

Robin Bennett

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Objective

Robin is passionate about the everyday experiences users have. His ideal role is using design and technology to make these experiences not only effortless, but enjoyable.

Background

Robin is a User Experience Design professional with extensive experience in designing for both web and mobile products. His experience stretches across multiple industries including Finance, Telco, Automotive, Loyalty and News and Media. In his 20+ years of experience he has played a multitude of roles ranging from Production Artist, Team Lead, Senior Information Architect to UX Lead. As a multidimensional UX Design professional he is able to work closely with business and IT stakeholders to guide organizations in a direction that provides solutions that meet their current needs while providing the flexibility to grow with changes in direction. At Korio, Robin is currently responsible for everything potential and current customers see on the product journey.

Experience

HEAD OF DIGITAL EXPERIENCE | KORIO INC. | 01/2020 – PRESENT

Looking for a new challenge Robin went back to his roots to help Korio evolve their low code digital experience software to the next level. At Korio, Robin plays both the internal lead role and client relationship role. Korio's platform is a low code solution to help mid-level insurance companies digitize their full customer journey from quote to onboarding to retention.

- Part of the lead management team
- Own all UX decisions for Korio designing both UI for the Korio software and client solutions
- Works directly with client leadership to strategize both process and user experiences
- Plays a multitude of roles including UX/UI design ranging from creating design systems, branding, prototyping, wireframes, and final design
- With a strong understanding of front-end development Robin becomes the perfect liaison between all departments of the business to ensure projects get done quickly and efficiently.

DIRECTOR – DIGITAL EXPERIENCE | SONNET INSURANCE | 06/2017 – 12/2019

On the strength of designing products used by millions of users both annually and daily, Sonnet brought Robin on board to help take a strong brand to the next level of conversion. At Sonnet, Robin was responsible for the online customer experience end to end.

- Sat on the Sonnet leadership team, reporting directly to the SVP of Sonnet
- Managed all resources and strategy for multiple departments including:
 - UX
 - Visual Design

- Content
- Customer Relationship Management
- SEO
- Worked as a liaison for the business with Business Development, Marketing, Product and Pricing as well as legal and security
- Owned key strategic projects with multiple strong third-party brands
- Developed the UX vision for Sonnet moving forward into 2018 by developing guiding principles for design (experience and visual), content and tone
- Helped to implement an agile work environment for the 3 key strategies (acquisition, conversion and retention)
- Consulted on the agile pod teams for acquisition and retention while serving as the product owner for the conversion team to lead the top priorities for 2018
- Implemented A/B testing suites and UX analytics into the Sonnet system
- Owned the user testing experience including empathy interviews, recruiting and prototype testing

PRINCIPAL INTERACTION DESIGNER | INTUIT CANADA | 06/2016 – 06/2017

After the success of TurboTax Free, Robin was promoted and given ownership over all TurboTax products user experiences. Intuit Canada has decided that the “Hub and Spoke” navigation model is to be designed for all Canadian TurboTax products. This decision will have Robin designing the complete experience for all paid online and desktop products.

- Redesigned the “Getting Started” experience for both new and existing customers on the paid platform – TurboTax’s biggest detractor, resulting in a 10% increase in NPS
- Led the design and prototyping for TurboTax Free Quebec
- Acted as the voice for UX in all Canadian strategy and planning meetings for the upcoming season
- Worked closely with Product Managers and Development Managers to prioritize deliverables when development fell behind
- Managed a team of Interaction Designers, Visual Designers and Content Designers to deliver the vision on time

SENIOR INTERACTION DESIGNER | INTUIT CANADA | 05/2015 – 06/2016

Robin was hired at Intuit to work on the planned free product. After designing the “Hub and Spoke” navigation concept, Robin was given the lead role to own the free product from infancy to completion.

