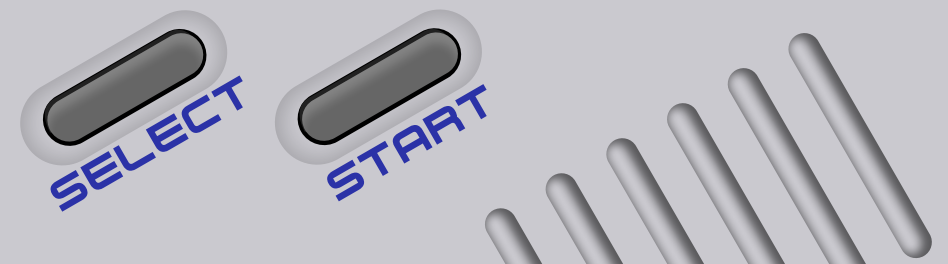# ROBIN BENNETT

USER EXPERIENCE PORTFOLIO

SELECT START

ABOUT ME

RECENT EXPERIENCE

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

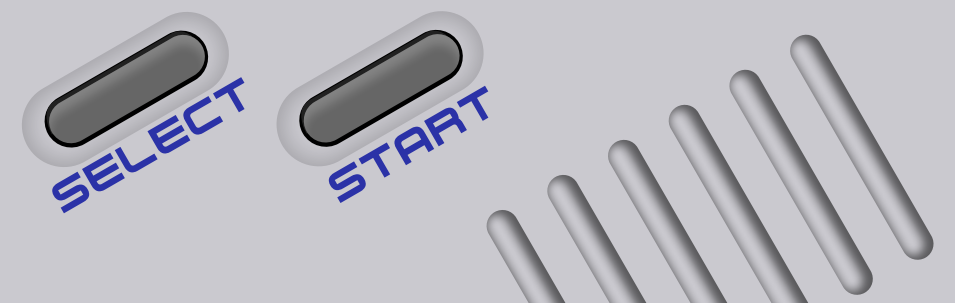06/2017 – 12/2019 | **DIRECTOR – DIGITAL EXPERIENCE | SONNET INSURANCE**

05/2015 – 06/2017 | **PRINCIPAL INTERACTION DESIGNER | INTUIT CANADA**

05/2015 – 06/2017 | **SR. INFORMATION ARCHITECT | TD BANK CANADA**

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

INTERESTS

- **Retro gaming**
- **Guitars**
- **My kids**

SELECT START

MY JOB

Manage
- Mentor UX/UI designers both creatively and professionally
- Contructive feedback via Creative Reviews and 1 on 1s
- Use extensive agile experience to help plan and deliver projects on time

Design
- Lead workshops to define user flows and stories
- Create annotated wireframes
- Generate low/high defenition protoypes
- Produce design systems for cohesive product experiences

Research
- Competive reviews and mood board production
- Lead user testing panels (interviews and prototype testing)
- A/B testing to fail fast and accerate winning design

Collaboration
- Communicate designs to stakeholders and gain approval
- Be the voice of design/customer within leadership
- Work agile

SELECT   START
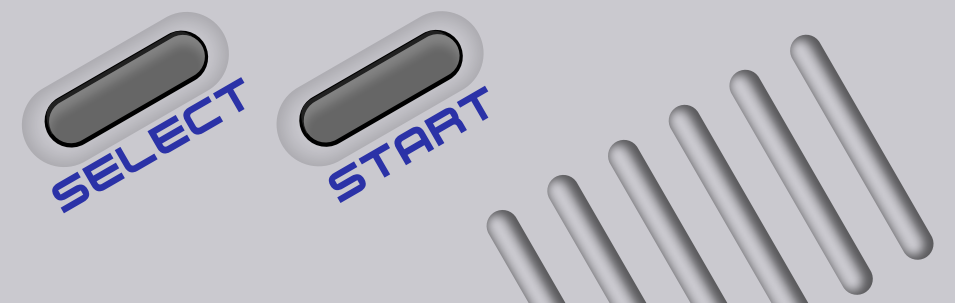
Projects

KOBO

This was my first time designing a product experience. This was not just an app or website you could update anytime, this was an end to end experience, from power on to shut down.

TD

It's not everyday you get a chance to design an experience that millions of people with use daily.

INTUIT

Following the release of the TD app I was recruited by Intuit to help redefine the free D.I.Y. income tax solution

SONNET

As Director, my duties were more strategy and management, this section highlights the changes I helped impact.

KORIO

Designing end user experiences is great, but designing the software that helps generate those experiences is a whole new ball game.

SELECT   START
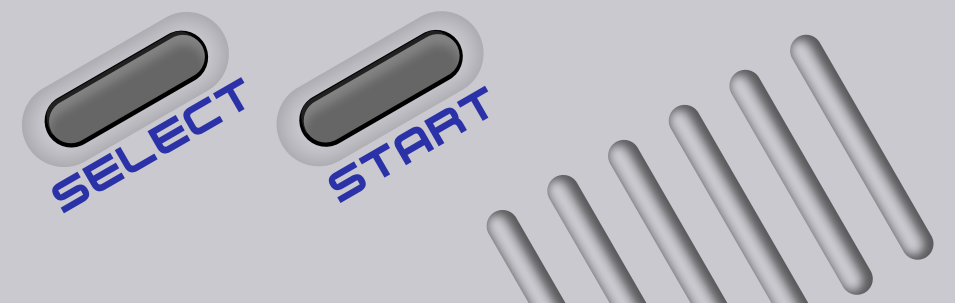
Rakuten kobo

THE CHALLENGE

Kobo had recent success with the ARC tablet and wanted to jump into the 10inch tablet space with magazines.

The ARC10 needed an interface for readers first with the full fuctionality of the Google ecosystem. This meant from concept and design to Google certification had to be done in 6-7 months.

The Competition: Google and Samsung

> "I want a bold design that someone could see across the room and know that's a Kobo"
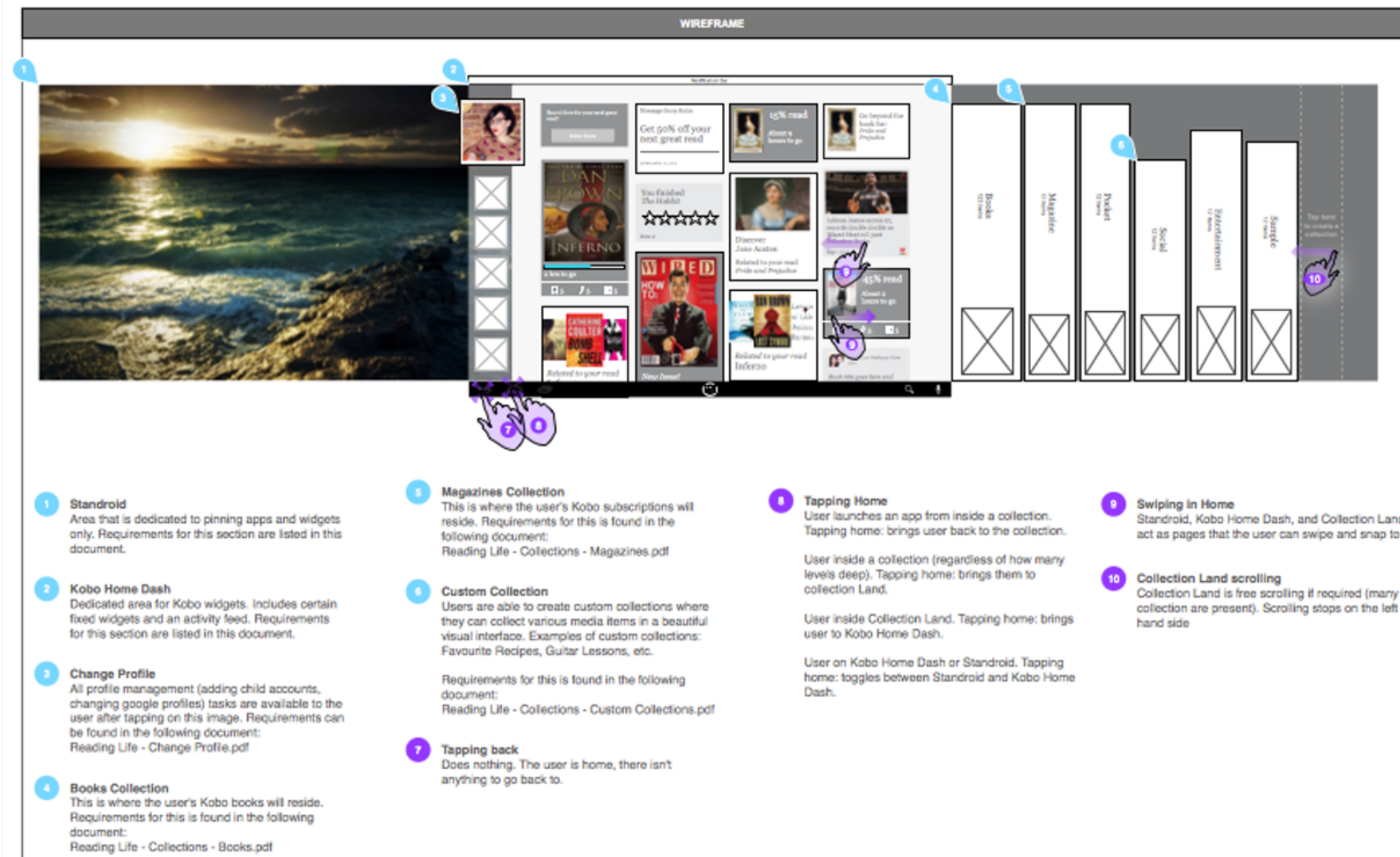
LEADERSHIP

THE DESIGNS

Product Pitch Wires

Shown is the wires that were put together to sell the 'Reading Life' experience to the executive team. These wires detail out the 3 screen experience for Kobo users.

