

ROBERT SANTORÉ

Award Winning Product Design & UX/CX Strategist Lead/Full-Stack Engineer

Gifted visual design professional highly skilled and accomplished UI/UX designer with over 20 years of experience in developing and implementing innovative digital user interfaces. Proven expertise in creating visually appealing and user-centered design systems, ensuring seamless functionality and compatibility across various browsers and devices. Adept at leading comprehensive UI/UX strategies, collaborating with cross-functional teams, conducting in-depth user research to enhance product experiences. Recognized domain expert in accessibility, conducting audits, providing training, & staying abreast of guideline updates.

Extensive full-stack coding skills, easily navigates roles from hands-on design across UX/UI/CX, product strategy, web and mobile application development, graphic design, and branding with a deep understanding of visual aesthetics and technical intricacies.

Recognized for steering digital initiatives significantly enhancing goals and visibility, excels in establishing impactful client relationships. Consistently delivers compelling experiences surpassing expectations. Influential leader, acknowledged for nurturing, mentoring creative and dynamic creative & technical teams. Committed to unwavering collaboration, consistently exceeds client expectations while aligning with specifications and pushing boundaries of innovation.

EXECUTIVE SUMMARY

Digital Products Solution Architect with Fortune 500 Experience: Over 15 years of experience designing enterprise-level 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. Demonstrates a forward-thinking and entrepreneurial spirit. Accustom to making intelligent risks to champion and implement new ideas which brought in over \$250 million in funding from AIG, Goldman/Saks, Nortel Networks, The Bass Companies et al.

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.

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

User-Centric Product Design/UX Platform Strategist: Drives enhanced user-centered design strategies, aligning business objectives with exceptional user experiences. Recently incorporating AI and machine learning, leveraging cutting-edge technology to elevate user interactions and optimize product design for unparalleled user satisfaction & engagement.

Gifted Visual Design Capabilities: Unique, unparalleled expertise encompassing a comprehensive understanding directly impacting and improving usability and efficiency of a digital products/platform. Internationally recognized contemporary artist, painter/sculptor with work acquired in numerous private, corporate and museum collections.

UX Design & Development Process Guru: Streamlines software development through comprehensive processes, from gathering requirements to acceptance testing and release, while integrating AGILE methodologies into global workflows.

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/CX research standards, A/B/C (and multi-variant) testing, in-depth analytics, heat map & journey analysis to inform, direct and confirm design decisions.

In-Depth Understanding of Interaction Design & Modern User Experience Guidelines: Expert in Apple Human Interface Guidelines (HIG), Google Material Design and human-computer interaction (HCI), ensuring designs align with the latest industry standards implementing innovation and success through detailed holistic user interviews & reviews, competitive analysis, feature discovery, from detailed wire-frames to fully realized high fidelity design system deliverables and user testing.

Empowers the Individual & Team to Embrace Trust, Achieve Success & Foster Growth: Forges strong collaborations across teams, making decisions that benefit the company as a whole. Places emphasis on the growth, development, and well-being of teams. Shows respect and provides support to each individual to celebrate and rejoicing in shared victories.

Empowered Creators, Consumers, and Partners: Weaved captivating new-ideation that connected client communities & business partners to adopt development strategies leading to successful global platform deployment. Nurtured creativity by granting the freedom to explore new ideas producing innovative solutions. Provided an unparalleled experiences; anticipating customer and consumer desires to prioritize adoption; "increasing engagement."

Set Policy and Champions Inclusion Implementing Bold Equity Hiring Standards: Elevated teams from all corners of the world (New York, NY / Los Angeles, CA / Houston, TX / Miami, FL / Monterrey & Mexico City, Mexico / Prague, Czech Republic / Madrid, Spain / Buenos Aires, Argentina / Zurich and Geneva, Switzerland) 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.

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

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

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, NPR, Prudential, Quiksilver, SapientNitro, Saxo Bank, Sephora, Spaulding, Surfline.com, Sergio Valente Jeans, The Oakland Raiders, RadioVoodoo, 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.

