

Robert Girvin

Innovation | Experience Strategy | Product & Service Design Director | Sustainability (UX / UI / XD / CX)

Summary

I am a seasoned leader with a profound passion for emerging technology, hailing from rural West Texas.

Throughout my professional trajectory, I have been fortunate to lead high-performing teams and collaborate with global design agencies, consultancies, and innovative start-ups. This experience has provided me with invaluable exposure to a diverse set of industries. Working alongside prominent names like MINI Cooper, Lincoln, Herman Miller, Nike, Siemens, and Thales has been a tremendous privilege.

My approach to leadership is anchored in unwavering principles, embracing authenticity, AI-driven innovation, and a steadfast commitment to sustainability.

Bio



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Skills

Leadership

- UX / UI / XD / CX
- Thought Leadership
- Communication
- Project Management
- Coaching / Mentoring

Experience

Design Director

REPLY / Munich, Germany / Jun 2022 - Current

SECTORS: Telecom, FMCG (fast-moving consumer goods), Automotive, Wellness, Luxury

FOCUS: Driving **brand and product strategy**, **product and service design**, and development • Leading international innovation workshops • Cultivating client relationships • Collaborating with global teams • Public speaking engagements

IMPACT:

- **FMCG Client** - Led research, workshops, strategy, and design teams to define new areas of innovation for connected consumers
- **FMCG Client** - Led research, workshops, design, engineering, and client teams to develop AI driven iOS e-commerce experience, promoting optimal self
- Leading successful pitches
- Championing a low-carbon design approach
- Spearheading sustainability initiatives

Associate Director of UX (Contract)

AKQA / Berlin, Germany / Jan 2022 to Jun 2022

SECTORS: Luxury, Pharma, Automotive, Industrial, Spirits, Automation

FOCUS: Drove transformation through innovative strategy and experience design

IMPACT:

- **Bosch** / Developed a platform which brings Bosch Power Tools together with helpful content, to inspire successful projects
- **Mini Cooper** / Defined a strategy which helped transform from a car seller into a dynamic brand ecosystem

- Innovation Workshops
- Team Development
- Budget Management
- Collaboration
- Pitch Decks
- Sustainability

Strategy

- Research
- Insights Generation
- Digital Strategy
- Brand Strategy
- Product Strategy
- Experience Strategy

Design

- Design Thinking
- Interaction Design
- Concept Development
- UX / UI / XD
- Design Systems
- Product Design
- Visual Design
- AI / ML Design
- Figma / Illustrator / Sketch / Photoshop / Keynote

Development

- Product Development
- Agile Leadership
- Lean Documentation
- UX / UI / XD QA
- A/B Testing

Education

Bachelor of Fine Arts (BFA), California College of Arts

- Industrial design
- 2004 - 2007

- **Lego** / Designed a voice-based assistant, helping senior consumers find the ideal gift

Head of Design

ALLIANZ DIGITAL HEALTH / Munich, Germany / Sep 2019 to Jan 2022

SECTORS: B2B and B2C Healthcare and Fintech

FOCUS: Directed multiple design teams • Identified key service design opportunities respective to each region • Led the effort of a singular, scalable UI framework — based on Atomic Design

IMPACT:

- Brought new **B2B and B2C healthcare technologies** online in global markets
- Streamlined the product experience, driven by proprietary algorithms
- Spearheaded a holistic cross-product brand experience
- Fostered a culture of collaboration and transparency
- Optimized complex, deep-systems architecture
- Utilized and extended existing design libraries (NDBX)

Principal Strategist & Experience Designer

NATIVE DESIGN / San Francisco, California / Apr 2016 to Sep 2019

SECTORS: Automotive, Healthcare, Entertainment, Travel

FOCUS: Led research, project design and strategy • Managed UX, visual, and motion design teams • Facilitated workshops • Crafted interactive and physical prototypes • Defined user journeys • Facilitated expert interviews and user testing sessions with RITE method.