Tight timelines to release meant a 2 week turnaround from idea brith to concept presentation.
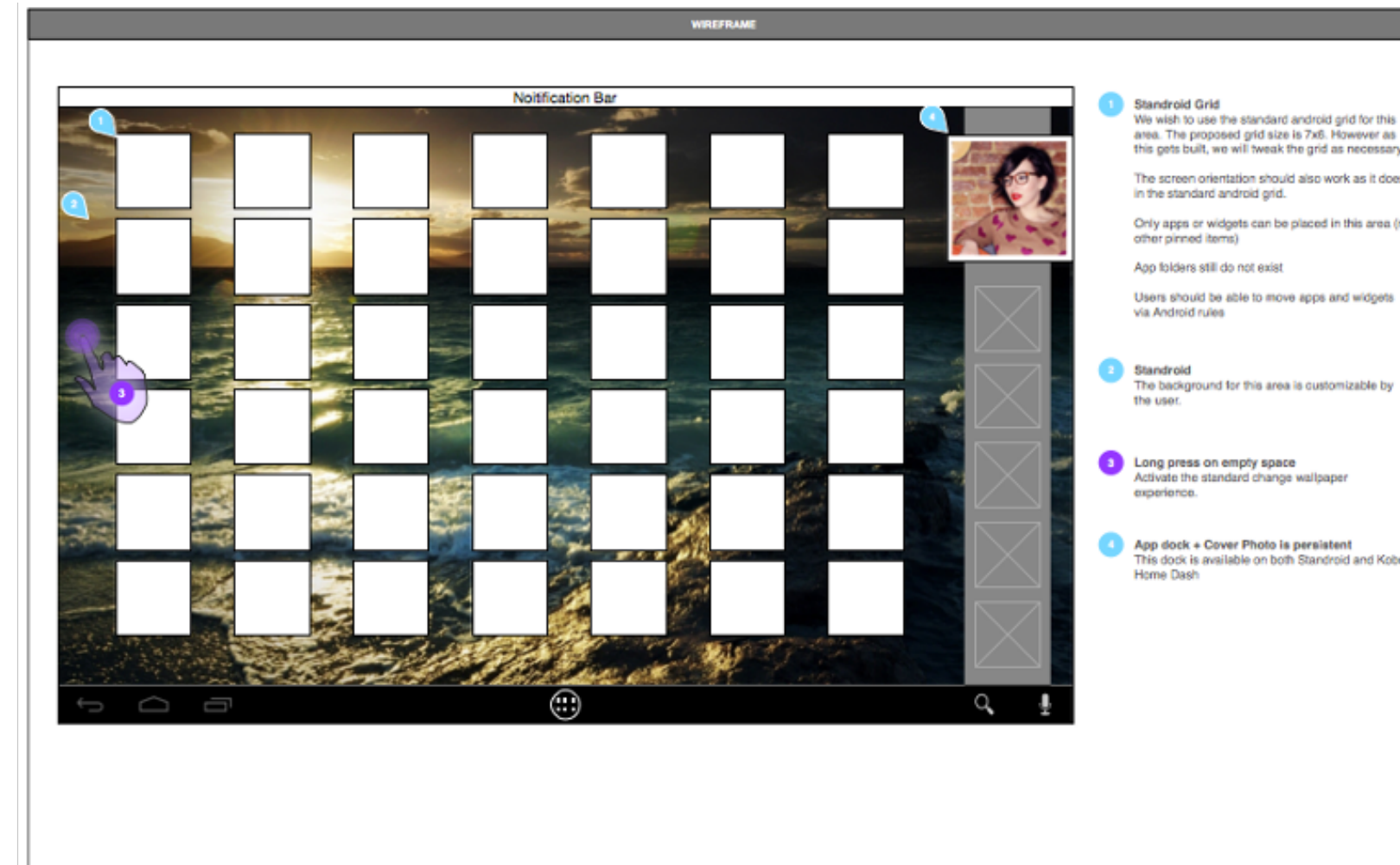
THE TOOLS

Omnigraffle

![Rakuten kobo]

THE DESIGNS

Standroid View

Wires documenting the layout and rules for the "Standroid" (standard android) page screen.

While this mode was very much an everyday tabley experience, The ARC 10 would be the first non Google Android tablet to allow for multiple user profiles highlighted by a custom user icon and wallpaper for each reader.
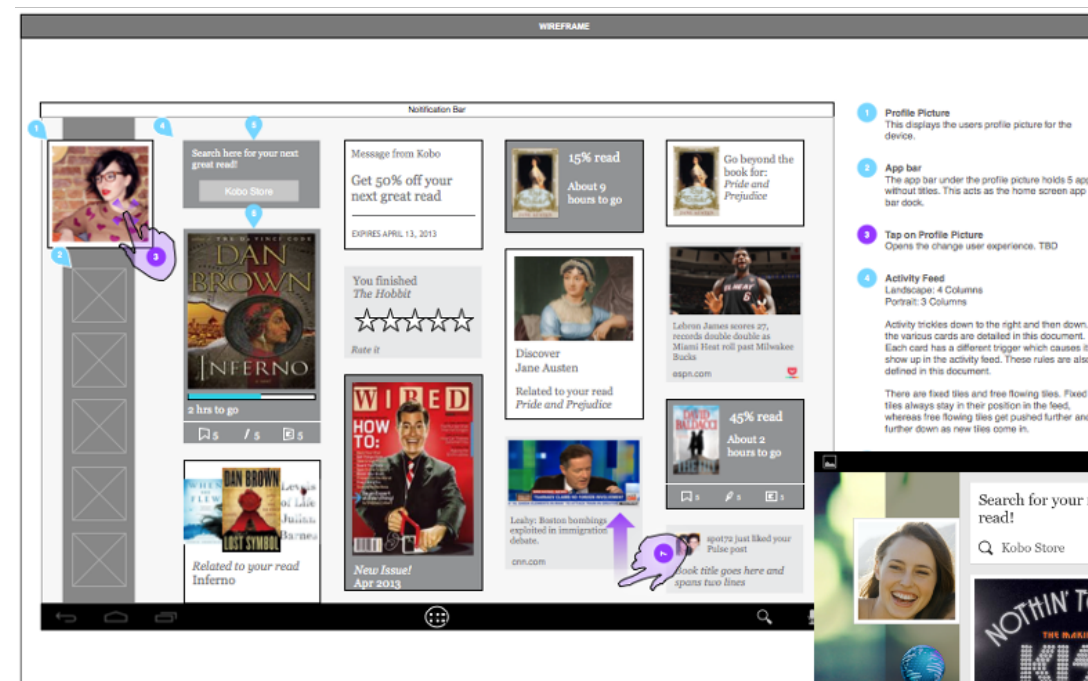

FINAL CONSUMER RELEASE

THE DESIGNS

Home Dash

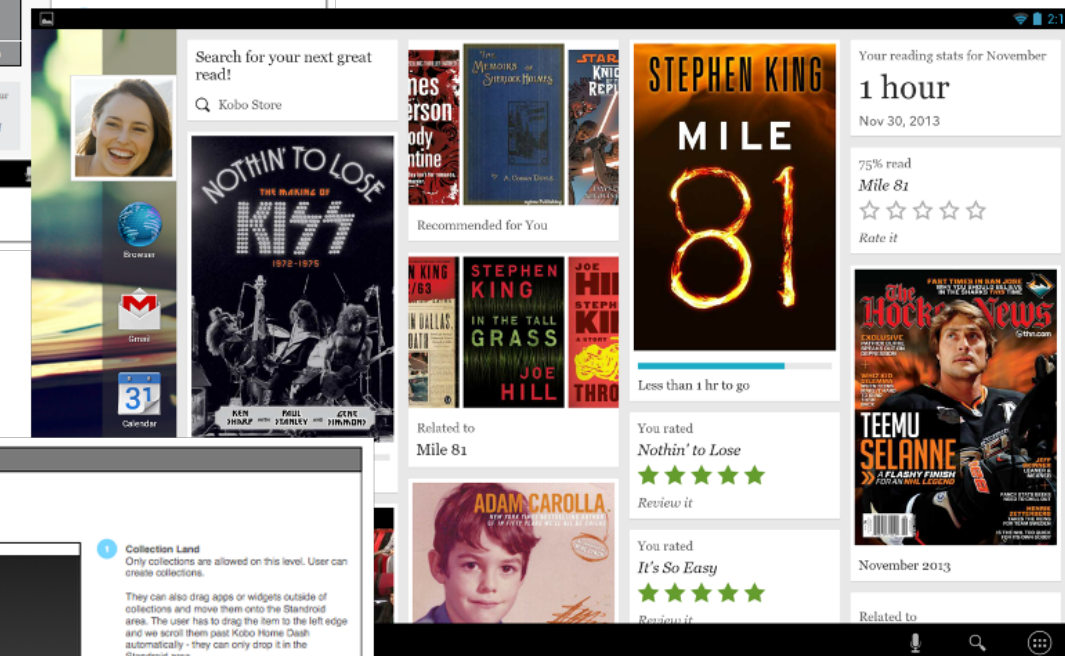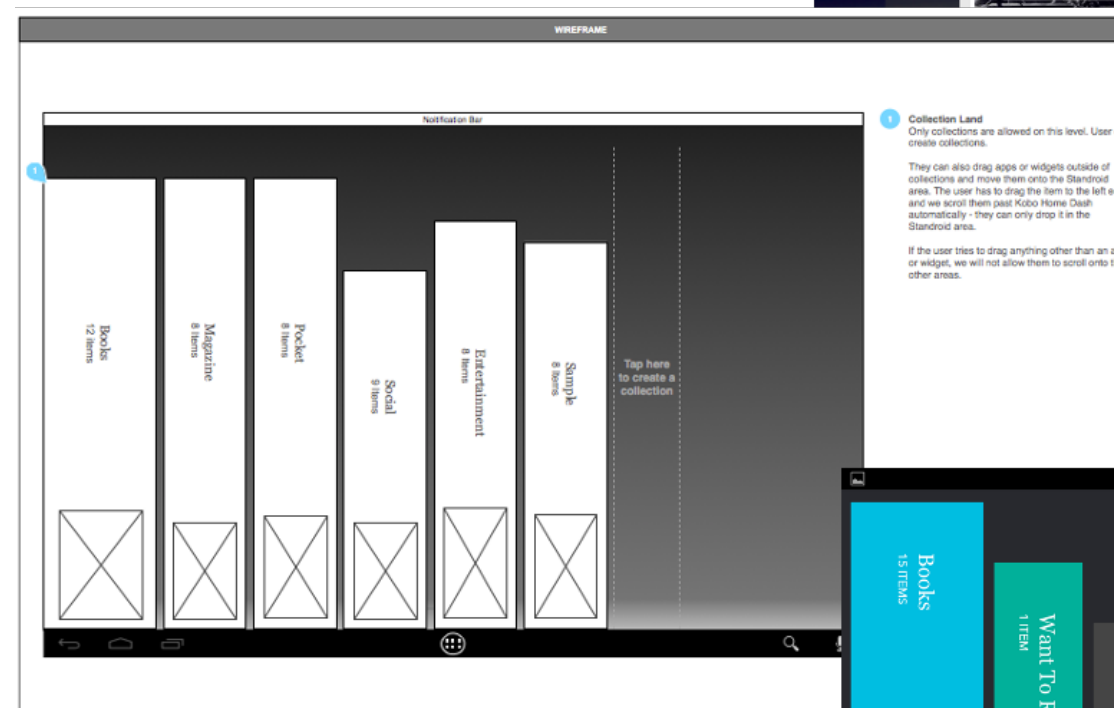The "Home Dash" was developed to allow users to easily find their content as well as help the find new content to purchase.
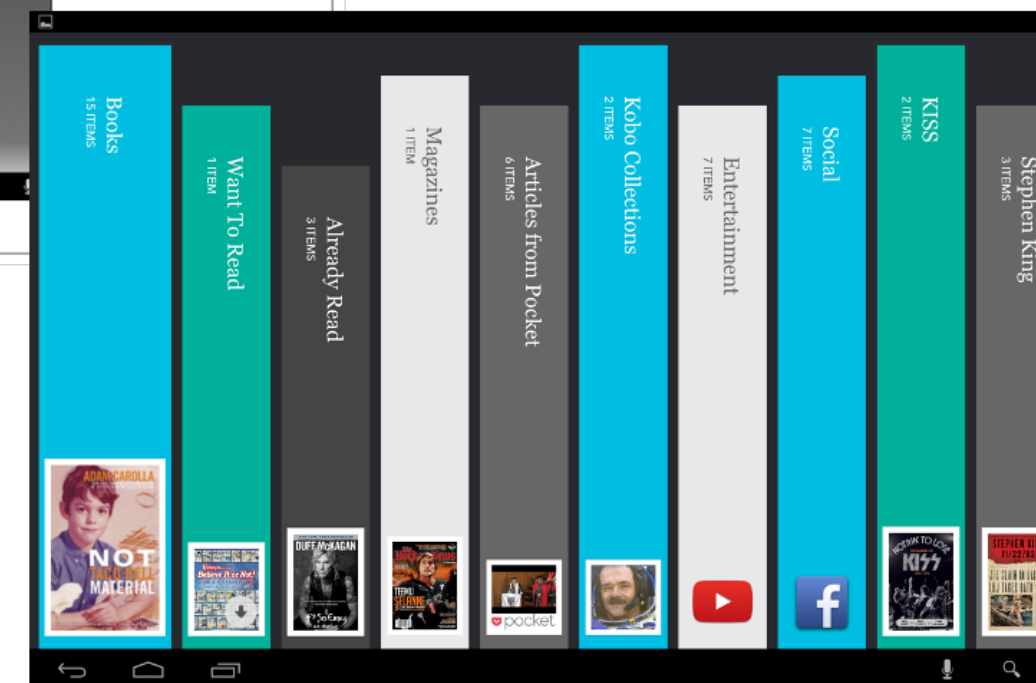
Library

