Gordon Platto is the Chief Designer for all F-Series trucks effective May, 2011. In his role, Platto is responsible for Exterior design of all F-Series, including F-150, Super Duty and Raptor. He is also responsible for the exterior appearance of the Ford Explorer.

Before his role as Chief Designer for F-Series and Explorer, Platto served as the Exterior and Interior Chief Designer for several concept vehicles, including the Ford Atlas concept and the Lincoln MKR. He was also the Exterior and Interior Chief Designer for the Lincoln Brand, Exterior Chief of the Ford Explorer, and worked on the Exterior facelift for Lincoln MKS, Taurus, and Ford Flex.

Platto’s team was awarded 2017 Motor Trend Truck of the Year for the 2016 Super Duty, and in 2015, they were awarded Ford F-150 North American Truck of the Year. They were also awarded AutoWeek 2013 Most Significant Award for the Ford Atlas concept and Wards Top Ten Award for the 2015 Ford F-150 Interior.

Platto graduated from Western Michigan University with a business and marketing degree. He went on to graduate with honors from the College for Creative Studies with a bachelor of fine arts in Transportation Design. He and his wife, Mary, keep busy with their two sons, Landon and Tyler. They enjoy antiques, and have a collection of vintage motorcycles and motorcycle memorabilia, including a 1948 Indian, 1931 Harley-Davidson VL, and a 1978 Kawasaki KZ650.