

ROBIN BINI SCHNEIDER

SERVICE/DIGITAL DESIGN & STRATEGY

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STATEMENT

Part strategist, researcher, service, graphic and digital designer. I believe in grounding design in user research to create meaningful solutions. I work with, and for people, ensuring technology creates real value. I love making sense of complex digital and physical systems, finding ways to minimise the waste of energy, time and resources, making services work in the best possible way for all stakeholders involved.

SKILLS

- › Service Design
- › Strategic Design
- › Concept Development
- › Interaction and UX Design
- › Adobe Creative Suite
- › Graphic Design/Branding
- › Art Direction
- › User Research/ Usability Testing
- › Data/System Visualisation
- › Rapid Prototyping
- › Data Analysis
- › Facilitation/Coaching
- › Photography/Video
- › Wordpress
- › CSS/HTML
- › Project Management

AREAS OF EXPERTISE

- › Service Innovation
- › Digital Media and Technology
- › Smart and Future Cities
- › Remote Working
- › Coaching and Team Dynamics
- › Higher Education
- › Future of Banking
- › Identity and Branding

LANGUAGES

- › English (native/ professional proficiency)
- › Italian (native/ professional proficiency)
- › Spanish (working proficiency)

WORK EXPERIENCE

The Royal Bank of Scotland

London

Aug 2017 - Present

› Design Lead - CPB Solution Design

Part of the central design function within Commercial and Private banking, responsible for front to back service design to support key customer journeys.

We Are Snook Ltd

Glasgow, UK (Remote/London)

Dec 2016 - June 2017

› Snook Associate - Project Lead

Snook are a design challenging the way governments and companies do business, redesigning everyday products and services from a user-centric perspective.

Project Highlight

2016/2017

UN - OCHA: Supporting the research and service design to inform the future development of a new Humanitarian Data Centre in The Hague.

Jovoto

Berlin, Germany

Remote

Dec 2015 - Present

› Researcher and Creative Guide

Jovoto is an open innovation platform helping brands to crowdstorm (brainstorm at internet scale) with more than 80.000 creative



Project Highlights

2017

- professionals from around the world, to solve their biggest challenges.
- › **Miele:** Product and service innovation to define the future of laundry jovoto.com/projects/washful-thinking

2016

- › **Diebold Nixdorf:** Rethinking services and consumer touch points in the financial market jovoto.com/projects/rethink-financial-service

- › **Deutsche Bank:** Reinventing user experiences through Artificial Intelligence jovoto.com/projects/artificially-enhanced-banking

2015

- › **Deutsche Bank:** Developing premium customer experiences jovoto.com/projects/progressive-premium

We Are Snook Ltd —————

Glasgow, UK

Sep 2013 - Dec 2016

› **Service Design & Strategy**

As service, digital designer and creative strategist I have worked on, and lead projects for a broad range of private and public sector clients and actively contributed to the development of Snook's team, its brand and digital presence.

Project Highlights

2016

- › **University of Glasgow - Smart Campus: Engagement & networking**
Role: User research, communications, planning, synthesis and report [\(Blog post\)](#)

NHS Ayrshire & Arran: Care Hackathon, rethinking unscheduled care

Role: Branding, web design, user experience research, data analysis, visualisation, event facilitation. [\(Project video\)](#)

Snook: Website development

Role: PM, Branding, strategy, user journeys, sketching, prototyping and testing, UI/UX and developers management. [\(Blog post\)](#)

2015

- › **Snook: Brand development**

Role: PM, Lead design for the company re-branding.

University of Derby: Co-created Service Design training toolkit

Role: PM, User research, co-design, toolkit design and development.

2014

- › **NHS Greater Glasgow & Clyde: Alcohol awareness campaign**

Role: PM, User research, co-design, concept development and design.

Open Glasgow/Glasgow Future City: Co-design future city services

Role: Project lead, PM, citizens and stakeholders engagement, user research, concept development, prototyping, blueprinting, concept visualisation and project report. [\(Case study\)](#)

The Zone Partnership —————

Remote

Sep '15 - Present

› **Design Lead**

The Zone is a global management consultancy, helping organisations reach happiness and high-performance in work and life. My role is to maintain and develop The Zone brand and sub-brands across all channels, integrating digital and physical assets and providing tailored digital training for the team.



EDUCATION

Hyper Island

Manchester, UK

Mar 2013 - Mar 2014

› **MA - Digital Media Management (MERIT)**

Masters-level leadership programme, in partnership with Teesside University. Key focus areas of the course include: digital media, experience design, creative problem-solving, leadership, team dynamics, big data, emerging technologies, future trend analysis, insight research, strategy and business innovation.

NABA

Milan, Italy

Sep 2008 - Sep 2011

› **BA Graphic Design and Art Direction (110L)**

Programme focused on developing advanced technical and strategic skills to research and analyse contemporary visual culture. The course promotes a vast and articulated knowledge, a set of technical and cultural skills that enable students to face design projects for different audiences in a multimedia communication environment.

TRAINING/CERTIFICATIONS

› **NHS - Jan 2014**

Mental health first aid to gain tools and techniques to promote a young person's mental, emotional wellbeing and support them in case of distress in any type of individual or group engagement situation.

› **Full PVG/DBS clearance** to work on projects with vulnerable groups in Scotland, and Enhanced Disclosure to work with both children and vulnerable groups in England.

RECOMMENDATIONS

Sarah Drummond

Co-founder, Managing Director

We Are Snook

› I've had the delight of working with Robin over the past three years at Snook. Robin is a phenomenal designer who has the unique combination of being able to facilitate workshops, manage clients, lead and still execute on time and on budget across a variety of design disciplines from graphics and branding to service design. Her design work, both visual and service design orientated is smart, completed to the highest quality and with an exceptional attention to detail. Robin works at a very fast pace and I never have a hesitation briefing her with different challenges and projects. She will listen, move forward and deliver on point without much need for support or direction. I have no hesitation to recommend Robin's work and that we will indeed work together again in the future.

Scott Sherwood

Senior Solutions Architect

Wood Mackenzie

› As the Head of Innovation at the Future City Demonstrator I first worked with Robin through the development of the MyGlasgow App. This engagement combined an enterprise architecture review, mobile system development, and service design to better equip the citizens of Glasgow to engage more effectively with the local authority. Robin led the service design work on this programme and did an exemplary job. She was professional, creative, and inspiring. I would be delighted to recommend Robin and I will definitely be looking to work with her in the future.