The library screen was designed to make users comfortable. That is the sole reason for the Book Spine design for the Library.

WIREFRAMES

FINAL CONSUMER RELEASE

Rakuten kobo

THE OUTCOME

The ARC 10 and 7HD outsold the previous ARC models and tripled the sales of the first Kobo tablet winning the Red Dot Award for product design.

reddot design award
winner 2013

The Kobo Arc was among the 2013 recipients – winning the Red Dot Award: Product Design! Although the device itself has the traditional look and feel from the outside, the Kobo Arc was a departure from previous e-readers. Instead they provided the user with an experience centered on content of their choosing. Kobo innovated with personal folders called Tapestries. Tapestries enable the user to add content from various media into a single personalized folder. Grouping of music, images, maps, books, etc. are all managed within a Tapestry.

parent tested parent approved
WINNER
www.ptpamedia.com

"This product is extremely user friendly. The set up was "easy as pie" and done in j minutes. Even my 5 year old was able to download and start playing without any help from myself or his siblings."

"Yes I would definitely recommend it. Love the tapestries and discovery features. I originally wanted it for reading but found that I enjoy browsing just as much. Once you figure out how the features work, it's actually easy."

Rakuten kobo

PROFESSIONAL REVIEWS

"…if Kobo ever does opt to do a full OS skin, we'd strongly suggest this as the basis for an across-the-board design."
Engadget – referring to collections

"…collections, which is the heart and soul of the Arc 10 HD. Kobo has really taken the entire concept of collection management and turned it on its head."
Good eReader – referring to collections

"The Kobo UI is the most compelling aspect and it certainly stands out in a crowd"
Good eReader

"Kobo's customizations are more elegant than Amazon's"
PC Pro

"The company is quickly becoming competitive with companies that have been doing hardware for years, and have struck the perfect balance between custom software and Google's own strengths."
MobileSyrup

TD
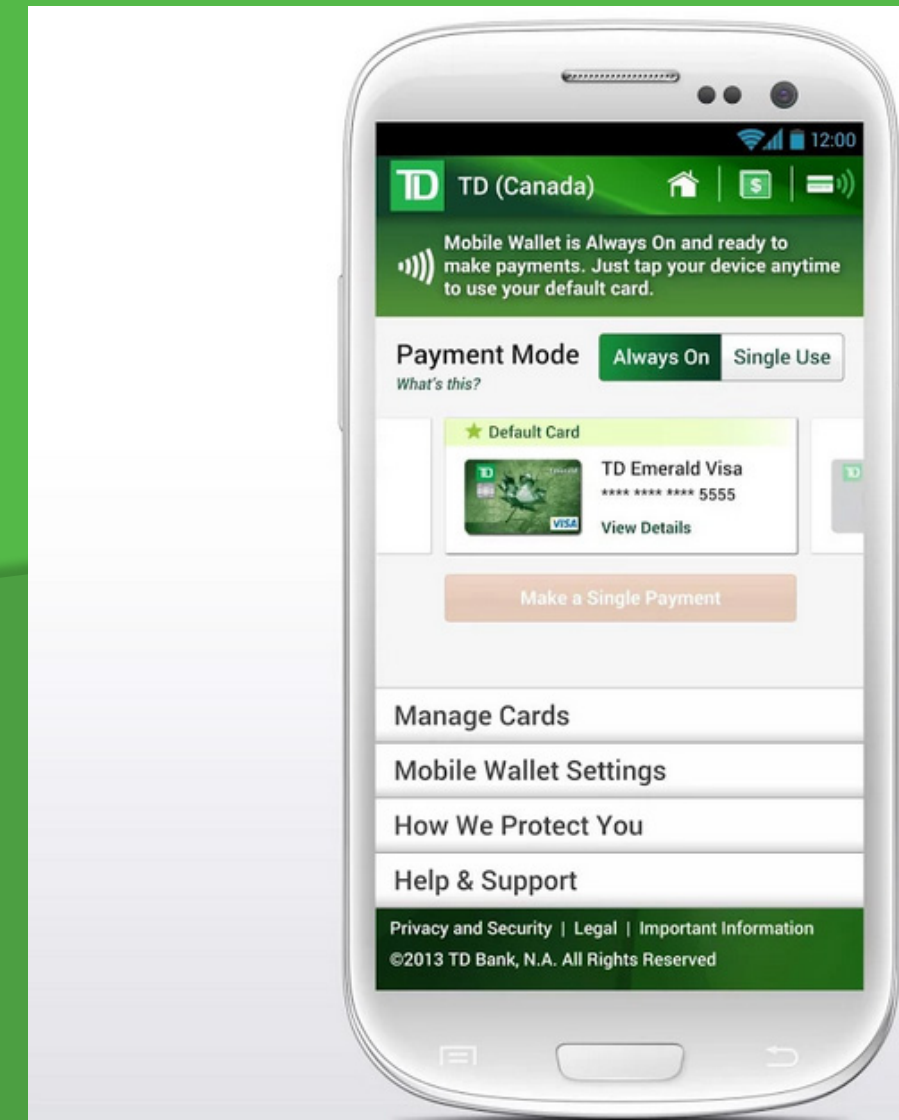
THE CHALLENGE

TD was far behind in the mobile banking game. Stuck in a design system from the early 2000s, they needed a change, and fast. Tangerine was quickly becoming a household name and TD wanted a modern design that could last.

I was actively recruited by TD to leave Kobo and own the UX solution for the new mobile app.
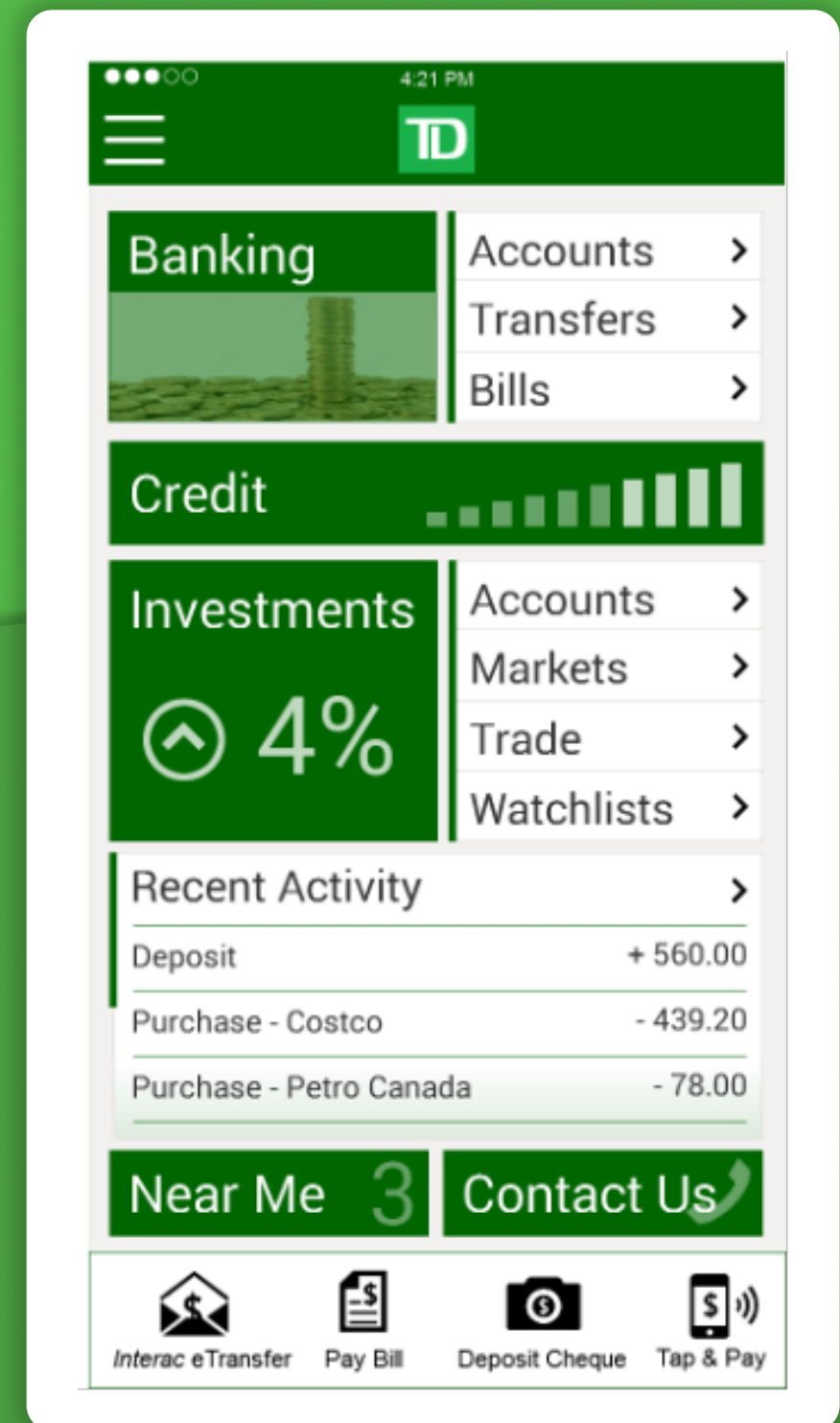
The Competition: ScotiaBank and Tangerine

WHAT THEY HAD

At the time, the idea was to go down a "very tappable" route. This meant bigger than needed fonts and a very infographic layout.