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EDUCATION

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

Agency Experience 10+

Agile / Lean Kanban / Waterfall 8+

AI/ChatGTP/Midjourney 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+

AWS Certified 3+



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CONSULTANT: UX DESIGN STRATEGIST, UX PRODUCT DESIGN ARCHITECT, CREATIVE DIRECTION, DEV LEAD

Jul 2021 - Apr 2023 | New York, New York

Client: MKTG.AI Role/Responsibilities:

- Spearheaded end-to-end design and development initiating from foundational meetings with stakeholders to final release.
- Oversaw every phase; design, prototyping, development, user testing. Served as primary UX/CX design & technological lead.

Platform Development: MKTG.AI:

- Technical developer of platform revolutionizing digital asset management for news, media companies, & marketers.
- UX designed with industry-leading tools such; Figma, Sketch, XD also leveraged other Adobe Creative Suite applications.
- Emphasized seamless integration with major cloud providers (AWS, Box, DropBox, Google) and social media networks (Facebook, Instagram, Twitter, LinkedIn) and streaming services, YouTube & Vimeo.
- Centralized hub for all media asset-related activities, features real-time performance metrics, efficiency & productivity tools.
- Implemented AI-powered insights, marketing automation, and third-party API integrations for an efficient and enhanced user experience tailored to modern brand needs.

Client Engagement and Infrastructure:

- Showcased unique platform capabilities through personalized demos, built on AWS for scalable and reliable performance.
- Collaborated with: Direccion, AmericanApparel, Brooks Brothers, highlighting platform's efficacy in driving marketing solutions.
- Platform enables client partners a central source of truth to promote, manage, target and measure over \$1million a month in social advertising within the platform removing the need to access Facebook/Instagram/LinkedIn/Twitter X/YouTube and other social tools and management systems. It's all in one place now, MKTG.AI - easy, efficient, centralized & cost effective.

Technology Stack:

- Held full-stack development role leveraged leading-edge technologies, anchoring platform with Bootstrap 6, Angular 13, PHP, MySQL, JavaScript, JQuery, CSS 3, and HTML 5, Docker deployed to robust load balanced custom AWS solution.
- Implemented a responsive framework, robust Restful API scalable architecture, prioritized a seamless interface with stringent security measures, ensuring protection from server-level down to individual user permissions.

Design and UX Responsibilities:

- Hands on development of responsive framework with adaptive components assured compatibility on all Mac, Windows Android Linux environments required by client partners.
- Developed and conceptualized a comprehensive UI/UX/CX design strategy for the brand and investigated user experience design requirements for the suite of digital media assets; images, native design assets, video/audio as well as social.
- Produced high-quality UX/CX designs; wire frames, visual/graphic designs, flow/journeys, storyboards, site maps, prototypes.
- Produced a variety of design artifacts, including mental models, user personas, workflow diagrams, glossaries, rapid and/or high-fidelity prototypes, test scripts, pixel-perfect mock-ups, engineering-ready assets & robust white label design system.
- Served as a domain expert for accessibility requirements, conducted audits, providing organizational training, and developing recommendations to ensure the organization stays up-to-date on mandated guideline updates.
- Collaborated closely with client partners 3rd party engineering and product management to lead design and user research efforts for complex AI and Machine learning capabilities which enable advanced work flows and image/asset recognition.
- Worked with the Engineering UI Development team to help establish DaaS (Desktop as a service) User Experience (UX) component library and ensured accurate application features and social promotion management

CEMEX / NEORIS

GLOBAL CHIEF DESIGN OFFICER / GLOBAL UX DESIGN AUTHORITY

Aug 2018 - Sep 2020 | New York, NY / Miami, FL / Monterrey, Mexico, Prague, Czech Republic, Madrid, Spain

Summary

Dynamic and results-driven Global Chief Design Officer with a proven track record of building and managing international UX/CX product design teams. A strategic visionary, successfully led a global team of 150+ resources in 7 locations worldwide, driving excellence in design, development, methodology, and strategy. Expertise spans from global project management to direct client interaction & management with industry giants like Direct TV HBO MX, NetFlix MX, FEMSA, Telefonica, Cisco, Hard Rock Hotel Group, Whirlpool, The Home Depot, Santander Bank, Oxxo, Topo Chico, BBVA Bank, Scott's makers of Miracle Grow, Vodafone and others. Recognized as a Global Design Authority, directed initiatives impacting 29+ country specific platform CEMEX GO, showcasing leadership in design system creation, visual language development & staffing optimization.

