

Robert Torres

Art Director, Print, Web & Motion Designer, Illustrator

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Overview

I began my career as a designer and illustrator at my hometown newspaper, the Corpus Christi Caller-Times. In 1996 I helped create the Caller-Times' first online presence, Caller.com. Within two years of taking my first steps designing news and information online, I moved into a position as Design Manager at Sun-Sentinel.com in Fort Lauderdale. There I oversaw the user interface and visual design of Sun-Sentinel.com and a host of other sites managed by the Tribune Company.

In 2000 I was invited to move to Chicago and become the Lead Designer for the newly-formed Tribune Interactive. In that position, I was responsible for the architectural design and core user experience for all of Tribune's online properties, including the first major redesign of the Tribune websites since their creation. While working for Tribune, I also taught the lab portion of News and New Media, and New Media Storytelling at the Medill School of Journalism at Northwestern University in nearby Evanston.

In 2004 I accepted a position as Design Director for Knight-Ridder Digital. Similar to my work with Tribune Interactive, I was responsible for the layout and overall interface design for all Knight-Ridder's (30+) sites. In addition to network-wide design direction, I also worked with individual news properties to develop special online packages.

Working with Knight-Ridder's Washington Bureau in 2005, I created an online multimedia portrait of U.S. Marines and a Navy Corpsman who lost their lives in an Iraqi ambush. The special report, known as "Echo Company," garnered a nomination for an Online Journalism Award.

The same year, when Hurricane Katrina ravaged the Gulf Coast, I worked with the staff of the Biloxi Sun-Herald to maintain coverage before, during and after the now famous storm. The combined print and online coverage won the 2006 Pulitzer Prize for Public Service Journalism, as well as an Editor & Publisher Award for Best Special Feature.

In 2006 I left Knight-Ridder to join Topix, a small news and technology startup in nearby Palo Alto. My initial redesign of the Topix web site garnered praise from around the net, including this headline from TechCrunch: "Topix.net finally usable after relaunch." Over the next three years I was part of the core team that helped Topix grow from an unknown news aggregator, to a Top 10 news and community site (comScore, March 2008).

I am currently Senior Director of User Experience Design at BlackArrow, where I am leading a redesign of the entire enterprise application suite.

Experience

BlackArrow

October 2009 - present

Senior Director of User Experience Design: I am responsible for rearchitecting and redesigning the interface for the company's entire suite of new TV advertising management and trafficking tools.

Topix

May 2006 - September 2009

Director of User Experience Design: I was responsible for comprehensive redesign of consumer-facing site, highlighting suite of technologies developed by Topix, including search, forums, data visualization, and community publishing.

Knight Ridder Digital

June 2004 - May 2006

Director of User Experience Design, Director of Product Management: my groups were responsible for design and shared content across Knight Ridder's 30+ newspaper web sites. I also spent extensive time designing and developing interfaces for internal content management systems and production tools.

2006 Pulitzer Prize: Journalism - Public Service

2006 Editor & Publisher Award: Best Special Feature in an Internet Service

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 ever-changing world of multimedia journalism.

Tribune Interactive

April 2000 - August 2002

Lead Designer: I helped envision and build the first network-wide, shared content management system within Tribune. I was also responsible for architecting and designing the universal template system, as well as the common layouts and shared components for all of Tribune's web sites.

Sun-Sentinel.com

August 1998 - April 2000

Creative Manager: my team was responsible for the creative design and daily production of several web sites operated by the Sun Sentinel, including everything from packaging stories and cropping photos, to creating rich, interactive multimedia projects.

Corpus Christi Caller-Times

June 1996 - August 1998

News Artist, Web Designer: I designed news pages, created feature illustrations, and developed infographics. I learned how to write HTML, and helped build the Caller-Times first web site.