WHAT THEY NEEDED

Features. Design didnt need to be big and splashy, it needed to give the user the information and actions they needed quickly.
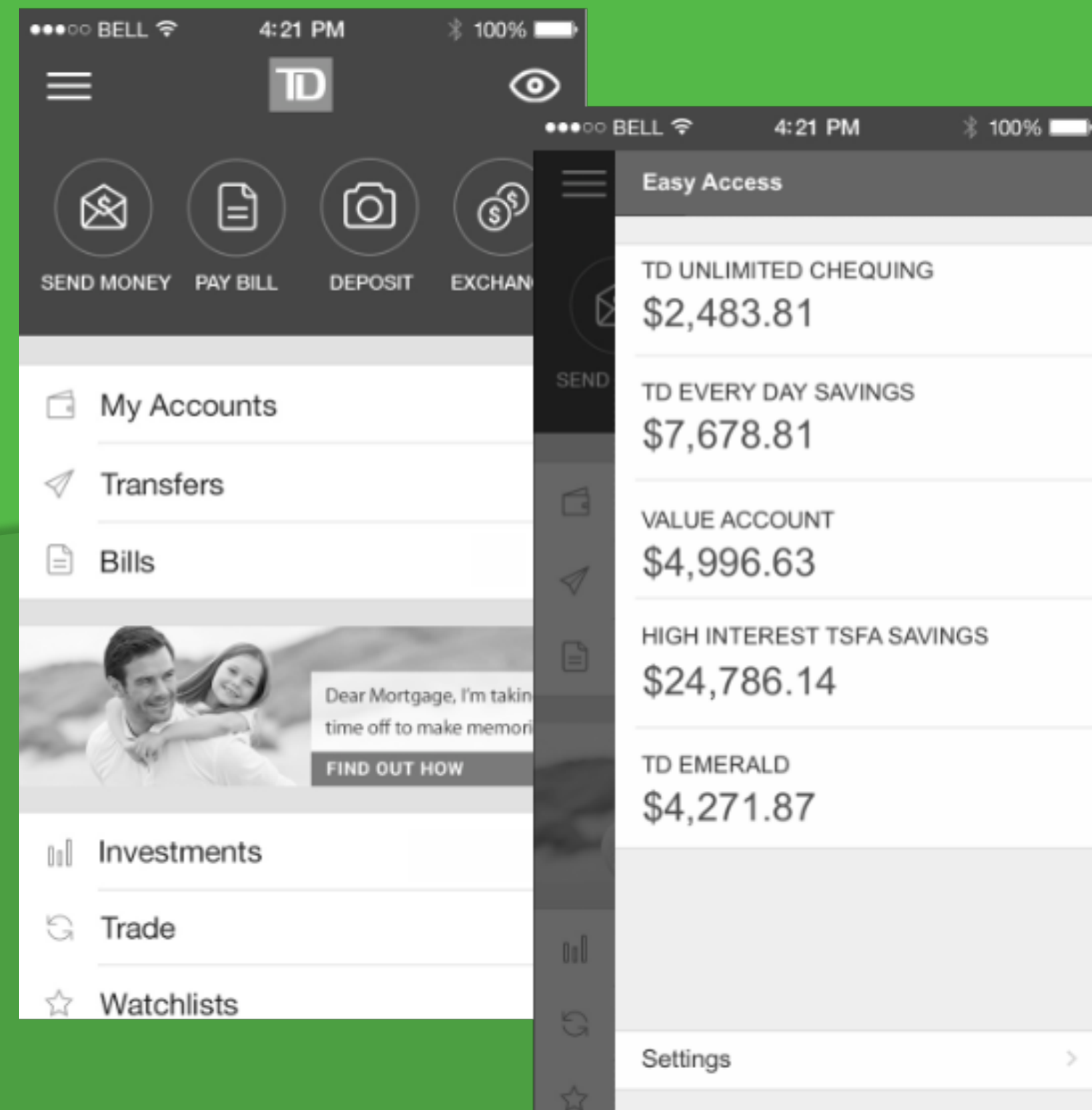

EXISTING EARLY CONCEPT WIREFRAME

THE DESIGN

The design was a mix of what worked natively for both Android and iOS. Final wires were the clean look of Android's iconography and Apple's intuitive settings panels.

THE TOOLS

Axure - wireframes and prototypes.

Adobe Fireworks and Photoshop - photo editing
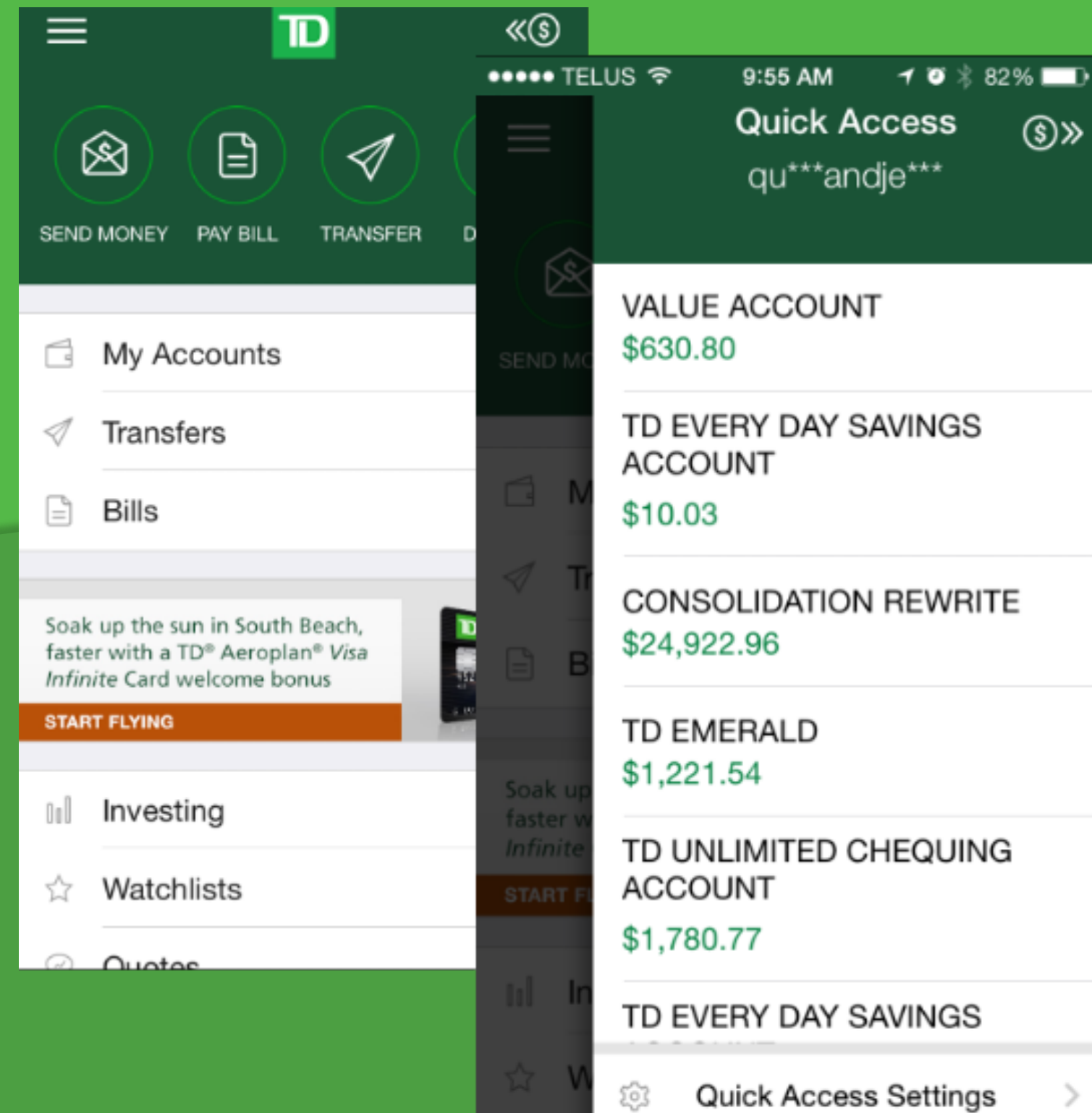

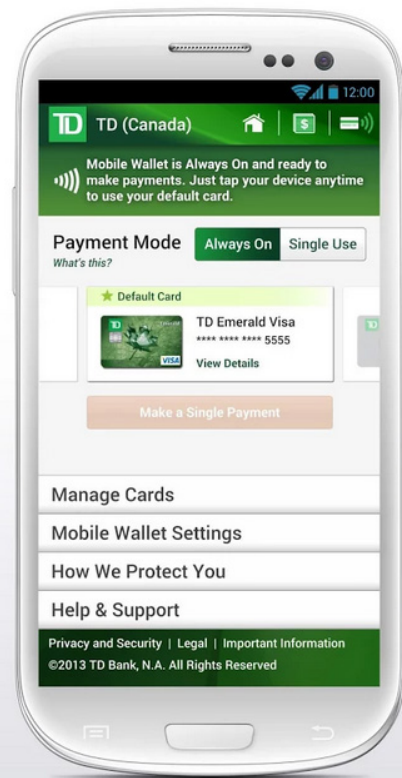ORIGINAL WIRES

THE FEATURE

QUICK ACCESS

Everyone wanted a quick way of viewing account balances without logging in. While the feature itself is a no brainer the interaction went through many states.

With the adoption of the "Hamburger Menu" the user was now familiar with swiping from the edge of the screen or tapping the icon. The top right corner houses the "Quick Access' feature for two reasons, 1) it emulates the hamburger menu interaction and 2) the user can discreetly view balances with one hand because of thumb location.

