency in design processes.
- **Training Portal Development:** Coded a major training portal for DHS/DSS and HRA staff, allowing registration, RSVPs for on-site classroom training, access to an online learning management system, and a training materials library. The system includes user authentication and complex architecture for filtering training schedules and courses.
- **Complex Training Architecture:** Designed a complex training architecture to filter training schedules, locations, classroom capacity, and a vast catalog of online video training courses, ensuring a tailored and efficient learning experience for users.

CONSULTANT: SR UX DESIGN STRATEGIST, UX ARCHITECT & MOBILE UX EXPERT

FACTSET RESEARCH SYSTEMS

Aug 2016 - Oct 2016

New York, NY

- **UX Asset Library for Intranet Portal:** Contracted to develop business and functional requirements, style guides, and implementation standards for a new unified UX asset library on an internal intranet portal. The portal serves over 8,500 users and aims to provide a consistent and efficient user experience across the organization.
- **Redesign of FactSet Mobile App:** Led the redesign of the FactSet mobile app, enhancing its user interface and user experience to align with current design trends and user expectations.
- **Visual Asset and UI Asset Library Audit:** Conducted an in-depth audit and assessment of the FactSet visual asset and UI asset library. Brought it in line with Google Material Design specifications, enabling the company to develop a cohesive and next-generation visual signature across all of its offerings.
- **UX Standard Presentation Templates:** Designed UX standard presentation templates, establishing a consistent and professional visual style for the UX Research department's deliverables. These templates serve as a standard framework for presenting research findings, insights, and recommendations.
- **Artwork, Wireframes, and Site Maps:** Developed artwork, wireframes, and site maps using tools such as Sketch, InVision prototypes, Adobe Illustrator, and InDesign. These artifacts contribute to the visual and structural planning of user interfaces and support the design and development process.
- **UI/UX Design and Style Guides:** Published UI/UX design and style guides, as well as functional specifications, using InDesign for company-wide distribution. These guides provide clear guidelines and standards for the design and implementation of user interfaces, ensuring consistency and coherence across different products and teams.
- **Final Art and UI Designs:** Created the final art and user interface (UI) designs, incorporating visual aesthetics, interaction patterns, and usability principles to deliver polished and user-centric experiences.

PRINCIPAL/VP UX DESIGN STRATEGY, UX ARCHITECTURE & CREATIVE DIRECTOR

MARKETFACORY

Jan 2015 - Dec 2015

New York, NY

- **Business and Functional Requirements:** Responsible for authoring comprehensive business and functional requirements, collaborating with marquee clients to define user personas that align with the company's platform feature goals. Ensured adherence to stringent security requirements mandated by client banks and hedge funds.
- **Software UI Platform Development:** Led the development of the entire software UI platform, encompassing the creation of requirements, detailed wireframes, site maps, and overseeing testing and acceptance procedures.
- **High Fidelity Artwork and UI Designs:** Developed high fidelity artwork and PSD user interface (UI) designs. Created assets such as specification documents, wireframes, and site maps using tools like Adobe Illustrator, InDesign, and Sketch 3.
- **FOREX Trading Platform and Client Portal:** Collaborated with internal teams and client partners in the development of a new FOREX trading platform and client portal. Led the design and development of UI/UX and user interaction processes for both client-facing and company administrative portals.
- **UI/UX and User Interaction for FOREX Portal:** Took charge of designing and developing all UI/UX aspects and user interaction processes for a new client-facing and company administrative portal. This portal, built on the company's existing high-speed C++ based FOREX trading platform, empowered clients to manage currency trading limits, choose currency pairs, handle user and group management, permissions, reports, notifications, and certifications across 50+ global FOREX markets.
- **UI Architectural Strategy and Technology Platform:** Responsible for selecting the UI architectural strategy and technology platform. Chose Bootstrap 3 and Angular JS, integrated with the company's NodeJS and RESTful JSON API application layer, which was tightly connected to the C++ based back end. Developed CSS strategy and codebase, collaborating closely with the company's engineering staff in New York City and London.
- **Hands-on Coding and Responsive Architecture:** Engaged in hands-on coding of the GUI presentation layer and site structure. Set responsive architecture guidelines and codebase to ensure optimal user experiences across different devices and screen sizes.