IMPACT:

- **Lincoln** – Led design teams to visualize holistic, dramatically redefined interior experiences
 - Evolved Lincoln Navigator, automotive luxury vehicle UI
 - Developed key principles for 'Quiet Flight' philosophy
- **Siemens Healthineers** – Led research in emergency rooms, operating rooms, doctors offices and laboratories
 - Spearheaded strategy and design efforts
 - Evolved the vast range of critical and chronic care products into a single, cohesive OS
- **Thales** – Led project design and strategy
 - Directed motion and visual design teams
 - Translated designs into interactive presentation for AIX trade show

Lead Strategist & Experience Designer

DEMODERN / Hamburg, Germany / Jan 2015 to Apr 2016

SECTORS: Fitness, Retail, Business, VR, eCommerce

Associate of Arts (AA), FIDM

- Product Development
- 2002 - 2004

Bachelor of Fine Arts (BFA), San Francisco Art Institute

- Fashion Design
- 2000 - 2002

Awards & Achievements

Low-Carbon Web Design Training

iF Design Award

J.D. Power APEAL Award

Gold Annual

Multimedia Award

Adobe Cutting Edge Award

Webby Award

Eurobest Innovation Award

Eurobest Interactive Award

Publications

Ecommerce News Magazine

Design Made in Germany

Page Magazine

Fubiz

Invidis

FOCUS: Led strategy and design in multiple projects • Guiding interactive and visual design teams Mar • Created wireframes & prototypes • Performed user testing • Crafted information architecture • Defined content strategy

CLIENTS:

- Loftshift VR
- Montblanc Hub
- Helmade
- Nike Football

Senior Agile Interaction Designer

INTEL CORPORATION / Santa Clara, California / Mar 2013 to Jan 2015

SECTORS: Education, EdTech, Publishing

FOCUS: Defined Information architecture • Co-created design strategy • Created detailed wireframes • Defined business logic • Designed rules engine • Close collaboration with engineering • Accessibility compliance focus • Led team-building workshops

IMPACT:

- Shipped EdTech Platform to more than 25 million students in over 70 countries
- Led Kno to acquisition by Intel Education
- Released over 300 software versions

Senior Agile Interaction Designer (Contract)

APPLE / Cupertino, California / Oct 2012 to Mar 2013

SECTORS: Marcom, Localization

FOCUS: Conducted research • Interviewed experts • Mapped user flows • Facilitated internal workshops • Designed responsive wireframes • Collaboration with agile engineering teams

IMPACT:

- Designed one simple localization framework for 227 countries

Senior Strategist & Interaction Designer

FUSE PROJECT / San Francisco, California / Feb 2012 to Oct 2012

SECTORS: Healthcare, Productivity, Entertainment, eCommerce, Smarthome, Philanthropy

FOCUS: Led research • Interviewed experts • Defined strategy • Defined personas • Crafted user scenarios and narrative • Designed responsive wireframes • Led client pitch • Facilitated team workshops

CLIENTS:

- General Electric HealthHome
- Herman Miller Public Office
- E-commerce site for Pax

Senior Agile Interaction Design Consultant

THOUGHTWORKS / New York, NY / May 2011 to Feb 2012

SECTORS: Pharmaceuticals, Retail

FOCUS: Spearheaded research • Led design workshops • Conducted expert interviews • Defined user journeys • Defined proto-personas • Wireframes • User stories • Data visualization • Prototypes • Frontend development • Generated site maps

CLIENTS:

- Astrazeneca Canada pharma app
- Planning tool for JCPenney

UX Designer (Contract)

Publicis Groupe / San Francisco, CA / Mar 2011 to May 2011

SECTORS: Fintech

FOCUS: Defined user flows • Developed wireframes for sending and receiving payments • Refined visual design and evolved brand direction

CLIENTS:

- Paypal

UX Designer (Contract)

Level Studios / San Jose, CA / Jan 2011 to Mar 2011

SECTORS: SaaS

FOCUS: Led heuristic evaluation • Defined information architecture • Detailed wireframes • Explored data visualization

CLIENTS:

- VMware

Learn more at: <https://www.robertgirvin.com/>