SEND MONEY   **PAY BILL**   **TRANSFER**

My Accounts

Transfers

Bills

Soak up the sun in South Beach, faster with a TD® Aeroplan® *Visa Infinite* Card welcome bonus

START FLYING

Investing

Watchlists

Quotes

9:55 AM   82%

Quick Access
qu***andje***

VALUE ACCOUNT
$630.80

TD EVERY DAY SAVINGS ACCOUNT
$10.03

CONSOLIDATION REWRITE
$24,922.96

TD EMERALD
$1,221.54

TD UNLIMITED CHEQUING ACCOUNT
$1,780.77

TD EVERY DAY SAVINGS

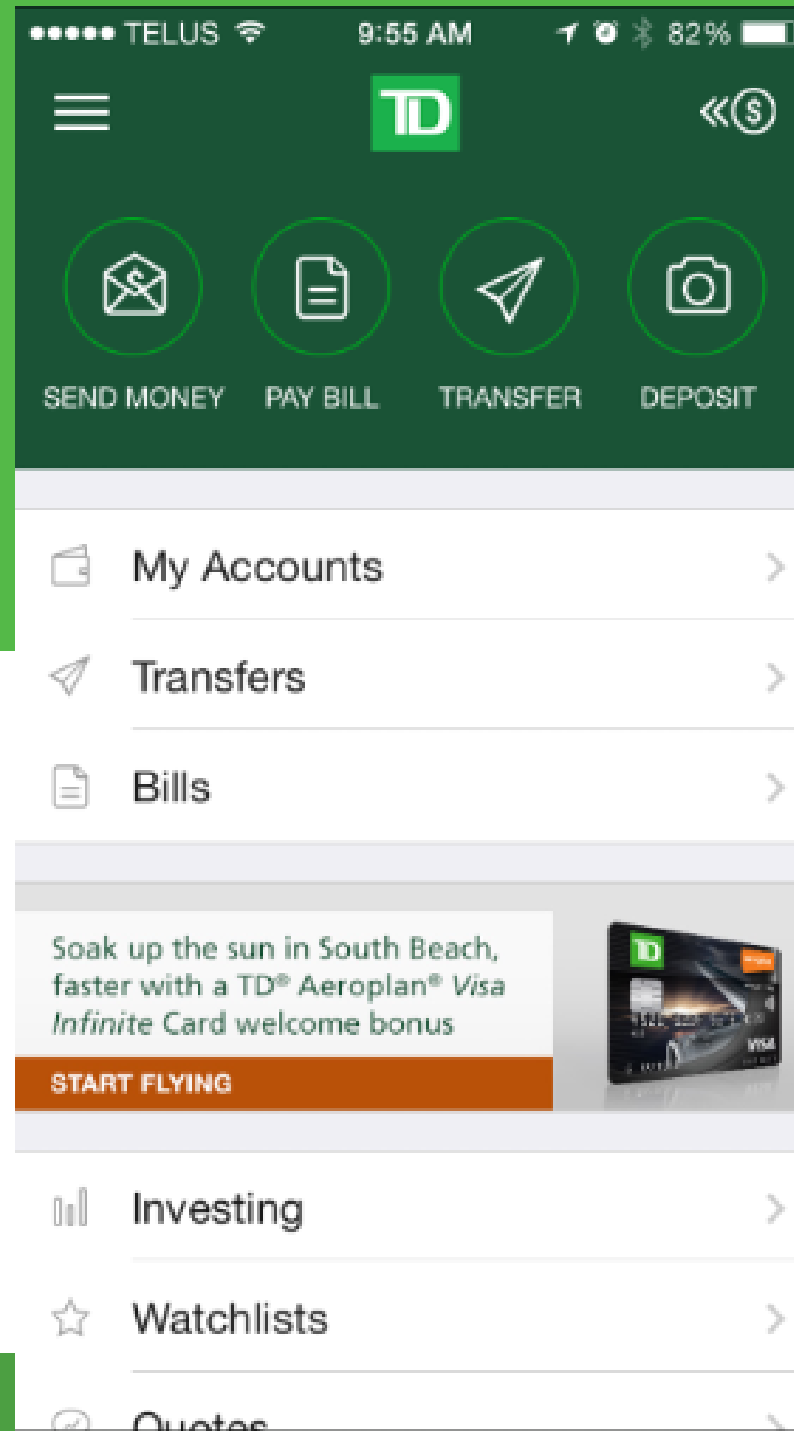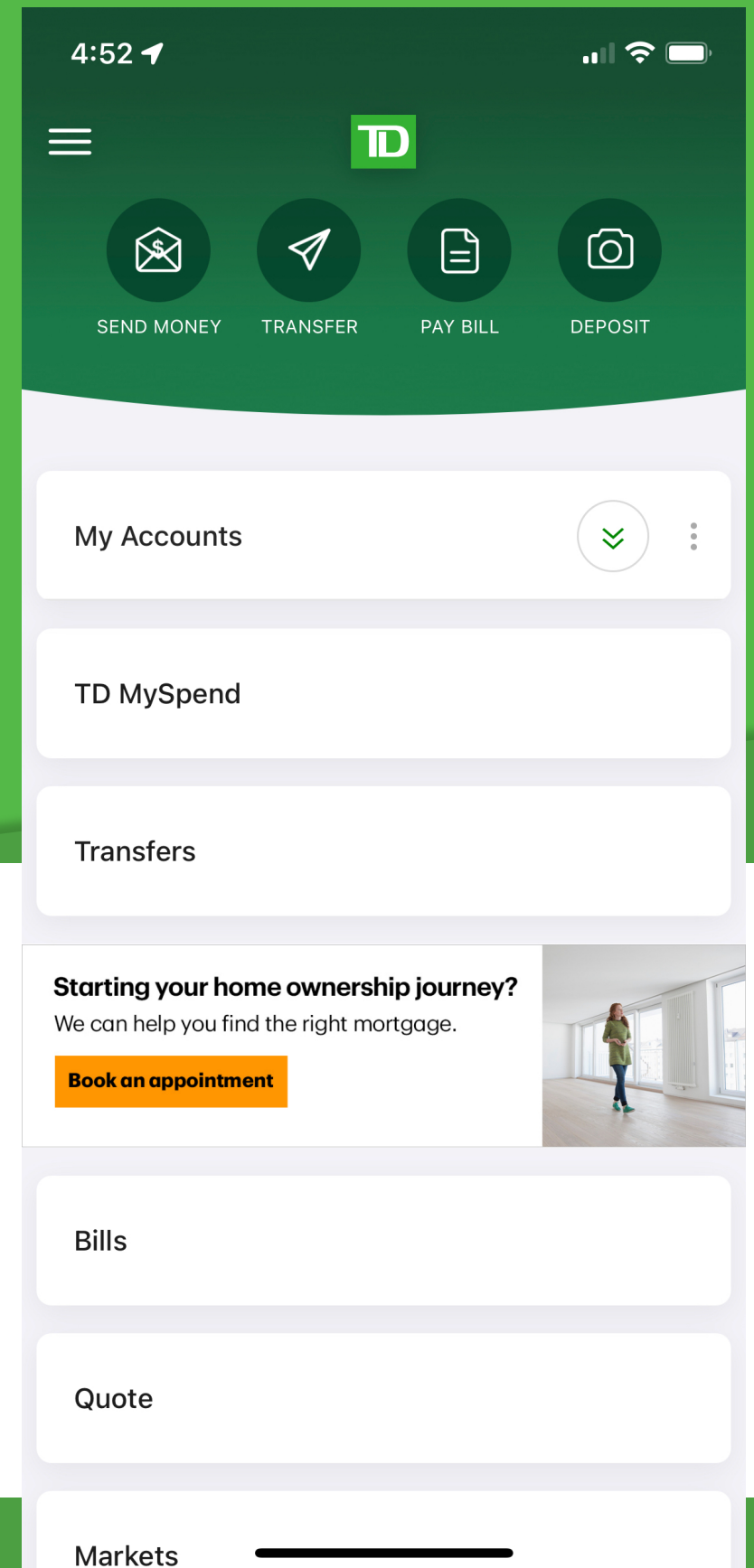Quick Access Settings

ORIGINAL WIRES

WHERE IT STANDS

ORIGINAL

MY 2015 REDESIGN

2022

THE PROBLEM

In 2016 Intuit wanted to take over the "free" do it yourself tax space. Competitors such as SimpleTax were taking users away from both the CD based and online paid tax platform.
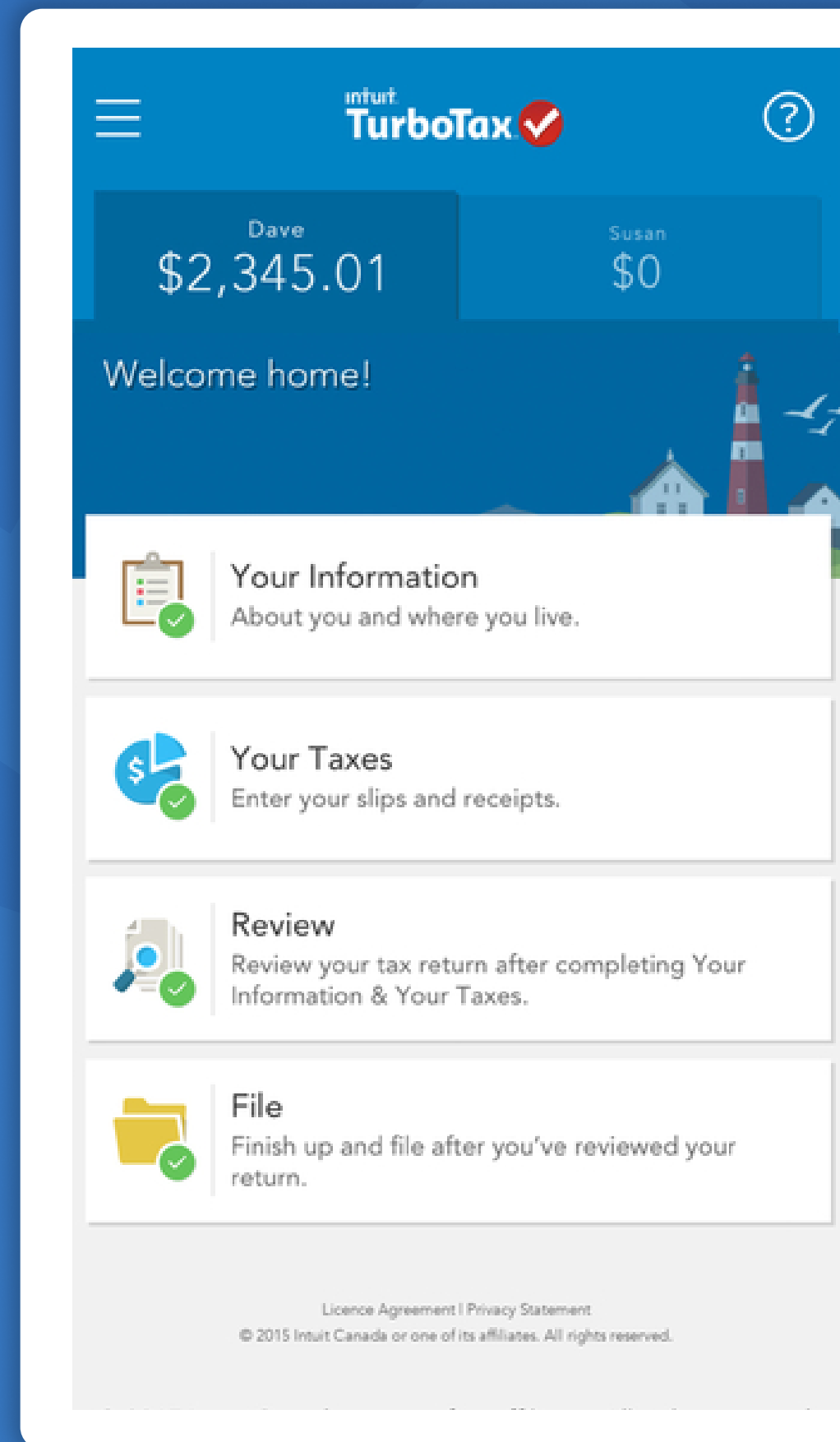
Years of duct taping legacy systems together had finally caught up and a new back-end tax calculator needed a new product to test it's functionality.