CONSULTANT: SR UX DESIGN STRATEGIST, UX ARCHITECT & CREATIVE DIRECTION

ROBERT SANTORÉ DBA MAN RABBIT HOUSE, LLC

Jan 2014 - Jan 2015

New York, NY

- **Client: Guardian Life:**
 - **UI/UX Consulting Contract:** Engaged in a consulting contract focused on UI/UX development, involving the creation of business and functional requirements, style guides, and implementation standards for a new corporate website. These efforts aimed to ensure a consistent and user-centric experience for website visitors.
 - **Wireframes, Site Maps, and Artwork:** Developed wireframes, site maps, and artwork using tools such as Sketch, Adobe Illustrator, and InDesign. These visual assets provided a blueprint for the website's structure and user interface design, facilitating effective collaboration and communication with the development team.
 - **UI Style Guides and Functional Specifications:** Published UI style guides and functional specifications using InDesign for company-wide distribution. These guides served as a reference for maintaining visual consistency and provided guidelines for the implementation of user interface elements and interactions.

- **Financial and Investment Product Experience:** Extensively developed functional logic and use-case scenarios to guide users through new financial and investment products offered by the company. This involved designing an intuitive and engaging user experience on the completely redesigned website, enabling users to understand and navigate the complexities of the products effectively.
- **Base UI Designs:** Created all base UI designs using Photoshop and Sketch, ensuring the visual aesthetics and usability of the website. The designs were then handed off to a remote engineering and development team for coding, implementation, and deployment.
- **Client: Sapient Nitro for Fidelity Investments:**
 - **UX Consulting Engagement:** Engaged in a consulting engagement to enhance the user experience of existing online consumer-based investment and retirement planning applications. Simplified the user journey from 10 to 12 screens down to 2 or 3, reducing complexity and improving usability.
 - **New Business and UX Functional Requirements:** Developed new business and UX functional requirements to create an easy enrollment online workflow with a simplified user interface. Used modern responsive frameworks to redefine user personas, aligning them with the company's goal of delivering a streamlined user experience.
 - **Hands-on Development:** Led the hands-on development of highly detailed wireframes, site maps, and user interface designs for multiple form factors. Ensured the designs were optimized for various devices, including desktop, mobile, and tablet, to provide consistent and seamless experiences across different screen sizes.
 - **Streamlined User Interface:** Redesigned the user interface to provide a clean and intuitive experience. Employed principles of simplicity, clarity, and consistency to make interactions more efficient and enjoyable for users.
 - **Responsive Design:** Implemented responsive design principles to ensure the applications adapt seamlessly to different devices and screen sizes. This allowed users to access and use the applications conveniently on any device without compromising the user experience.
 - **User-Centered Design:** Applied user-centered design methodologies to gain deep insights into user behaviors, needs, and pain points. Leveraged these insights to inform design decisions and create a user experience that addressed user goals and expectations.
 - **Iterative Design Process:** Adopted an iterative design process to refine and improve the user experience. Conducted user testing and gathered feedback to iterate on the designs, ensuring continuous improvement based on user insights.
 - **Accessibility Considerations:** Incorporated accessibility considerations to ensure the applications were inclusive and usable by all users, including those with disabilities. Followed WCAG guidelines and implemented accessible design patterns and techniques.
 - **Visual Design and Branding:** Developed visually appealing user interfaces while aligning with the company's branding guidelines. Employed effective use of colors, typography, and visual elements to create a cohesive and engaging visual experience.
- **Client: ZLiving/Asia TV**
 - **UX Consulting Engagement:** Engaged in a consulting engagement to enhance the user experience of existing online consumer-based investment and retirement planning applications. Simplified the user journey from 10 to 12 screens down to 2 or 3, reducing complexity and improving usability.
 - **New Business and UX Functional Requirements:** Developed new business and UX functional requirements to create an easy enrollment online workflow with a simplified user interface. Used modern responsive frameworks to redefine user personas, aligning them with the company's goal of delivering a streamlined user experience.
 - **Hands-on Development:** Led the hands-on development of highly detailed wireframes, site maps, and user interface designs for multiple form factors. Ensured the designs were optimized for various devices, including desktop, mobile, and tablet, to provide consistent and seamless experiences across different screen sizes.
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 - **Accessibility Considerations:** Incorporated accessibility considerations to ensure the applications were inclusive and usable by all users, including those with disabilities. Followed WCAG guidelines and implemented accessible design patterns and techniques.
 - **Visual Design and Branding:** Developed visually appealing user interfaces while aligning with the company's branding guidelines. Employed effective use of colors, typography, and visual elements to create a cohesive and engaging visual experience.
- **Client: NYC Alliance**
 - **Strategy and Development of New Online Web Portal:** Successfully defined the strategy and oversaw the development of a new online web portal to support the launch of a new cable network in the United States. Involved in creative direction, information architecture, and the development of business and functional requirements. Led all hands-on UI/UX design and direction efforts.
 - **Team Leadership and Collaboration:** Served as the team leader, collaborating with marketing and PR staff in New York City and engineering staff in Bangalore, India. Fostered effective communication and coordination across teams to ensure seamless project execution.
 - **Graphic Creation and UI Design:** Conducted hands-on graphic creation and design, developing user interface designs and producing finished PSDs. Implemented a CSS strategy and codebase, delivering highly organized assets and documented requirements to the remote development team.
 - **Detailed Site Maps, Wireframes, and UI Designs:** Took responsibility for creating detailed high-level site maps, wireframes, user interaction designs, and fully realized user interface designs. Utilized tools such as InDesign, Illustrator, and Photoshop to bring business and functional requirements to life.
- **Client: Nectar Financial**
 - **UX Strategy and Design Assistance:** Provided assistance to the European UX team in enhancing its web analytics and asset management platform. Collaborated on UX strategy and design to improve the overall user experience of the platform.
 - **Modern and Responsive Administrative Interface:** Developed a lightweight and modern administrative interface that is responsive and ensures a pixel-perfect experience across multiple operating systems, including OSX, Windows, and Linux.
 - **Wireframes and Site Map Architecture:** Created wireframe assets and site map architecture documents, outlining the structure and flow of the platform. This helped to visualize the user journey and ensure a cohesive user experience.
 - **Pixel-Perfect Final Designs and Assets:** Developed pixel-perfect final designs and assets, focusing on the visual aesthetics and consistency of the platform. Paid attention to every detail to ensure high-quality visuals and user interface elements.
 - **Detailed Design and Best Practice Guidelines:** Authored detailed design and best practice guidelines, providing clear instructions and recommendations for maintaining a consistent and user-friendly design throughout the platform.

