

Ruben Castano

Customer Experience Leader

Ruben leads Customer Experience for our Mobile Business Group. In this role, Ruben and his team are responsible for understanding the customer journey through Research, integrating their voice into product development, defining our product positioning and communication strategies through Product Marketing, and creating channel partner and customer facing assets to communicate the value of our products.

Throughout his career, Ruben has led successful design teams in Europe, Asia and the Americas allowing him to gain experience in key global markets and a broad consumer view towards design and brand development. He holds multiple design awards and has been instrumental in defining strategies that have driven Moto product designs since joining the company in 2005. Throughout his tenure with Motorola, Ruben has held leadership roles in Design directing multidisciplinary teams across the globe in innovation, research, development and design for a variety of key products and franchises including most recently serving as Head of Design. Prior to Motorola, Ruben led the European Brand and Design studio for Whirlpool.

He holds a bachelor's degree in Design and Strategy from the Istituto Europeo di Design in Milan and is currently based in Chicago.