6 months had past and the new free product was still just an idea. The solution had to be responsive, work on any device a user had and be quick and easy.

THE PROCESS

Rapid response was needed, UX elements were built directly in Axure so the desing could be protoyped and user tested before any development time was wasted.

Testing was done in groups of 15 - 5 non users, 5 existing customers and 5 first time filers.

intuit
turbotax.

intuit
TurboTax ✓

Dave
$2,345.01

Susan
$0

Welcome home!

Your Information
About you and where you live.

Your Taxes
Enter your slips and receipts.

Review
Review your tax return after completing Your Information & Your Taxes.

File
Finish up and file after you've reviewed your return.

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AXURE PROTOTYPE

SOLUTIONS

The creation of the HUB & SPOKE navigation. Users needed a constant re-assurance that they are doing everything they need. After every key task, they were brought back to a hub page that would build confidence that they are doing everything right, without concern.

Large iconograpy and a very "tappable" interface allowed people to realistically do their taxes anywhere, anytime on any device.

THE OUTCOME

Sometimes things work too well. Turbotax free won it's category for the tax year, gaining back 24 percent of the year over year market share loss. Great right?

The problem was it also took an impossible to ignore chunk out of the paid product profits and was taken down after one tax year.
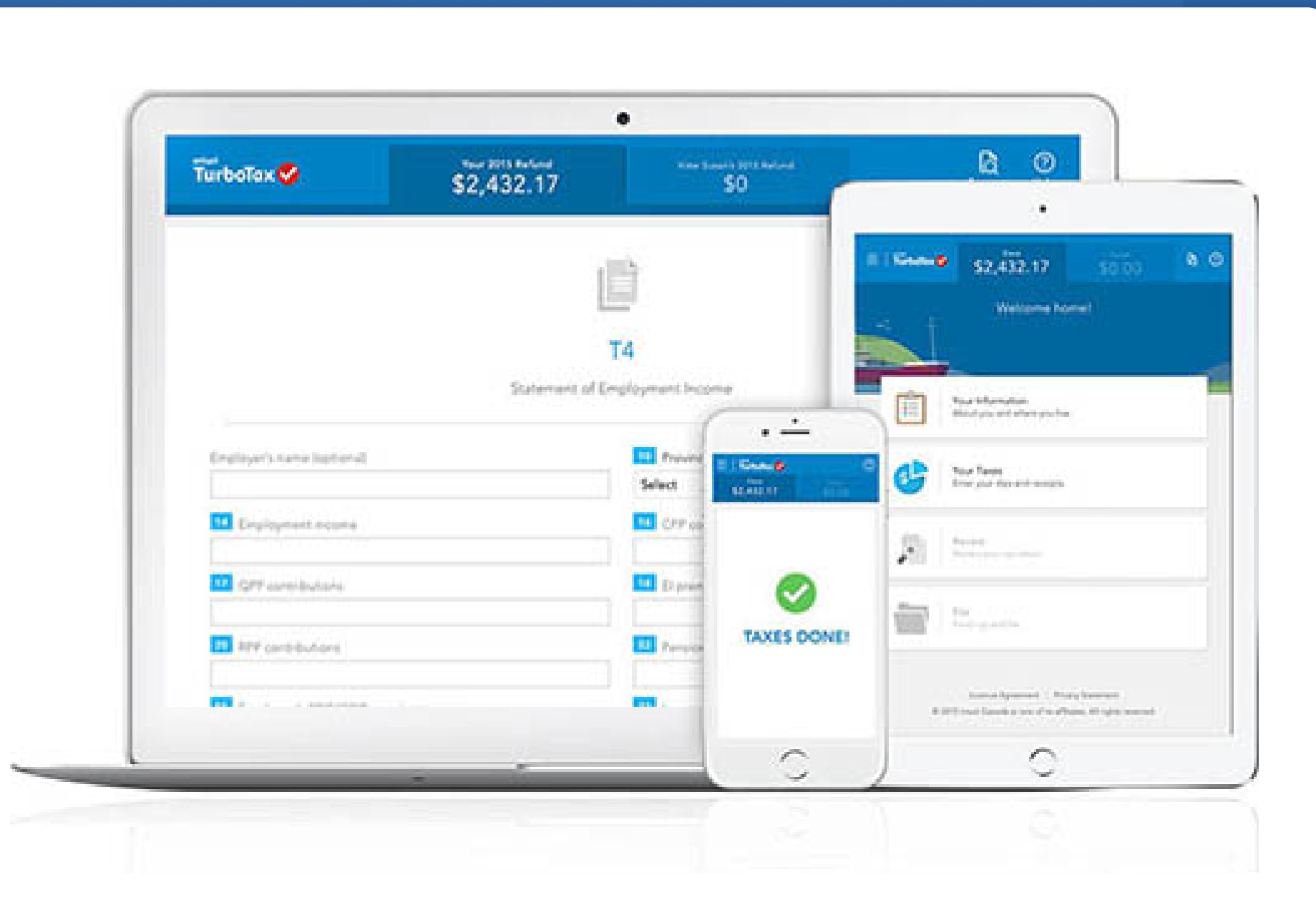
sonnet

THE PROBLEM

Sonnet was growing very quickly and marketing was losing hold of the customer experience while spending attention on branding and sponsorships. The sites SEO score was at low of 34 and the business and development teams were barely communicating.

THE PROCESS

The Sonnet conversion and retention lines of business were handed to the newly formed Digital Experience team.

Design, Content, UX and front end development teams were merged into Digital Experience as well as UX Program Managers being introduced.

This team was now tasked with increasing customer aquisition, retention and site performance.

sonnet ☰

Get a Quote ► About Your Vehicles

Welcome, tell us about your vehicle

You'll need to be the registered owner of at least one of the vehicles on your policy.

Your Vehicle

Your address ?

Suite #

☐ I acknowledge that knowingly using the wrong address is fraud, which could result in future claims being denied, my policy being rescinded and/or my policy being cancelled.

What are you driving?
Example: "2015 HONDA CIVIC"

When did you lease or buy it? | Month | Year

Purchase condition | Select

Annual distance ? | Select

Daily commute (one-way) ? | km

Do you use this vehicle to carry paying passengers or for deliveries/drop-offs? ?
E.g. Uber, SkipTheDishes, etc. | ◯ Yes ◯ No

Do you use this vehicle for any other business purposes? ? | ◯ Yes ◯ No

Do you install winter tires from November until April? | ◯ Yes ◯ No

Add another vehicle

Coverage Start Date ?

We just want to make sure you're a real person and not a heartless robot.

☐ I'm not a robot — reCAPTCHA
Privacy - Terms

Continue

🔒 Your information is secure.

Need help?

sonnet

SOLUTIONS

The Digital Experience team was broken up into 2 agile pods. Conversion and Retention.

Using third party SEO monitoring tools work began to maximize the sites efficiency by creating the role of UX Content Manager.

Business development would no longer bring solutions, but now brought their ideas and problems for the pod to work on and perfect.

Design systems were intergrated to acheive cohesion across all public facing assets and A/B testing weekly was introduced to fail fast and accelerate success.

THE OUTCOME

SEO scores acheived an industry leading score of 93.

A/B testing brought up desired package aquistitions 23%

The Digital Experience team worked with Business Development to introduce Sonnet Connect allowing business partnerships with other live life organizations such as Wealthsimple, Turbotax and Borrowell.

Average project turnaround time decreased by 40%.
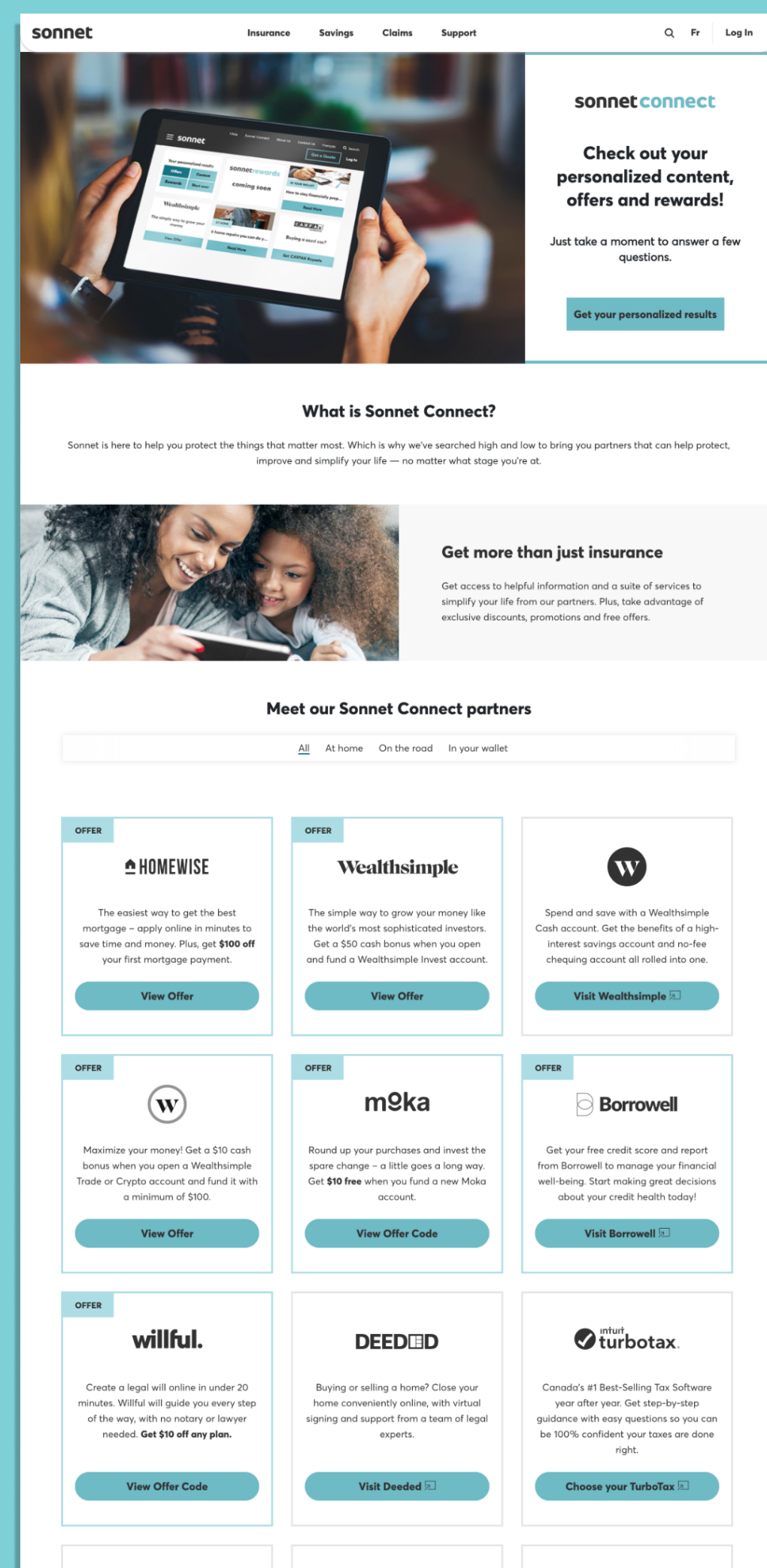
/KORIO/

THE PROBLEM

Korio is a startup with one mission - Digitize Insurance. They have the technical chops to simplify the form buidling experience taking it from weeks of development to hours.