Key Achievements

- 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.
- Recruited and built global UX/CX design team with 150+ resources in 7 locations worldwide (US, Mexico, Spain, Chile, Argentina, Czech Republic & India). 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 practice to provide services to internal and external clients.
- Spearheaded leadership in new Design System, Design Language, approach, UX design strategy thinking and methods.
- Standardized universal suite of computer systems based on role and software; Adobe Creative Suite, Sketch/Figma, XD, Zeppelin, Monday.com Google Docs, Visual Studio on Mac OS for design and Windows or Linux for development.
- Extensive travel to on-site company offices to build relationships and unify team and work with company clients.
- Recognized and placed directors and country managers to organized & leverage a unified common approach within the practice so that team members, assets development were interchangeable across the Neoris & CEMEX enterprise.
- Introduced "Agile design practice & methodology company sponsored training" to implement a globally unified and cohesive approach streamlining and unifying practice while supporting role based/career path based advancement.
- Oversight responsibilities for global and regional cost centers, practice budgets and P&L.
- Developed, funded best practice UX/CX, product development innovation lab in Monterrey Mexico & Prague
- Responsible for visual design strategy & launch new global, multi-language Neoris.com & Cemex.com web presence.
- Invited to serve on the InVision UX international design leadership committee to contribute to global design best practices.
- Spearheaded the development of the highly successful COVID-19 "HealthCheck" platform (<https://www.Neoris.com/healthcheck>), overseeing cross-platform iOS/Android and desktop architecture. Led UX design, development, and marketing collateral creation for internal and external promotion.
- Ensured compliance with US ADA 508 and WCAG 2.1 accessibility standards. The NEORIS HealthCheck platform,



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CERTIFICATIONS

ADOBE

- PROFESSIONAL VISUAL DESIGN: Photoshop, Illustrator, InDesign
- PROFESSIONAL WEB DESIGN: DreamWeaver
- PROFESSIONAL VIDEO DESIGN: Premier, AfterEffects

AWS

- Cloud Practitioner (2023)
- Solutions Architect (2024)
- Developer (2024)
- Systems Administrator (2024)

CLIENTS I'VE WORKED WITH



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distributed to over 50,000 CEMEX/Neoris employees and 100,000 client partners, facilitates employee well-being tracking and provides critical information about infection trends at specific locations.

Distinct honor of being invited as a speaker and educator:

- Delivered keynote addresses, led a series of 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; Monterrey Institute of Technology, Ateneo de Monterrey University and the University of Monterrey, the Charles University, Prague, Complutense University of Madrid and at the University of Miami.

THE NEW YORK CITY OFFICE OF INFORMATION TECHNOLOGY

DIRECTOR PRODUCT/UX DESIGN & STRATEGY

Nov 2015 - Jun 2018 | New York, NY

Summary

Creative and results-oriented leader with a successful track record in developing and managing the first in-house UX/CX practice for the City Of New York's Office of Information Technology. As the managerial lead of an 80-person creative and technical team, with leadership responsibilities coordinating of UX/UI/CX & product design staff, visual designers, project managers and a front-end engineering team. Expertise extends to the hands-on design and development of user-facing UX/CX & product design projects for the City of New York's mandated initiative to modernize internal and external web and mobile enable applications, ensuring a unified experience across all citywide departments and third-party partners.