- Designed the entire user experience for TurboTax Free from scratch.
- Ran workshops with stakeholders to gather requirements
- Developed prototypes and ran all user testing sessions to guarantee an optimal user experience

SR. INFORMATION ARCHITECT | TD BANK CANADA | 03/2014 – 03/2015

Robin was asked by TD to come in and help them with an outdated mobile experience. TD has since launched a completely redesigned mobile app to great acclaim for both Android and iOS smartphones.

- Was involved from the concept stage to introduce new features and experiences.
- Designed the TD/Moven partnership app TD MySpend.

UX LEAD - DEVICES | KOBO | 09/2013 – 03/2014

Robin was promoted to UX Lead for all Kobo Devices after successfully launching the Reading Life Experience on 3 distinct tablets in less than a year. Currently Robin is listed as inventor on 2 patents for upcoming products.

- Planning of future devices and applications with the key directors within Kobo.

- Managed the UX Design teams for all Kobo devices.

UX LEAD - TABLETS | KOBO | 11/2012 – 09/2013

With the success of the Arc tablet featuring the Tapestries interface, Robin was promoted to UX Lead of Tablets in less than a year. Robin is listed on 5 patents filed during this time period.

- Invented the Reading Life user interface.
- Managed both the design and information architecture resources for the creation of all assets for the Reading Life interface
- Played a key role in developing an interface on 3 devices launching at the same time (Kobo Arc 7, Kobo Arc 7HD and Kobo Arc 10HD).

SENIOR INFORMATION ARCHITECT | KOBO | 01/2012 – 11/2012

Robin was hired by Kobo to help create a user-centric experience for the Kobo brand of tablets. Robin was pivotal to the creation of the Tapestries interface, which was well-received world-wide in device reviews. Robin is listed as an inventor on 8 patents filed during this time. Tapestries lives on the Kobo Arc device released in October of 2012.

- Invented a new user interface for Kobo users that lives on top of the Android operating system.
- Led a team of information architects in bi-weekly workshops to produce wireframe deliverables.
- Worked closely with the lead designer to ensure parity between design and function.
- Worked daily with the local development team as well as traveling to Ottawa regularly to run workshops and review the work of third party developers

SENIOR TECHNICAL CONSULTANT | CGI | 01/2011 – 02/2012

During this period with CGI, Robin worked in-house at Rogers to help them get the in store sales program on track. Robin was key to the project travelling between Rogers' Ontario and Montreal offices to represent Rogers in stakeholder meetings with CGI. Robin was involved with the resource and project planning as well as leading the main creative user experience.

- Led a team of Information Architects and designers to produce weekly deliverables in an agile environment.
- Acted as the key liaison between the creative, business and development teams.

SENIOR INFORMATION ARCHITECT | CGI | 10/2009 – 01/2011

As **Senior Information Architect**, Robin was directly responsible for the quality of the solution and played the role of the client's trusted advisor on usability and user experience. Robin was the Lead Information Architect working on the TELUS Web Store project, a complete redesign of TELUS' online business experience. Robin's work on this project helped establish a solid relationship with the client as a trusted consultant leading to more projects with TELUS.

- Facilitated workshops and meetings to establish business and user requirements.
- Created standard IA documentation detailing the recommended solution for user experience and design.
- Presented solutions and worked with key stakeholders to ensure a cohesive experience that met all parties' expectations.

INTERACTIVE PRODUCTION SUPERVISOR | MARITZ CANADA | 04/2008 – 10/2009

LEAD INFORMATION ARCHITECT | THE GLOBE AND MAIL | 06/2007 – 04/2008

SENIOR INFORMATION ARCHITECT | ARNOLD INTERACTIVE | 2001 – 01/2007

INTERFACE DEVELOPER | WIDEFAME | 1998 - 2001

Education

Loyalist College – Broadcasting and Communications – Radio

Awards

Red Dot Award – Product Design 2013 – Kobo Arc
Parent Tested, Parent Approved Award – Kobo Arc

References

Available upon request