How do you give product owners, SMEs and BAs the ability to do this in a simple and ituitive way.
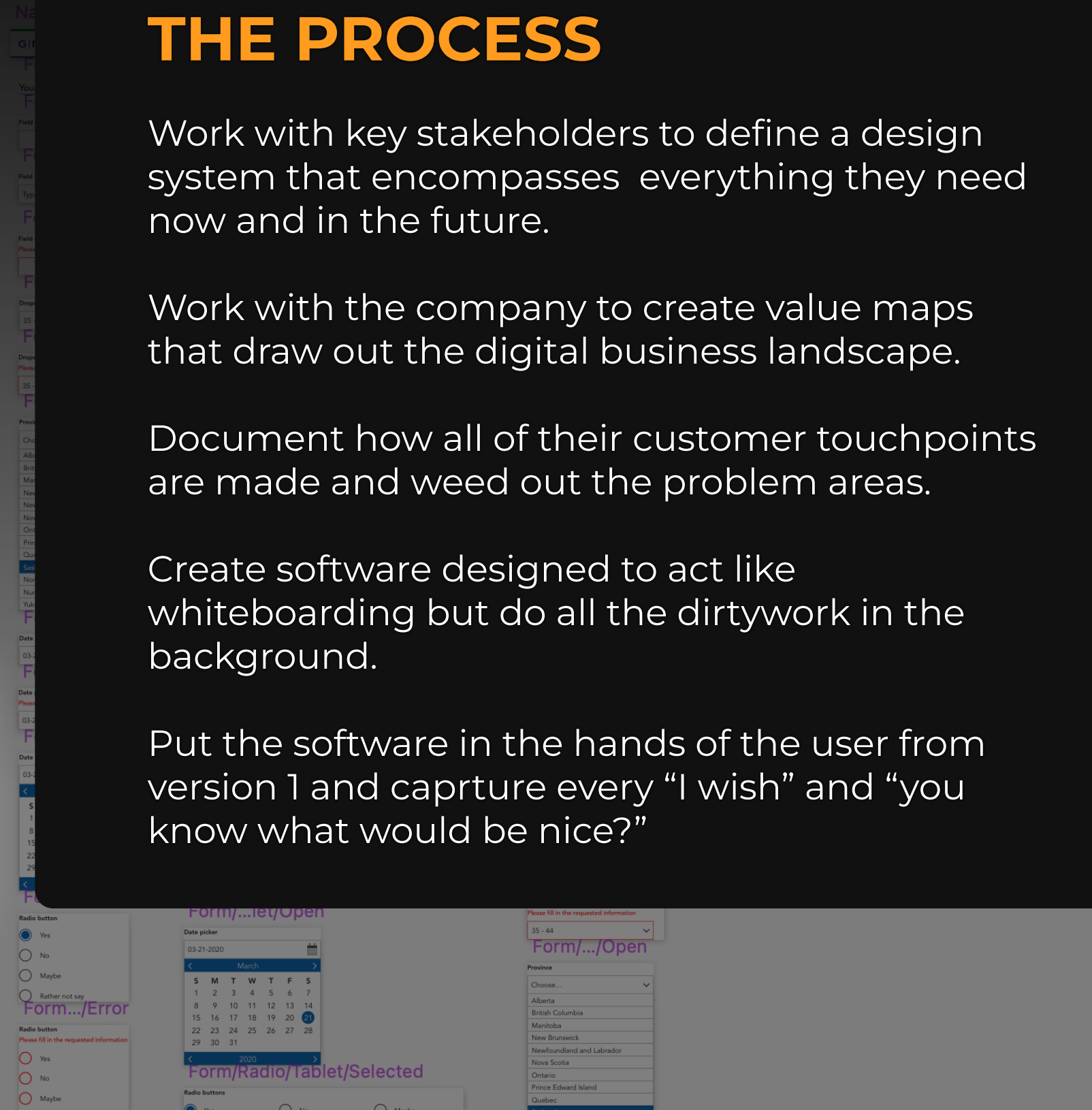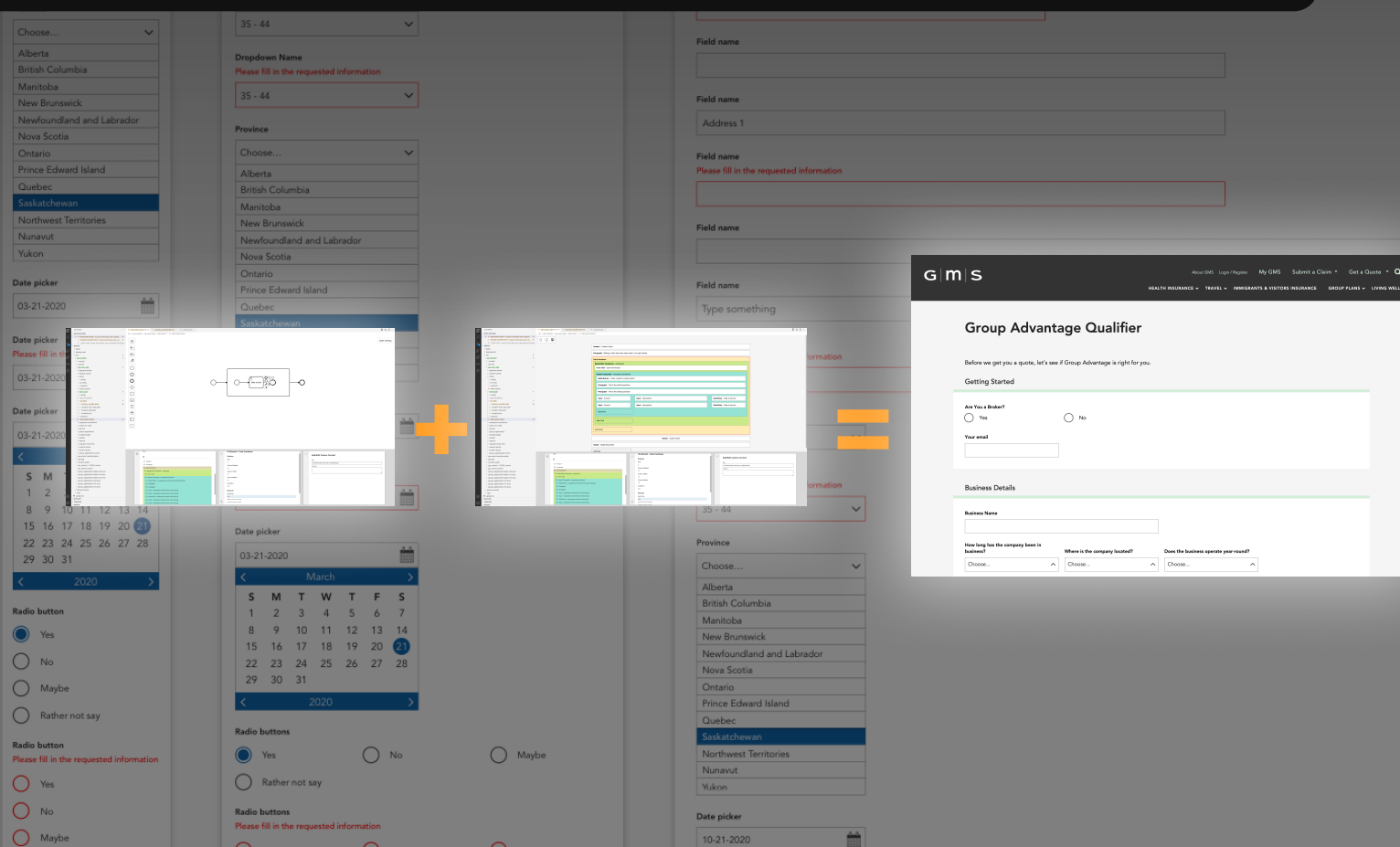
THE PROCESS

Work with key stakeholders to define a design system that encompasses everything they need now and in the future.

Work with the company to create value maps that draw out the digital business landscape.

Document how all of their customer touchpoints are made and weed out the problem areas.

Create software designed to act like whiteboarding but do all the dirtywork in the background.

Put the software in the hands of the user from version 1 and caprture every "I wish" and "you know what would be nice?"
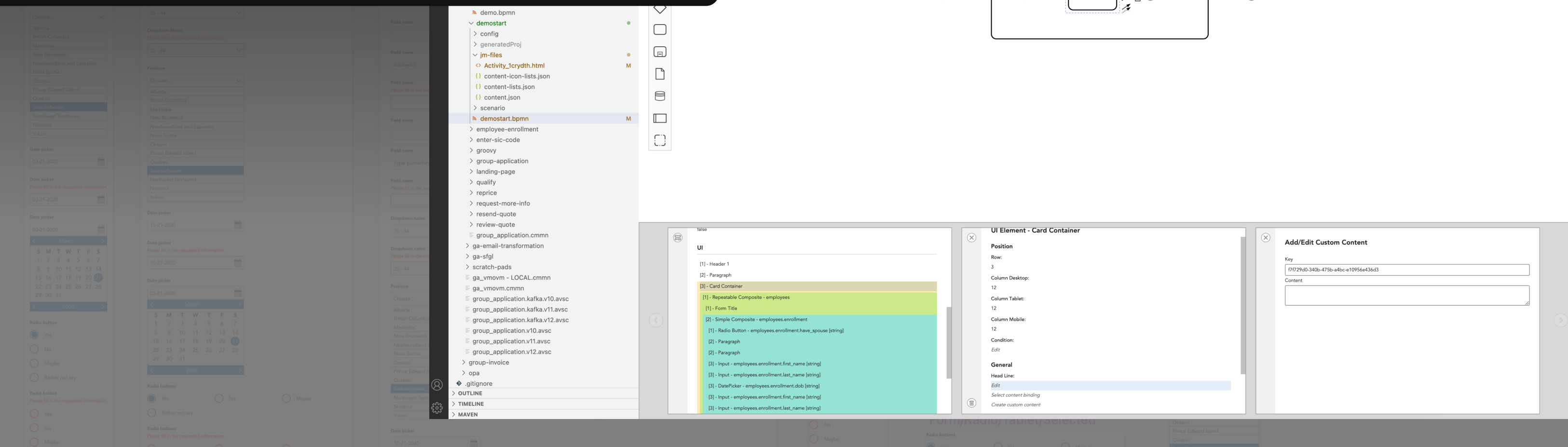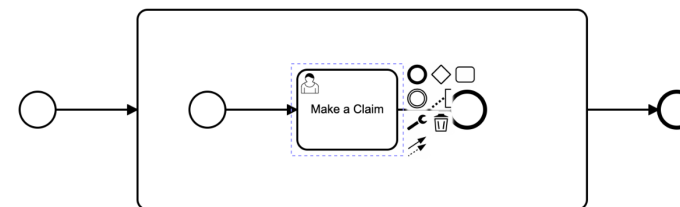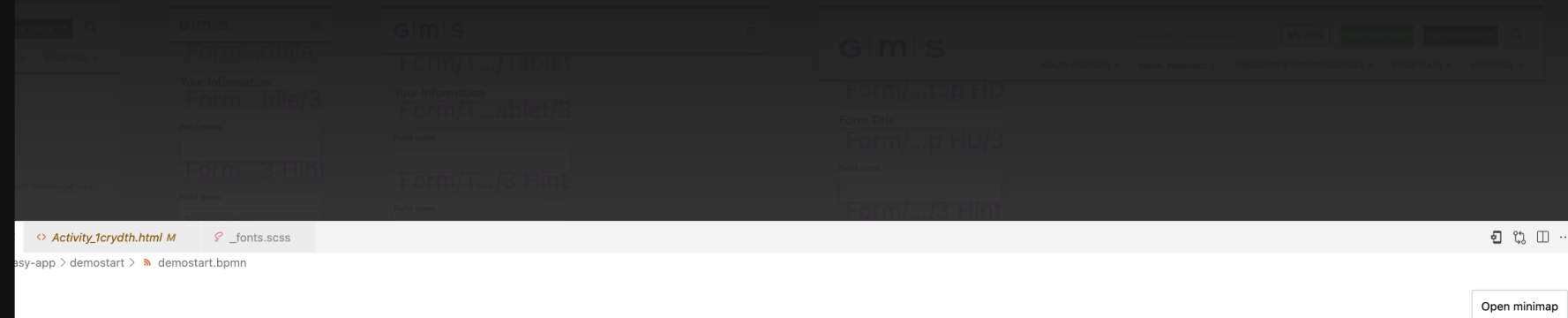
/ KORIO /