Key Achievements

- Established a best practice foundation for the agency's inaugural in-house UX/CX product design practice.
- Led a 15-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.
- 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.
- Spearheaded the development of global asset design systems and code based libraries, including specification documents, wire-frames, site maps, and high-fidelity user interface designs and reusable code library for easy development retrieval.
- 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, **servicing a diverse user base of over 34,000 city employees, consultants, and partners.**
- Created an entire software framework, usability standards, and platform deliverables, from requirements authorship to testing and acceptance procedures.
- Developed and introduced Bootstrap, HTML5, CSS3, code base, and framework for unified web applications, engaging both on-site and offshore engineering teams. This front end code base also contained variants; Frameworks: Angular 16.x, ASP.NET Core 7.x, ASP.NET Core MVC 7.x, Bootstrap 5.x, Laravel 10.x, React 18.x, Vue.js 3.x; Libraries: jQuery 3.x, Pinia 2.x; Runtime's: .NET 7.x, Node.js 18.x, PHP 8.x
- Designed and executed media campaigns, including fully wrapped NYPD vans, digital advertising displays, and outdoor print campaigns for the New York Police Department.
- Standardized platform, design, and architecture across all DSS/DHS & OIT web-enabled applications.
- Selected and implemented architectural strategy and technology platform, integrating Bootstrap, AngularJS, NodeJS, and a restful JSON API with the city's C++ based back end and Oracle & MSSQL data lakes.
- Collaborated with on-site engineering staff in New York City and offshore consultants in India, providing hands-on coding expertise and setting responsive architecture guidelines.
- Developed the design and structure for the NYC HOPE 2016, 2017 & 2018 Mobile Census iOS App.
- Produced motion graphics presentations for NYC HOPE 2016, 2017 & 2018 in Adobe After Effects, collaborating with celebrity spokesperson **Ben Stiller**.
- Designed and coded a major video based and course based training portal, enabling 6,500 DHS/DSS & HRA staff and authorized non-city employees to access on-site classroom training, an online learning management system, and a training materials library with user authentication and complex filtering and testing and certification/accreditation capabilities.

MARKETFACTORY

DIRECTOR PRODUCT/UX DESIGN & STRATEGY

Sep 2014 - Nov 2015 | New York, NY

FOREX Trading Platform Creation and UX Strategy

- Played a pivotal role in creating a new FOREX trading platform and its associated client portal.
- Lead UX designer and designed all user interaction processes, ensuring an intuitive experience for external clients and internal administrative teams.
- Defined UX/CX architectural strategy, integrating Bootstrap and AngularJS with NodeJS and restful JSON API application layer, ensuring seamless connectivity with the C++ back-end.
- Developed entire software GUI platform deliverables, from authorship of requirements to detailed wire-frames, site maps, journey maps, users personas, service blue prints and acceptance testing procedures.
- Worked closely with engineering staff in New York City and London, providing hands-on coding support expertise for GUI presentation layer implementation and site structure design.
- Authored business and functional requirements, conducting one-on-one meetings with marquee clients to define user personas while adhering to stringent banking and fintech security requirements.
- Utilized Adobe Illustrator, InDesign, and Sketch for high-fidelity user interface designs.
- Coded all front end/presentation layer assets in a modular, responsive and dynamic HTML 5 / CSS3 Bootstrap GIT enabled library easily pulled by engineer team to wire up and deploy based on new and evolving market & business conditions.
- Developed and introduced Bootstrap, HTML5, CSS3, code base, and framework for unified web applications, engaging both on-site and offshore engineering teams. This front end code base also contained variants; Frameworks: Angular 16.x, ASP.NET Core 7.x, ASP.NET Core MVC 7.x, Bootstrap 5.x, Laravel 10.x, React 18.x, Vue.js 3.x; Libraries: jQuery 3.x, Pinia 2.x; Runtime's: .NET 7.x, Node.js 18.x, PHP 8.x

Requirement Setting and Software Platform Development

- Led the drafting of detailed business and functional requirements, collaborating with premier clients to define user personas aligning with platform objectives.
- Ensured compliance with strict security protocols mandated by client banks and hedge funds.
- Steered the development of the entire software UX platform, including formulating requirements, devising detailed wire-frames, constructing site maps, and overseeing testing and acceptance processes.
- Developed high-resolution artwork and UX designs using tools such as Adobe Illustrator, InDesign, Sketch, and InVision.