- **Hand-Coded HTML, HTML5, CSS Code Libraries:** Implemented hand-coded HTML, HTML5, and CSS code libraries based on Bootstrap and Angular JS frameworks. This ensured the development of a robust and efficient front-end codebase that aligned with modern web standards.
- **Client: Bloomberg**
 - **Integrated Alert System Design:** Engaged in a consulting contract with the UI/UX team at Bloomberg to design an integrated alert system for the Bloomberg Terminal and Bloomberg iOS and Android apps. Collaborated closely with the team to create a seamless and efficient alert system that enhances user experience and provides timely notifications.
 - **Responsive Web Platform Development:** Worked in conjunction with Bloomberg Labs to develop a responsive web platform using Bootstrap 3 and Angular JS. The platform was targeted towards users who do not require the Bloomberg Terminal, serving as a test platform for the Consumer Marketing Group.
 - **Wireframes and UI Designs:** Created wireframes and full UI designs aligned with the Apple User Interface Guidelines. The development process was divided into two-week sprints, allowing for iterative design and implementation to refine the user experience.
 - **Optimization and Validation:** Collaborated with company product managers to optimize response time, decrease latency, and enhance overall system performance. Validated the design and functionality through the company's custom testing and auditing tool suite, ensuring a high-quality user experience.
- **Client: B&H Photo**
 - **Creative Direction and UI/UX Design:** Held responsibility for creative direction, information architecture, UI/UX design, and strategy for a new responsive and mobile-first e-commerce system. Ensured a seamless and user-friendly experience for customers throughout their journey on the platform.
 - **E-commerce Web Design:** Developed designs for both B&H's consumer-focused e-commerce website and B2B e-commerce portal, catering to the specific needs and expectations of each target audience.
 - **Sitemap, Wireframe, and High-Fidelity Designs:** Created a comprehensive sitemap, wireframes, and pixel-perfect high-fidelity designs to establish the structure, layout, and visual aesthetic of the e-commerce system. Ensured that the designs were responsive and optimized for various devices and screen sizes.
 - **Design Guides, Assets, and Packaging:** Developed detailed design guides, artwork, and custom packaging materials, providing clear guidelines and assets for consistent visual branding. Produced all core graphical assets and style guides to maintain a cohesive and professional look and feel.
 - **Hand-Coded CSS Designs:** Implemented hand-coded CSS designs, which were then handed off to the engineering team for development and implementation. This ensured the accurate translation of the designs into a functional and visually appealing website.
 - **Corporate Identity Design:** Refreshed and integrated the corporate identity of B&H using Adobe Creative Suite. Produced assets in AI, PSD, and InDesign formats, creating a unified visual identity across various touch-points and marketing materials.

