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ROBIN BINI SCHNEIDER
DIGITAL DESIGN & STRATEGY

I design digital products and services, and lead design disciplines of the end-to-end design process, from product definition to launch. I love working hands-on, leading, and mentoring my team or squad to create services that truly work for users and the businesses delivering them. I strive to build inspiring work environments, physical, remote, and hybrid.

SKILLS

- Multidisciplinary team leadership (face to face, remote, and hybrid)
- Team and project management
- Facilitation and coaching
- UX Design and UX Research

- Service Design
- Strategic Design
- Interaction Design
- Figma/Sketch/Invision
- Adobe Creative Suite
- Graphic Design/Branding

- Data/System Visualisation
- Rapid Prototyping
- Photography/Video
- Wordpress/CSS/HTML
- Service Innovation
- Digital Media and Technology

EXPERIENCE

Globant
London, UK
July 2018 - June 2022

- **Tech Manager (Design)**
  Leading Globant's multidisciplinary Service Design, UX and Visual Design team and their projects for the Nissan Account.
- **Design Lead | Senior Consultant (UX/Service Design)**
  Leading Globant's Service and UX Design projects for the Nissan Account.
- **UX and Service Design Lead (Contract)**
  Leading the redesign of www.police.uk website and related services, to be launched in June 2019. Stakeholder sessions, UX research , prototype design and development (Sketch+Invision / Mobile+Desktop) testing iterations, features prioritisation, handover (Zeplin+Q&A sessions).

We Are Snook Ltd
London, UK
Feb 2018 - June 2018

- **Senior Service Designer (Contract)**
  Leading the development of a new end-to-end catering service for a major Irish retailer. From Discovery and User Research to Testing and Prototyping (Digital/Physical).

The Royal Bank of Scotland
London
Aug 2017 - February 2018

- **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**
  Challenging the way governments and companies do business, redesigning everyday products and services from a user-centric perspective.

Project Highlight	**UN - OCHA:** Supporting the research and service design to inform the future development of a new Humanitarian Data Centre in The Hague.
2016/2017	

Jovoto ──────────── › **Researcher and Creative Guide**

Berlin, Germany
Remote
Dec 2015 - 2017

Jovoto is an open innovation platform helping brands to crowdstorm (brainstorm at internet scale) with more than 80.000 creative professionals from around the world, to solve their biggest challenges.

2017 **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 ──────────── › **Service Design & Strategy**

Glasgow, UK
Sep 2013 - Dec 2016
Project Highlights

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

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)*

2015 **Snook: Website development**
Role: PM, Branding, strategy, user journeys, sketching, prototyping and testing, UI/UX and developers management. *(Blog post)*

2014 **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.

2013 **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 ──────────── › **Design Lead**

Remote
Sep 2015 - Jan 2020

The Zone, a global management consultancy, helps organisations reach happiness and high-performance in work and life. I developed and managed The Zone brand/s across all channels, integrating digital and physical assets and providing tailored 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

› **Scaling Good Services | The School of Good Services** - *2021*
Embedding service design in the most difficult environments
› **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

Rachel Armstrong
Studio Partner Consulting UK at Globant, BIMA 100 judge, SheSays Mentor (2022)
Linkedin

› Never have I met a stronger designer, team player and female colleague! Your passion and experience drives actual change, and projects to succeed. Hoping to work with you again whether in the near or far future. (2022)

Andrew Szczepanski
VP at Globant (2022)
Linkedin

› I had the pleasure of working with Robin for 2 years at Globant. She is an outstanding Technical Manager excelling in Service Design, UX Design and Strategy. She is a collaborator, a team player, and a leader - and was a key component in the delivery of service excellence to our client. She is also a fantastic person and our team was better because of her! (2022)

Scott Sherwood
VP of Engineering at Kpler
Linkedin

› 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. Through out the project Robin was a pleasure to work with and her skills as a service/visual designer were extremely impressive. She was professional, creative, and inspiring. (...) (2015)