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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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CONSULTANT: UX DESIGN STRATEGIST, UX PRODUCT DESIGN ARCHITECT, CREATIVE DIRECTION, DEV LEAD

Dec 2013 - Sep 2014 | New York, New York

Vitagene.com (Healthcare/Medical)

- Defined and developed a new modern brand ID and integrated online visual signature.
- Developed a migration strategy to transition the current website to a modern CMS built on Adobe Expression Manager.
- Led brainstorming and white boarding sessions, delivering site maps, mood boards, style guides, detailed wire frames, and final visual assets. Developed innovative packaging and design systems for complex retail packaging.
- Conducted stakeholder interviews and analytics review (**Google Analytics, GTM, MixPanel, MouseFlow**) to create new commerce workflow selling multiple items, shipping to multiple addresses, utilizing coupons/gifts, via subscriptions.
- Handed off detailed requirements and visual assets to in-house and third-party engineering teams for the launch.

The Capital Group (Fintech)

- Developed an online future vision & road-mapping strategy.
- Redesigned home page(s), created robust visual design refresh for prioritized key sections in Adobe Expression Manager.
- Developed a consolidation strategy for existing site(s) (5) into a unified site and single navigation structure.

Global Custom Commerce, A Home Depot Company (eCommerce)

- Defined, developed new integrated design language/system & asset library for **Home Depot's and Global Custom Commerce's multi-billion dollar e-commerce** and mobile application standards.
- Led a highly skilled UX design team for **Home Depot's "Orange Print" initiative, providing 3-D views of homes** for ordering paint, flooring, plugs, switch plates, and window treatments in real-time.
- Developed mobile design language for all new mobile applications, including artwork and packaging for new products.

Factset Research Systems (Fintech)

- Developed business and functional requirements, style guides, and implementation standards for a **new UX internal intranet portal serving over 8,500 users.**
- **Redesigned mobile trading app, conducted audit/assessment of visual asset library to align with modern UI standards.**
- Published style guides functional specs for company-wide distribution and developed the final look and feel visual designs.

Guardian Life (Fintech)

- Developed business and functional requirements, style guides, and implementation standards for a new corporate website.
- Guided users through new financial and investment products via a completely redesigned company website
- Developed base UI design system in Sketch Photoshop, handing off designs to remote engineering teams for coding.

Sapient Nitro for Fidelity Investments (Fintech)

- Simplified user experience for consumer-based investment /retirement planning apps from 10 to 12 screens to 2 to 3.
- Developed new business and functional requirements for an easy enroll online workflow with a simplified user interface.
- Hands-on development of highly detailed wire-frames, site maps, and user interface designs for multiple form factors.
- Developed detailed prototyping across multiple screen types in Adobe XD.

ZLiving/Asia TV (Broadcast/Entertainment)

- Defined strategy, developed new online web portal supporting company's launch of a cable network in the United States.
- Led a team working with marketing and PR staff in New York City and engineering staff in Bangalore, India.
- Developed asset libraries, user interface designs, motion graphics templates, and framework in Adobe After Effects.

NYC Alliance (Apparel)

- Developed the company's new corporate website and B2B e-commerce portal, along with an integrated corporate ID.
- Developed logos and integrated brand marks for the company's 14 individual apparel lines.
- Developed a new social media and SEO strategy integrated with the company's new websites.

Nectar Financial (Fintech)

- Assisted the European UX team with UX strategy and design for its web analytics and asset management platform.
- Developed a lightweight and modern administrative interface that is responsive on Mac OS, Windows, and Linux.
- Hand-coded HTML, HTML5, and CSS code libraries based on Bootstrap and Angular JS.

Bloomberg (Fintech)

- Designed an integrated alert system for the Bloomberg Terminal and Bloomberg iOS and Android apps.
- Developed a responsive web platform using Bootstrap, AngularJS, and wire-frames for implementation.
- Worked in partnership with product managers to optimize response time and decrease latency.