THE SOLUTION

Originally the process map was the only UI the user would see. Any type of component would need to be hand coded.
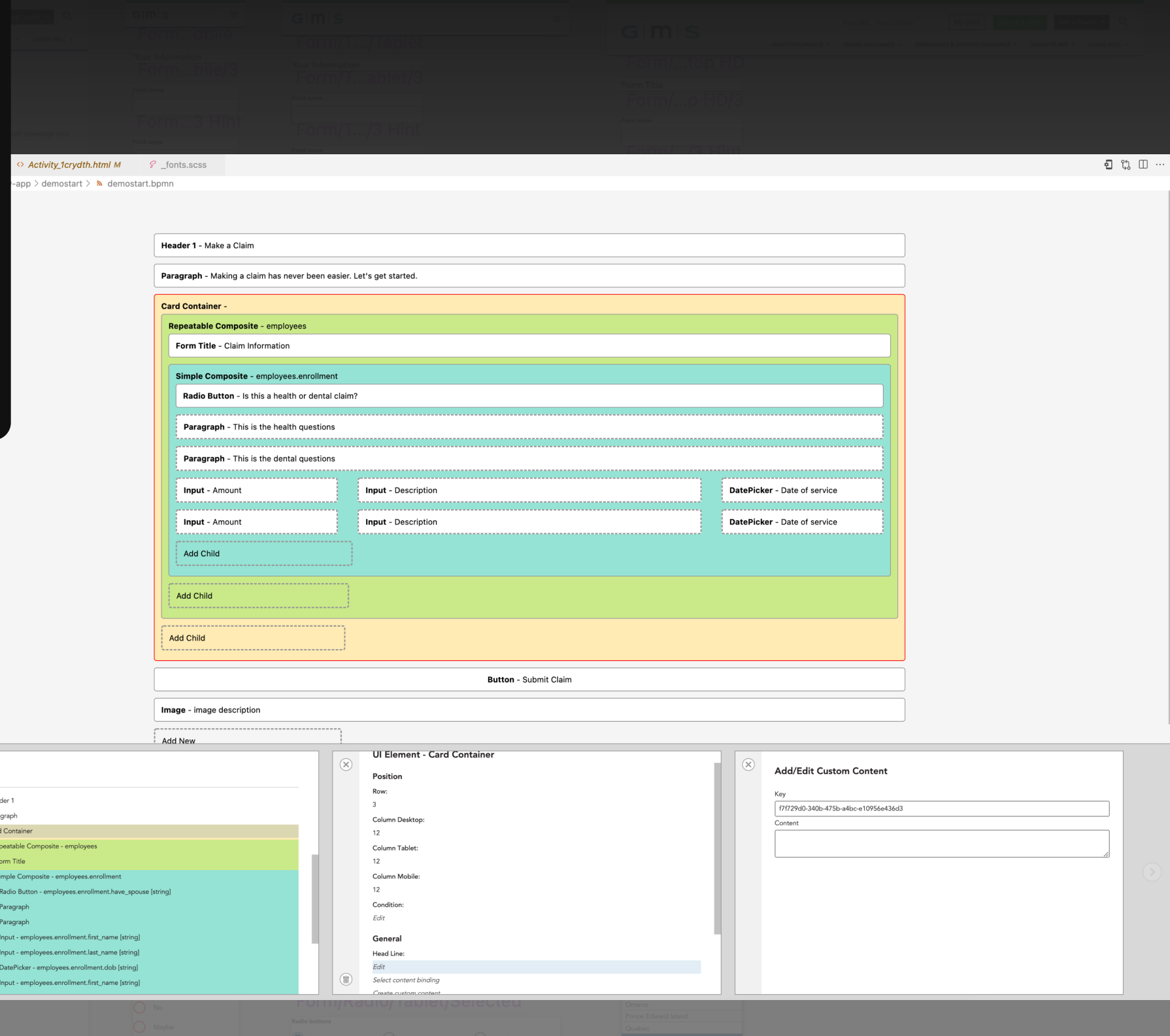
The properties panel (bottom) was introduced to supply a more WYSIWYG interface to allow anyone to digitize forms.

/ KORIO /

THE SOLUTION

Next, a wireframe solution was designed to easily see where components were in the layout and what data they were bound to. The components were all created using the design system.

/ KORIO /

THE DESIGN SYSTEM

The design system was made in Sketch to build a lego block approach to design. The components match the design system so every form element is cohesive in both design and layout.

To satisfy the need for responsive design, the componets are layed out for all the standard bootstrap breakpoints on a 12 column grid.
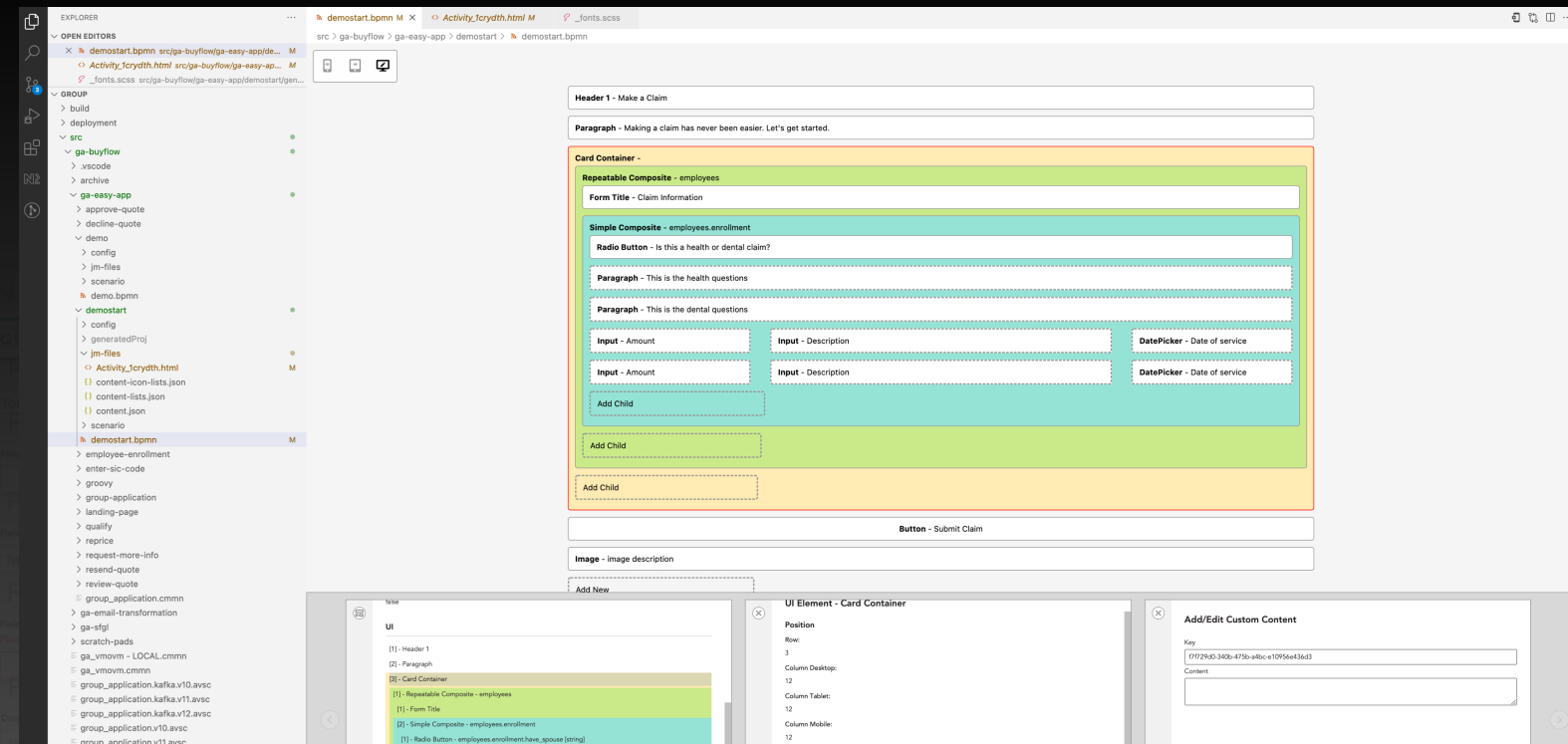
/KORIO/

THE OUTCOME

To wireframe, design and develop an online form took an average of 2 weeks to go live.

Using the Korio tool, the new average is anywhere from 2 - 6 hours.

TO DATE

The client (GMS) was the first Canadian health insurance to be able to give a group insurance quote in real time.

They are currently the only insurance provider to support this.

G|M|S

About GMS   Login / Register   My GMS   Submit a Claim ⌄   Get a Quote ⌄   🔍

HEALTH INSURANCE ⌄   TRAVEL ⌄   IMMIGRANTS & VISITORS INSURANCE   GROUP PLANS ⌄   LIVING WELL

Group Advantage Qualifier

Before we get you a quote, let's see if Group Advantage is right for you.

Getting Started

Are You a Broker?

◯ Yes   ◯ No

Your email

[   ]

Business Details

Business Name

[   ]

How long has the company been in business?   **Where is the company located?**   **Does the business operate year-round?**

Choose... ⌃   Choose... ⌃   Choose... ⌃