Robert Cirilo Torres

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

With extensive experience in defining and evolving user experiences for diverse digital platforms, I specialize in leading design initiatives that balance user needs with business goals. My career spans key design positions at major companies and startups, including consulting roles that leverage my expertise in UX design and strategy.

Experience

Principal, Torres Design & Consulting
Houston, TX — 2016-Present
Advise businesses on digital strategies, balancing user needs with business objectives. Responsibilities include:

- Conducting user research, interviews, and surveys.
- Translating findings into sitemaps, wireframes, and prototypes for desktop and mobile platforms.

Senior Designer, Blink UX
Seattle, WA / Austin, TX — November 2017 - May 2023
Led multiple design and user experience projects for top-tier clients like Microsoft, Google, and Amazon. Delivered innovative solutions that enhanced user interactions and met client objectives. Key contributions include:

- **Project Leadership**: Managed cross-functional teams to execute high-profile projects, ensuring timely and within-budget delivery.
- **User-Centered Design**: Conducted comprehensive user research and usability testing to inform design decisions.
- **Innovation**: Developed cutting-edge UX strategies that significantly improved user satisfaction and engagement.

Principal Designer, Simply Hired
San Jose, CA — 2013-2016
Provided creative direction for web, email, and mobile app design. Key achievements:

- Led a company-wide brand redesign in 2013, creating a comprehensive style guide.
- Directed user testing, application design, and data visualization projects.

Principal Designer, Keepsy
Menlo Park, CA — 2011-2013
Oversaw all visual and interaction design aspects for Keepsy.com and the Keepsy iOS app. Notable accomplishments:

- Designed web and mobile interfaces for photo book and calendar creation applications.
- Played a vital role in product development and marketing strategy.

Sr. Director UX Design, BlackArrow
San Jose, CA — 2009-2011
Redesigned the interface for BlackArrow's enterprise ad management tools. Responsibilities included:

- Visual and interaction design for corporate web site.
- Industry-specific research and data analysis to enhance user experience.

Director UX Design, Topix
Palo Alto, CA — 2006-2009
Led the design of Topix's news-based website. Major projects included:

- Designing interfaces for data visualization tools.
- Presenting news and associated data in an accessible format.

Director UX Design/Product, Knight-Ridder
San Jose, CA — 2004-2006
Developed core layouts and styles for Knight-Ridder's newspaper websites. Key initiatives:

- Implemented best practice guidelines for uniform design across sites.
- Designed interfaces for internal content management systems.

Lead Designer, Tribune Company
Chicago, IL — 2000-2003
Designed the interface for Tribune's content management system. Contributions included:

- Architecting a universal template system for newspaper, radio, and TV websites.
- Enforcing web standards and creating prototypes.

Creative Manager, Sun-Sentinel
Ft Lauderdale, FL — 1998-2000
Directed a team of web and multimedia artists. Achievements included:

- Developing style guides and web standards for visual and editorial consistency.
- Managing content-sharing partnerships with media and online outlets.

News Artist/Web Designer, Corpus Christi Caller-Times
Corpus Christi, TX — 1996-1998
Designed pages, illustrations, and information graphics for daily news stories. Additional roles:

- Helped design and maintain the Caller-Times' first website, winning a Dallas Press Club award.

Skills

- **Management**: Expert in managing local and distributed design teams, establishing career development programs, and leading cross-functional collaboration.
- **Strategy**: Proficient in brand marketing strategy, UX research and design, social media engagement, and cross-platform product development.
- **Software & Code**: HTML 5, CSS 3, SASS, front-end frameworks (Bootstrap), responsive design, JavaScript libraries (ReactJS), Sketch, InVision, Adobe Creative Suite.

Awards

- **Pulitzer Prize (2006)**: Journalism - Public Service
- **Editor & Publisher Award (2006)**: Best Special Feature in an Internet Service
- **Online Journalism Award (2005)**

Teaching Experience

- **Adjunct Instructor, Northwestern University, Medill School of Journalism**
  2001 and 2002
  Designed and taught courses on multimedia storytelling using the web as the primary platform.