



Carlos Mortera

Design Director · Product Designer

Design Director, Digital

TMZ

November 2015 - January 2017

Oversaw creative direction and production art for all TMZ digital properties. On the product side I worked to evolve the UX and Design of all digital products with enhancements and features that increased engagement and created an immersive multi-platform experience. Editorially, I worked closely with executives and producers to ensure that production design communicated the emotion of the story to the readers.

- Redesigned and streamlined the entire editorial production art process
- Launched new iOS apps for TMZ and TMZ Sports
- Lead creative team ideation meetings to develop and cultivate new ideas
- Launched Apple TV and Roku video streaming apps
- Redesigned high volume pages (article, videos, and galleries)

Art Director, Digital Media

tronc (formerly Tribune Publishing)

May 2013 - October 2015

Responsible for establishing and shepherding the creative process from concept through production across our enterprise digital portfolio. Managed a team that was focused on a wide range digital products that serve the company across the world. Using a combination of UX, Design and research, we launched an entire suite of digital products. I always advocated for the user, while supporting and driving business goals.

Art Director

Los Angeles Times, Branded Content

September 2010 - May 2013

Our Digital Ideation Group focused on creating innovative, fully custom digital products for high value ad campaigns. We worked to establish a client's strategy and product initiative to effectively target it's desired demographic.

Additional Director Roles

Upon Request or via [LinkedIn](#)

January 2005 - September 2010

Contact

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Awards

Webby Honoree

Best News (2015)

latimes.com

Team Effort Award

Los Angeles Times (2012)

Proficiencies

Creative Direction

Management

User Experience

User Interface

Ideation

Planning / Execution

Mobile App Design

Web Design

Marketing Design

Interactive Media

Print Design

Languages

English · Spanish

Fully Bilingual

Education

Universidad Interamericana
of Puerto Rico

Business Administration



Culver City, California