



ROBIN GREENE

UX DIRECTOR /

HEAD OF EXPERIENCE DESIGN

ABOUT ME

UX Director with 20+ years' experience leading global digital platforms for brands including Nike, Coca-Cola, Rolls Royce, and bp. Expert in design systems, AI-driven strategy, and building high-performing design teams.

EXPERIENCE

AKQA 2015 - Present

Associate User Experience Director

A world-renowned design and innovation agency, AKQA is known for shaping digital products, services, and experiences for global brands at the intersection of creativity, technology, and strategy.

Progressed from initial mid-weight to Senior UX Architect before becoming Associate Director, leading UX innovation within the team and managing / mentoring more junior roles. Led UX strategy and delivery for global clients including Nike, Volvo, Dyson, Coca-Cola, Rolls Royce, Toyota, and bp.

- Delivered measurable business impact by leading UX strategy on global platforms, consistently driving 2× increases in engagement and dwell time across key campaigns.
- Delivered award-winning digital platforms, including recognition as #1 FTSE 100 site for web effectiveness
- Directed design and implementation of global design systems, reducing duplication, accelerating delivery, and creating scalable foundations adopted across multiple markets.
- Pioneered adoption of Generative AI within the UX practice, using AI-driven insights, copy, and image generation to enhance strategy, speed execution, and inspire innovation.
- Influenced executive stakeholders (C-suite and global brand leaders) by facilitating workshops and translating complex challenges into clear, actionable digital strategies.
- Built and mentored high-performing UX teams, fostering cross-disciplinary collaboration and establishing processes that improved design quality and delivery efficiency.

Studio 83 2011 - 2016

Co-founder

Blueberry Twist Ltd 2011 - 2015

Lead User Experience Designer / Developer

Team Rubber 2009 - 2011

Web Developer & UX Lead

Digerati Studio Ltd 2005 - 2009

Front End Developer

EDUCATION

2002-2005

Bath Spa University

BA(Hons) Creative Music Technology
2:1

1996 - 2002

The Sandon School

4 A-Levels, 1 AS Level, 10 GCSEs

CONTACT

PHONE

+44 7966557002

EMAIL

robin@bobin.co.uk

ADDRESS

51 Goldington Avenue, Bedford

KEY SKILLS

- Champion of user-first design
- AI-Driven design strategy
- Setting & scaling product vision
- Building & mentoring high-performing teams
- Driving cross-functional alignment
- Influencing executive strategy

PORTFOLIO

www.bobin.co.uk

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