MANAGING DIRECTOR NORTH AMERICA / UK & USA UX DESIGN AUTHORITY

EQUATOR USA

Feb 2013 - Jan 2014

New York, NY / Glasgow, Scotland

- **Business Expansion and Office Opening:** Successfully opened United States offices in New York City, establishing a physical presence and expanding business operations in the region.
- **Business Development Practice:** Developed and implemented a robust business development practice, focusing on identifying and pursuing new opportunities to grow the agency's client base and revenue.
- **Integrated Digital and Traditional Services:** Created a portfolio of integrated digital and traditional services to cater to the needs of US clients, providing comprehensive solutions that encompassed both online and offline marketing channels.
- **Financing and Equity Partnerships:** Successfully secured start-up business financing and established strategic relationships with leading European and US venture capital firms. Secured equity positions in portfolio start-ups, exchanging agency services for equity stakes.

DIRECTOR OF UX DESIGN & STRATEGIST, UX ARCHITECTURE & COMPANY DESIGN AUTHORITY

BANKRATE

Feb 2012 - Feb 2013

New York, NY

- **Bankrate.com Redesign:** Successfully developed a new redesign for Bankrate.com, the leading online aggregator of financial data and banking interest rates, resulting in improved user experience and increased user conversion rates.
- **User Research and Testing:** Conducted extensive research in collaboration with product managers, using A/B testing, user usability measuring tools, third-party analytics, and site traffic tracking tools to gather insights and optimize the user experience.
- **Mobile Web Strategy and UI/UX Development:** Led a cross-functional team to develop and deploy a mobile web strategy, focusing on architecture, UI/UX design, and creating a modern and user-friendly mobile experience. This resulted in a 22% increase in user conversion rates and additional annual revenue of over 20 million.
- **Standardized UI and Navigation:** Implemented a standardized UI across Bankrate.com, unifying the site's design and implementing a modern, modular navigation strategy that was compatible with both desktop and mobile users. This improved user engagement and navigation on the website.

CONSULTANT: SR UX DESIGN STRATEGIST, UX ARCHITECT & CREATIVE DIRECTION

ROBERT SANTORÉ DBA MAN RABBIT HOUSE, LLC

Sep 2011 - Feb 2012

New York, NY

- **Client: NBC Universal:**
 - **Responsive Framework and Design:** Engaged in a consulting engagement to design and develop a new responsive framework and design for NBC Universal's hit television program "Biggest Loser, 1,000,000,000 lbs. Weight Loss Challenge." Created a responsive framework that ensured optimal user experience across various devices and screen sizes.
 - **Mobile and Tablet Screen Design:** Designed all mobile and tablet screens for the program, focusing on intuitive layouts and engaging user interfaces to enhance user interaction and engagement.
 - **Social Media Engagement Assets:** Created all social media engagement assets, including graphics, images, and interactive elements, to facilitate audience participation and drive engagement on social media platforms.
 - **Modern UX Design:** Applied modern UX design principles to ensure an immersive and visually appealing experience for viewers, aligning with contemporary design trends and user expectations.

