

Robert Cirilo Torres

Creative Lead • Web and Mobile UX Designer • Graphic and Visual Designer

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Profile

I spent the first part of my career defining and evolving the user experience for online newspapers as Lead Designer for the Tribune Company and later as Creative Director for Knight-Ridder. Since transitioning out of publishing, I have held key design positions at startups and established companies in Silicon Valley. I am currently consulting with The Weather Channel, helping them design a new Content Management System to support their web and mobile publishing efforts.

Experience

PRINCIPAL, TORRES DESIGN & CONSULTING; SAN FRANCISCO, CA / AUSTIN, TX – 2016-PRESENT

I work with a range of businesses to develop digital strategies and implementation plans for initiatives that balance user needs with business objectives. I conduct user research, interviews and surveys, and translate them into sitemaps, wireframes and prototypes for desktop and mobile platforms.

PRINCIPAL DESIGNER, SIMPLY HIRED; SAN JOSE, CA – 2013-2016

As Simply Hired's principal designer I provided creative direction for all web, email and mobile application design. I helped lead the company through a brand redesign in 2013, which also included creating a comprehensive style guide. My other responsibilities included user testing, application design, data visualization, and management of designers, product managers, and engineers.

PRINCIPAL DESIGNER, KEEPSY; MENLO PARK, CA – 2011-2013

In this four-person startup, I was responsible for all aspects of visual and interaction design for Keepsy.com and the Keepsy iOS app. I designed and helped build the web and mobile interfaces for our photo book and calendar creation applications. I played an integral role in product development and marketing strategy, as well as developed and produced marketing and print materials.

SR DIRECTOR UX DESIGN, BLACKARROW; SAN JOSE, CA – 2009-2011

I redesigned the interface for BlackArrow's suite of enterprise ad management and trafficking tools. Additionally I was responsible for the visual and interaction design of our corporate web site. This role required extensive industry-specific research and data mining in order to facilitate understanding, and to ensure my team of designers created applications that were both easy to use and informative.

DIRECTOR UX DESIGN, TOPIX; PALO ALTO, CA – 2006-2009

I led the design of Topix's original news-based web site. Our engineers created artificial intelligence algorithms that continuously monitored breaking news from over 60,000 sources, 24 hours a day. My job was to take the stories and associated data gathered and present it in

an easy-to-navigate and browse format. In addition to news, photo and multimedia presentation, my responsibilities included designing interfaces for a suite of cutting-edge data visualization tools developed at Topix.

DIRECTOR UX DESIGN/PRODUCT, KNIGHT-RIDDER; SAN JOSE, CA – 2004-2006

As Director of User Experience and Product Management, my primary responsibility was to develop and design the core layout, components, and base styles for all of Knight-Ridder's 30-plus newspaper web sites and other storytelling vehicles. I introduced best practice guidelines that made it possible for teams of journalists, designers, and media producers to share stories, photos, and multimedia packages across our network of sites without having to invent one-off solutions every day. The standards I implemented not only saved time and resources, but also created a more uniform look and feel across our network of web sites. In addition to our public-facing sites, I also spent extensive time researching, designing, and implementing interfaces for internal content management systems and production tools.

LEAD DESIGNER, TRIBUNE COMPANY; CHICAGO, IL – 2000-2003

I designed the interface for Tribune's first company-wide content management system. I was also responsible for architecting the universal template system, common layouts, and shared components for all of Tribune's newspaper, radio, and television web sites. In addition, I was charged with researching and enforcing emerging web standards to keep new and ongoing projects in compliance. I created prototypes, developed special in-house projects including multimedia presentations, trained and mentored web and traditional media designers, maintained relationships with Tribune's affiliates to manage and enhance web partnerships, and researched and wrote numerous documents regarding web design.

CREATIVE MANAGER, SUN-SENTINEL; FT LAUDERDALE, FL – 1998-2000

My duties as Creative Manager included directing and developing a staff of web and multimedia artists that were responsible for the design and daily production of several Tribune properties, including Sun-Sentinel.com and ShowtimeInteractive.com. In partnership with the senior management, I developed style guides and web standards to maintain visual and editorial parity between the print and online editions of our publications. I also managed strategic content-sharing partnerships with a variety of media and online outlets, including AOL and AT&T.

NEWS ARTIST/WEB DESIGNER; CORPUS CHRISTI CALLER-TIMES; CORPUS CHRISTI, TX – 1996-1998

In print, I worked closely with reporters, editors, and other artists to design pages, create illustrations, and develop information graphics for daily news stories and special features. I also helped design, build, and maintain the Caller-Times' first web site, which won a Dallas Press Club award after its first year of operation.

Skills

Management

I am highly adept at managing local and distributed teams of designers in deadline driven environments, helping establish career development programs, and have been very successful leading cross-functional team collaboration.

Strategy

I have experience in brand marketing strategy, user experience research and design, social media engagement, and cross-platform product development. I am skilled at defining and implementing solutions that drive brand and product engagement across web and mobile platforms.

Software & Code

HTML 5, CSS 3, SASS, front-end frameworks (Bootstrap), responsive design methodologies, various JavaScript libraries and frameworks (ReactJS), Sketch, InVision, Adobe Creative Suite

Notable Awards

2006 Pulitzer Prize

Journalism - Public Service

2006 Editor & Publisher Award

Best Special Feature in an Internet Service

During Hurricane Katrina's strike on the gulf coast, I worked closely with Knight-Ridder reporters, editors, photographers, and online staff to provide comprehensive coverage of the storm and its aftermath. This effort included creative direction for breaking news and multimedia components, as well as designing and implementing entirely new communication vehicles (photo blogs, message boards) on Sun- Herald. com.

2005 Online Journalism Award

In collaboration with staff members from the Philadelphia Inquirer and Knight-Ridder's Washington Bureau, I created a multimedia package that chronicled the story of U.S. Marines and a Navy Corpsman (Echo Company) who lost their lives in an Iraqi ambush on April 6, 2004.

Teaching Experience

Northwestern University, Medill School of Journalism

2001 and 2002

Adjunct Instructor

I was part of a new program designed to help educate and prepare undergraduates for the changing world of "new media" journalism. I helped formulate and design lessons and curriculum, led lab sessions, and lectured. I taught students the principles of multimedia storytelling using the web as their primary platform.