

Carlos Mortera

DESIGN LEAD FOCUSED ON TEAM HEALTH AND QUALITY WORK



ABOUT ME

Using a combination of design, research, and empathy—I've been able to help shape some of the most recognizable brands. I'm always an advocate for the user, while supporting and driving business goals.

LANGUAGES

English · Spanish
Fully Bilingual

TEAM AWARDS

Hulu - Webby Awards
People's Choice 2019

LA Times - Webby Awards
Honoree 2015

LA Times - *Team Effort*
Award 2012

EDUCATION

Universidad Interamericana
Business Management

CONTACT

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EXPERIENCE

Hulu

Senior Manager, Product Design · 2017 - Present

- Lead a group of Design Managers and Product Designers focused on growth and retention across all platforms
- Design Lead for the Subscriber Lifecycle workstream where I help manage and prioritize all projects executed on the roadmap
- Member of the Center of Excellence (COE) that supports and builds for the fundamentals for Experimentation across the company
- Established a team culture that celebrates all work, promotes inclusion, and encourages everyone to have voice

TMZ

Director, Product Design · 2015 - 2017

- Led a team of designers that oversaw Product Design and asset production for all digital properties
- Redesigned and launched new apps on iOS, Apple TV, and Roku for TMZ and TMZ Sports
- Evolved the UX and Design with optimizations and feature releases that increased engagement

Tribune Publishing

Design Director, Digital · 2013 - 2015

- Managed designers that was focused on discovery and subscription across all platforms and publishers
- Responsible for establishing and shepherding the creative process from exploration through launch
- Redesigned and launched sites and app across all publishers

Publishers: LA Times, Chicago Tribune, Baltimore Sun, Orlando Sentinel, Sun Sentinel, Morning Call, Daily Press, and Hartford Courant

ADDITIONAL EXPERIENCE VIA LINKEDIN

LA Times - Art Director · 2010 - 2013

Electric Chocolate - Creative Director · 2008 - 2010

Stylm Media Inc - Creative Director · 2007 - 2008