- **Client: United States Olympic BMX Team:**
 - Consulting engagement leading UI/UX, development and strategy United States BMX Team for the London Olympics
 - Developed social media campaign, e-commerce development; increased online user registrations by 500%
- **Client: Hearst Media:**
 - **UI/UX Strategy and Development:** Led a consulting engagement for the United States BMX Team for the London Olympics, focusing on UI/UX design, development, and strategy. Ensured a seamless and engaging user experience for online visitors supporting the team.
 - **Social Media Campaign:** Developed a comprehensive social media campaign to enhance the team's online presence and engagement. Leveraged social media platforms to connect with fans, share updates, and promote the team's achievements, resulting in a significant increase of online user registrations by 500%.
 - **E-commerce Development:** Implemented e-commerce development to facilitate merchandise sales and support the team financially. Created a user-friendly and secure online store where fans and supporters could purchase team merchandise, contributing to revenue growth and overall team success.
 - **Modern UX Design:** Employed modern UX design principles to create an appealing and user-centered digital experience for the audience. Emphasized intuitive navigation, visually compelling layouts, and optimized interaction flows to enhance user satisfaction and engagement.
- **Client: Ghurka Luggage:**
 - **UI/UX Development and Strategy:** Led a contract engagement for the redesign and re-launch of the luxury brand Ghurka Luggage, focusing on UI/UX development and strategy. Implemented user-centered design principles to create an enhanced digital experience for customers, optimizing usability and satisfaction.
 - **Artwork and Packaging Design:** Designed and developed artwork and packaging for the company, ensuring a visually appealing and cohesive brand identity across various touch-points. Created engaging visual assets that aligned with the luxury positioning of Ghurka Luggage.
 - **Redesigned E-commerce Site:** Successfully launched a redesigned e-commerce site for Ghurka Luggage, resulting in a significant increase of online sales by 63%. Implemented intuitive navigation, streamlined checkout process, and improved product presentation to enhance the online shopping experience and drive conversion.
 - **Modern UX Design:** Utilized modern UX design techniques and trends to create a visually appealing and user-friendly interface for the website. Implemented responsive design, optimized user flows, and incorporated interactive elements to provide an immersive and enjoyable experience for customers.

PRINCIPAL UX DESIGN STRATEGIST & COMPANY DESIGN AUTHORITY/CREATIVE DIRECTOR

VOODOOVOX

Aug 2003 - Sep 2011

New York, NY

- **Branding and UI/UX Leadership:** Took the lead in all branding, UI/UX initiatives, and information architecture projects for seven online properties with a global user base of 500 million users. Ensured cohesive branding and provided intuitive and user-centered experiences across all platforms.
- **Development of Cloud-Based Mobile Audio Advertising Platform:** Led a 15-person multifunctional UI/UX team in developing and deploying the first-ever cloud-based mobile audio advertising platform. This innovative platform opened up a new promotional space valued at over \$20 million, allowing partners to target ads in real-time to demographically detailed audience profiles.
- **Precision Targeting and Partner Integration:** Enabled partner companies such as Western Union, Fandango, ABC, ESPN, Univision, Spotify, Fox, Major League Baseball, and Disney to tap into precise audience targeting capabilities. Leveraged detailed audience profiles to deliver targeted ads in real-time, maximizing the effectiveness of advertising campaigns.
- **Development of Flexible Targeting Interface:** Developed a flexible targeting interface, known as FLEX, covering multiple platforms including FLASH rich media, SMS, voice, and video. This interface provided a seamless and efficient way to manage and deliver targeted advertising campaigns across various media channels.
- **Mobile App Development and Compliance:** Led creative teams, UI/UX teams, and mobile engineers in developing over 50 iOS/Android apps as streaming platforms for terrestrial broadcast radio content and advertising. Ensured compliance with the newly released mobile Apple Human Interface Guidelines, delivering high-quality and user-friendly mobile experiences for radio listeners.

SVP UX DESIGN STRATEGIST & COMPANY DESIGN AUTHORITY/CREATIVE DIRECTOR

TECHSPACE

Sep 2001 - Aug 2003

Mission Viejo, CA

- **Mission Critical Software Application Development:** Developed all mission critical software applications and business systems for high-tech company incubators centered on physical campuses at a buy.com backed venture (now called TechSpace). Took charge of the overall UI/UX strategy, ensuring intuitive and user-centered design for optimal user experiences.
- **Breakthrough Online Systems:** Led the development of groundbreaking online systems, ranging from web-enabled CRM to e-commerce applications. Managed tech partner relationships with renowned companies such as Microsoft, IBM, Avaya, and Andersen Consulting, leveraging their expertise and resources to drive innovation and success.
- **Team Building and Professional Services:** Built and managed a comprehensive creative and software engineering team consisting of over 15 professionals. Successfully transformed these groups into a professional services organization, which became the second-leading revenue source for the company. Fostered collaboration, expertise, and efficiency within the team to deliver exceptional results.
- **Dynamic FLASH-Based Content System:** Designed and developed a dynamic content system utilizing FLASH technology to promote products and services offered by campus partners. This visually engaging and interactive system enhanced the overall user experience and effectively showcased the offerings of TechSpace's partners.