B&H Photo (eCommerce)

- Developed designs for a consumer-focused e-commerce website and B2B e-commerce portal.
- Developed sitemap, wire-frame, and pixel-perfect high-fidelity final responsive designs in Photoshop prototyped in XD
- Coded CSS designs handed off to the engineering team.
- Designed refreshed and integrated corporate ID.

NBC Universal (Broadcast/Entertainment)

- Designed and developed a new responsive framework for **NBC Universal's hit television program "Biggest Loser, 1,000,000,000 lbs. Weight Loss Challenge."**
- Created all mobile and tablet screens, ensuring optimal user experience in Adobe Photoshop, Illustrator and XD
- Designed assets for social media engagement to enhance program visibility.

United States Olympic BMX Team (Broadcast/Entertainment/Professional Sports)

- Led UI/UX, development, and strategy for the **United States BMX Team during the London Olympics.**
- Developed and implementing social & e-commerce strategies, **resulting in a 500% increase in online user registrations.**

Hearst Media (Publishing)

- Successfully developed concept, led creative direction, development UX strategy for a new suite of digital eBooks
- Hands-on design for web and e-commerce development, mobile applications, and broadcast motion graphics.
- Developed all artwork, packaging, online portal for **Hearst Publishing's New York Times Bestseller "7 Years Younger."**

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Ghurka Luggage (eCommerce)

- Led the UI/UX development and strategy for the redesign and re-launch of the luxury brand Ghurka Luggage.
- Designed and developed artwork and packaging for the company's products.
- Successfully launched the redesigned e-commerce site, resulting in a **notable 63% increase in online sales.**

EQUATOR USA

MANAGING DIRECTOR / DIRECTOR PRODUCT USA

Feb 2012 - Dec 2013 | New York, NY / Glasgow, Scotland

Key Achievements/Contributions

- Opened the United States offices in New York City.
- Developed business development practice.
- Developed portfolio of integrated digital and traditional services for US clients.
- Successfully secured and generated start-up business financing.
- Actively recruited & secured cross-functional, award winning staff of digital & advertising personnel to kick start agency.
- 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.
- Secured new relationships with **TechSpace, Remy, Brugal, Wyndham Hotel Group, Hearst Media, PA Consulting** and others.
- Worked with 3rd party groups to set proper foundation for legal and HR services.

BANKRATE.COM

DIRECTOR PRODUCT/UX DESIGN & STRATEGY

Feb 2011 - Feb 2012 | New York, NY

Strategic Leadership and User-Centric Redesign

- Successfully modernized Bankrate.com, significantly impacting user conversion rates and annual revenue.
- Standardized UI and optimized navigation for Bankrate.com, ensuring a unified and modern user experience.
- Led the comprehensive redesign of **Bankrate.com, a top financial data aggregator with 10M+ monthly unique visitors.**
- Conducted extensive research with product managers, utilizing A/B testing, analytics, and usability tools.
- Developed a new redesign for Bankrate.com, enhancing the user experience and increasing annual revenue.
- Standardized UI across Bankrate.com with a modular navigation strategy for desktop and mobile interfaces.
- Spearheaded modern **web strategy resulting in 22% increase in user conversion contributing \$8.5M in annual revenue.**

Integration and Transparency for Improved Workflow

- Collaborated on an 11-month project integrating ServiceNow, establishing executive reporting.
- Introduced transparency into approval workflows, empowering managers and users with real-time tracking of requests, projects, and company initiatives.
- Implemented iOS/Android compatibility for ServiceNow, providing seamless access to personalized reports, project status.
- Implemented mobile compatibility for Service Now, enabling real-time access to reports and project statuses.