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

UB NETWORKS

NOV 1994 - AUG 2001

Newport Beach, CA

- **UI/UX Innovation:** Developed one of the first UI/UX practices in the United States, focusing on online transactional e-commerce solutions aligned with the Rational Unified Process. Led the way in creating enterprise-level systems for both B2B and B2C clients, ensuring seamless user experiences.

- **Strategic Financing:** Played a key role as a founding board member and Chief Creative Officer in securing over \$250 million in equity financing from renowned investors such as Nortel Networks, AIG, and Reliant Energy. Acted as a "brand evangelist" on a road-show team, presenting the company's vision alongside the CEO, CFO, CIO, and COO.
- **Technological Transformation:** Led the company's transition from a CLEC to an ISP, overseeing the migration to advanced technologies including Nortel's DMS 500 switches, IBM's AS400, and a Sun enterprise cluster. Pioneered the deployment of wireless broadband Internet access systems and spearheaded the development of a groundbreaking video server farm capable of delivering millions of concurrent streams.
- **Growth and Recognition:** Founded and managed a full-service digital agency, scaling it from a single-person operation to a thriving company with 50 employees and offices in multiple cities. Implemented a team-based approach to enhance efficiency and creativity. Earned accolades from media outlets like CNBC, New York Times, and Wall Street Journal for innovative work, including cutting-edge consumer web applications, e-commerce sites, and virtual product tours. Successfully served a diverse Fortune 500 client roster, including Microsoft, Hyundai, and prominent action sports and apparel brands.

DIRECTOR OF MARKETING / CREATIVE DIRECTOR (Acquired by UBNetworks)

MICRO-LITE TELEVISION (MLTV)

Nov 1993 - Nov 1994

Newport Beach, CA

- **Strategic Marketing:** Oversaw all marketing, communications, and branding initiatives for a wireless cable television provider. Developed and implemented comprehensive marketing strategies to promote the company's services and enhance brand awareness in the market.
- **Spectrum Acquisition:** Successfully led the effort to acquire MMDS (Multichannel Multipoint Distribution Service) and IVDS (Interactive Video and Data Service) wireless spectrums from the Federal Communications Commission (FCC) in Irvine (CA), Houston (TX), and Salt Lake City (UT). This acquisition enabled the company to establish one of the first wireless internet access systems in the country, providing innovative and convenient connectivity options for users.
- **Wireless Internet Access:** Pioneered the development and deployment of a wireless internet access system utilizing the acquired wireless spectrums. Introduced a groundbreaking technology that offered reliable and high-speed internet connectivity to users, revolutionizing the way people accessed the internet at the time.
- **User-Centric Approach:** Ensured that the wireless internet access system was designed with a user-centric approach, focusing on providing a seamless and intuitive user experience. Emphasized the importance of usability, accessibility, and convenience in the design and functionality of the system, allowing users to easily connect to the internet and enjoy a positive browsing experience.

FOUNDER & PRINCIPAL - CIO

TRISTAR EXPRESS, INC.

Jul 1988 - Nov 1993

Newport Beach, CA

- **Business Growth:** Played a key role in co-founding and scaling a prominent intermodal trucking firm in California. Led the company's expansion to 11 terminals across seven Western states, managed a fleet of 150 trucks, and achieved significant monthly billings, establishing the company as a major player in the industry.
- **Innovative Database System:** Designed and deployed a first-generation cross-platform multi-user relational database system, revolutionizing the company's operations. This system seamlessly integrated with other shippers, enabling electronic communication and automation of various business and logistical tasks. Efficiently tracked and managed over 40 million pounds of cargo per day, enhancing operational efficiency and accuracy.
- **Holistic Responsibility:** Held responsibility for all legal, HR, banking, and technical requirements of the company. Oversaw compliance with legal and regulatory obligations, managed human resources processes, handled banking relationships, and addressed technical needs, ensuring smooth and compliant operations.
- **Streamlined Operations:** Employed modern UX design principles to streamline the company's operational processes. Developed user-friendly interfaces and intuitive workflows within the database system, making it easier for employees to navigate and perform their tasks efficiently. Implemented user-centered design principles to enhance usability, resulting in improved productivity and reduced errors.

FINE ARTIST

New York, New York, Los Angeles, Houston, Texas, Dubai

PRESENT & ONGOING

(please see examples of current work at <http://robertsantore.com/>)

- **Represented By:**
 - FIRETTI CONTEMPORARY, DUBAI
 - ROSS-SUTTON GALLERY, NEW YORK, NY
- **Shows/Exhibitions:**
 - 2024: "Veintiséis Habitaciones Donde Estos Colores Saben a Música" Mexico City, Mexico
 - 2024: "I Remember The Future, Yet I Look Forward To The Past" Stockholm, Sweden
 - Sep 1 to Oct 1 2023: "Timeless" Robert Santoré Solo show at Firetti Contemporary, Dubai
 - May to Jul 2023: "ROOTS & REFLECTIONS A Journey Through Time And Nature" Group Show at Firetti Contemporary, Dubai
- Sold-out one-man show at the Jerry Solomon Gallery in Los Angeles, Ca
- One man show at The Portfolio, in Beverly Hills Ca
- Group Show, "From Main To Santa Fe", MOCA and Security Pacific Bank
- One man show at The Los Angeles Municipal Collection
- Collected and added to the permanent collection at the Newport Harbor Art Museum
- Collected and added to the permanent collection at the San Jose Museum of Art
- Collected and added to the permanent collection at the Laguna Beach Museum of Art
- Permanent collection USA Today, Wells Fargo Bank, Nestle/Carnation Company, Union Pacific Railroad, TRW, Principal Financial Group, Security Pacific Bank, Wells Fargo Bank et al

EDUCATION

- University of California at Irvine, Irvine, CA | Interactive Design and Computer Sciences, 1995
- The Otis Art Institute of Parsons School of Design, Los Angeles, CA, New York, NY | Fine Arts / Graphic Design, 1988
- Orange Coast College, Costa Mesa, CA | Graphic Design, 1983

ACHIEVEMENTS

- Webby nomination, best in sports: The San Francisco 49ers - 2001
- Webby nomination, best in sports: Surfline.com - 2002
- 9 Adobe sites of the day
- Silver Medal InVision Award for e-commerce - Troublewear.com

SKILLS/QUALIFICATIONS

- EXPERT USER of all Sketch, FIGMA, InVISION, Adobe Creative Suite products, including Photoshop, Illustrator, Fireworks, Dreamweaver, Flash Professional and Flash Catalyst; Apple hardware and software, including iLife and iWork applications; Final Cut Studio and Final Cut X; expert user of Microsoft systems, from MS SQL server to Office; expert programmer highly proficient in hands on implementation of Bootstrap 3/ Angular, PHP/MySQL, ASP.Net/MSSQL, XML/JSON APIS, JavaScript, jQuery, AJAX, ActionScript, MVC, LESS, SaaS, HTML5 and HTML; social media applications expert and developer of over 50 iPhone, iPad, and Android apps
- Expert in Apple Human Interface Guidelines & Google Material Design
- Gifted graphic designer
- Expert Information and Technical Systems Architect
- Manage and evolve large-scale luxury brand websites, CMS and systems evolution and integration for digital multi-channel ecosystem (browser, tablet, mobile, social)
- E-commerce site evolution and vendor integration for mobile, CMS, CRM, web analytics
- Developed responsive and/or adaptive mobile website standards and content integration with mobile and e-commerce vendors
- Develop iOS end-to-end ecosystem: native apps, in-house deployment and cloud services to deliver custom-branded content
- Develop Facebook content management platform (CMP) and back office using Facebook Graph API, YouTube API for custom video and photo albums
- Facebook Open Graph implementation and social platform analysis
- Manage integration with WebTrends and Google Analytics platform — evaluation, evolution, training and troubleshooting
- Evangelize and prototype jQuery as replacement for Flash-based assets, to deliver experiences to iOS devices