Innovative Design and Multi-platform Development

- Led the design and development of iOS/Android applications, adhering to Apple's Human Interface Guidelines.
- Led a multi-functional team to develop and deploy the mobile web strategy, increasing user conversion rates by 22%.
- Defined functional and business requirements for interactive tools, led design/development of iOS/Android applications.
- Tools leveraged: Adobe Photoshop, InDesign, Illustrator, 3D Studio & XD

Motion Graphics Design

- Designed motion graphics for company broadcasts on major networks, contributing to brand visibility and recognition.
- Conceptualized templates and visuals for company broadcasts on premier **networks like CNBC, CNN, and Fox.**
- Tools leveraged: Adobe AfterEffects and Apple Motion, Apple Final Cut Pro and Adobe Premier

VOODOOVOX

DIRECTOR PRODUCT/UX DESIGN & STRATEGY

Aug 2003 - Feb 2011 | New York, NY

Trailblazing Design Leadership

- Pioneered branding, UX strategies across 7 online platforms, catering to a massive audience of 500 million users globally.
- Led dynamic 15-member UX team, spearheading groundbreaking launch of first cloud-based mobile/video advertising streaming platform.
- Unlocked a novel revenue stream of over \$20 million, empowering partners such as Western Union, ESPN, Spotify, and Disney to deliver precision-targeted ads in real-time. Managed all branding, UX initiatives, and information architecture projects for the online properties.

Key Achievements

- Developed deployed first-ever cloud-based mobile audio & video ad platform, opening new \$20M+ promotional space.
- Enabled partners to access demographically detailed audience profiles for precision-targeted real-time ads.
- Developed a FLEX targeting interface covering multiple platforms, including FLASH rich media, SMS, voice, and video.

Digital Footprint Expansion

- 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 content and advertising following newly released mobile Apple Human Interface Guidelines .
- Led UX team, mobile engineers in developing streaming platforms for terrestrial broadcast radio content and advertising.

Key Contributions

- Successfully positioned VoodooVox as a leader in the digital audio/video streaming advertising space.
- Played a pivotal role in generating a substantial revenue stream through innovative advertising solutions.
- Expanded digital footprint by developing multitude of iOS/Android apps, aligning with modern mobile interface standards.

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ROBERT SANTORÉ

Award Winning Product Design & UX/CX Strategist Lead/Full-Stack Engineer

TECHSPACE

CREATIVE DIRECTOR & PRINCIPAL UX DESIGN STRATEGIST

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

Professional Overview

- During their 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)**.
- Focused on creating high-tech incubators rooted in physical campuses.
- Transformative online systems were launched, ranging from Web-enabled CRM to intricate e-commerce applications.
- Fostered robust partnerships, collaborating with industry giants **Microsoft, IBM, Avaya** and **Andersen Consulting**.
- Conceptualized and brought to life a dynamic CMS, amplifying the promotion of partner offerings.

Team Building & Revenue Generation

- 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.

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

Strategic Leadership at UB Networks:

- **Founding board member and Chief Creative Office holding pivotal role at UB Networks, a NASDAQ-listed CLEC.**
- Instrumental in pioneering one of the first UX product design consultancies/practices focused on e-commerce solutions.
- **Strategic vision with alignment with the senior management raising a whopping \$250 million** from giants like Nortel and AIG.
- Co-steered the company's shift from a CLEC to an ISP, and further enhanced market positioning through a trailblazing nationwide new and innovative one-of-a kind wireless DSL product offering campaign.
- 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.

Agency Growth and Technological Forays:

- Post acquisition of his innovative digital agency, Man Rabbit House by company cultivated a thriving digital design development agency and ecosystem.
- Under leadership, a solo venture burgeoned into a 250-strong team, with commendable monthly billings of \$3.5 million.
- 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 renowned action sports brands.

Excelled In The Digital Domain

- 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**.

Advancements at Micro-Lite Television (MLTV) Acquired by UBNetworks

- Served as Director of Marketing at MLTV responsible for spearheading marketing, communications, and branding strategies for a nascent wireless cable television provider in Orange County, California, Houston, Texas, and Salt Lake City, Utah.
- A notable accomplishment was I successfully acquired the MMDS and IVDS wireless spectrum's from the FCC for the company in Washington DC, laying the groundwork for one of the country's initial wireless Internet access systems and wireless cable TV line of site services.

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, California**, 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: My profile photo was taken last fall in October 2023. It's my wedding photo.



CONTACT

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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

Skiiing/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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ROBERT SANTORÉ

Award Winning Product Design & UX/CX Strategist Lead/Full-Stack Engineer

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, MidJourney, 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.

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