

QUIN ROBINSON

AGENTIC PRODUCT DESIGN & ENGINEERING

QUIN.ROBINSON@GMAIL.COM

DALLAS, TX

BIO

QUIN ROBINSON

Dallas, TX

I'm a product design leader with a track record of driving end-to-end design across complex, high-stakes environments — from future-vision concepts at John Deere to enterprise platform overhauls at Deloitte, Unisys, and FedEx.

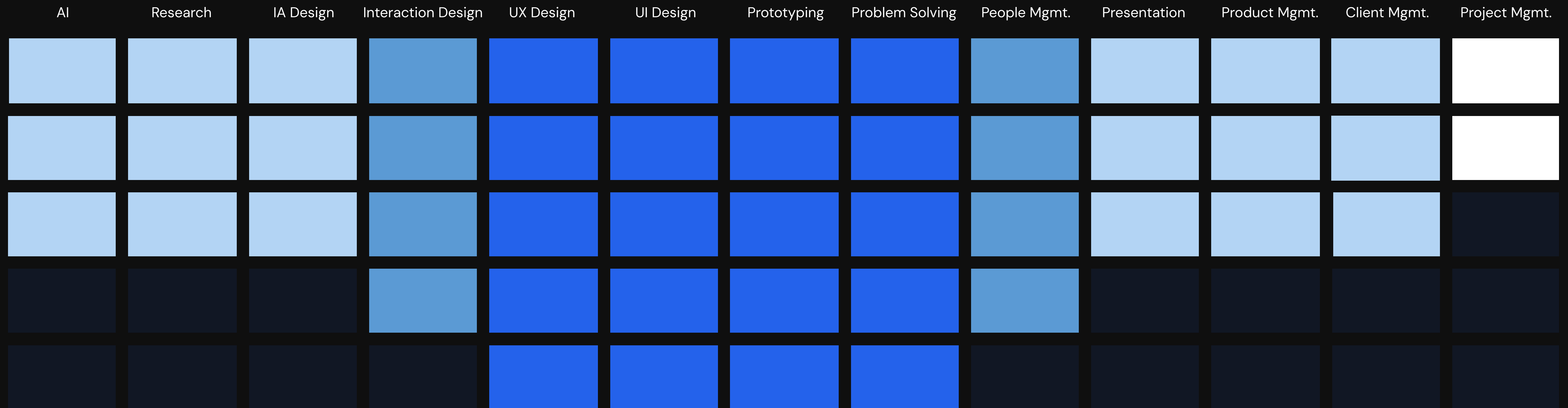
What makes my work distinct is the intersection of systems thinking and emerging technology. I design for AI-assisted and agentic products — making automated behavior legible, keeping users in control, and building experiences that hold up as AI takes on more of the work. I move between vision and execution, stakeholder alignment and hands-on prototyping, always with a focus on outcomes that matter to both users and the business.



SKILLS

CRAFT SKILLS

SOFT SKILLS



● Foundational ● Experienced ● Expert ● Thought Leader

TURNING STATS INTO A PLAYER'S DEVELOPMENT STORY

ROLE

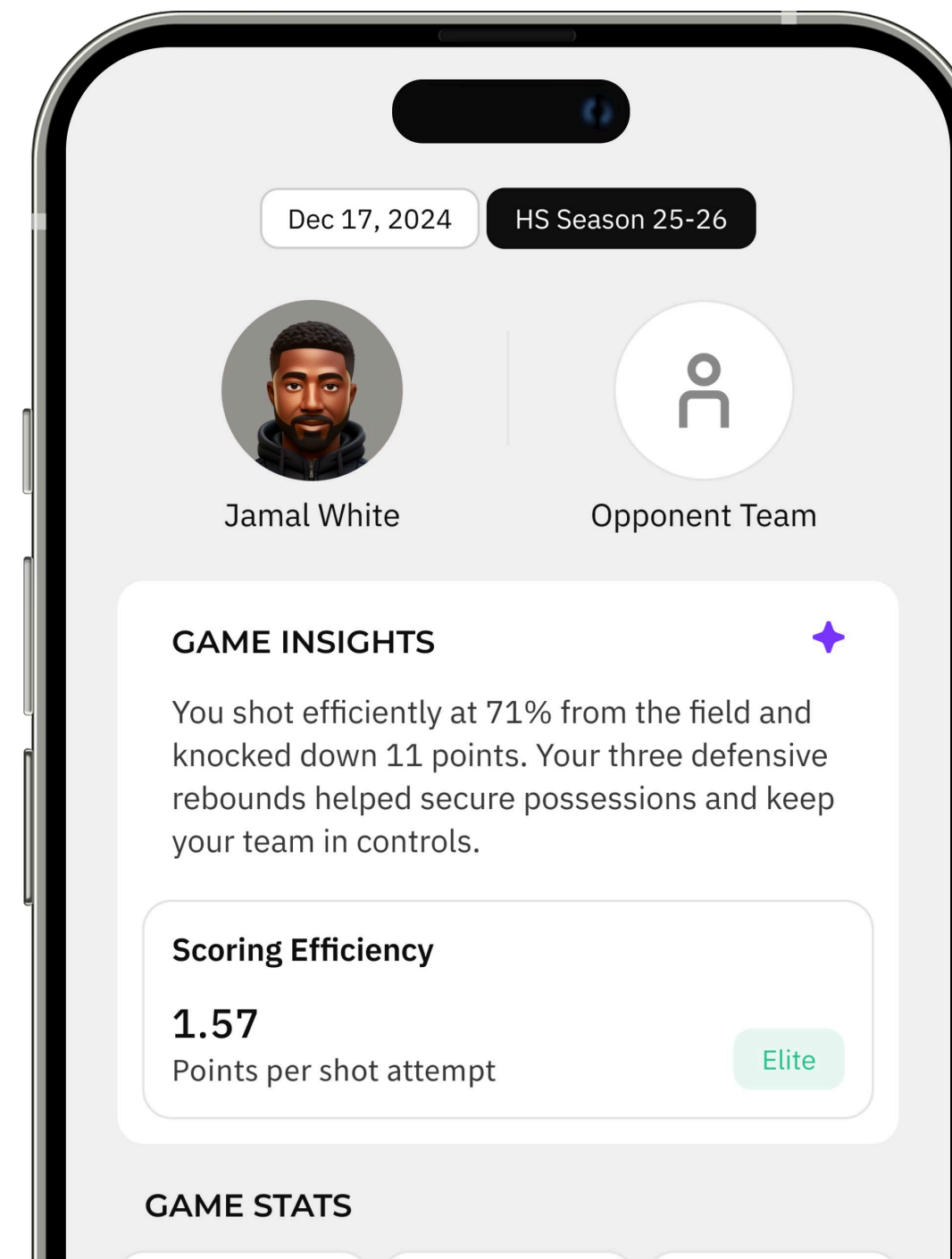
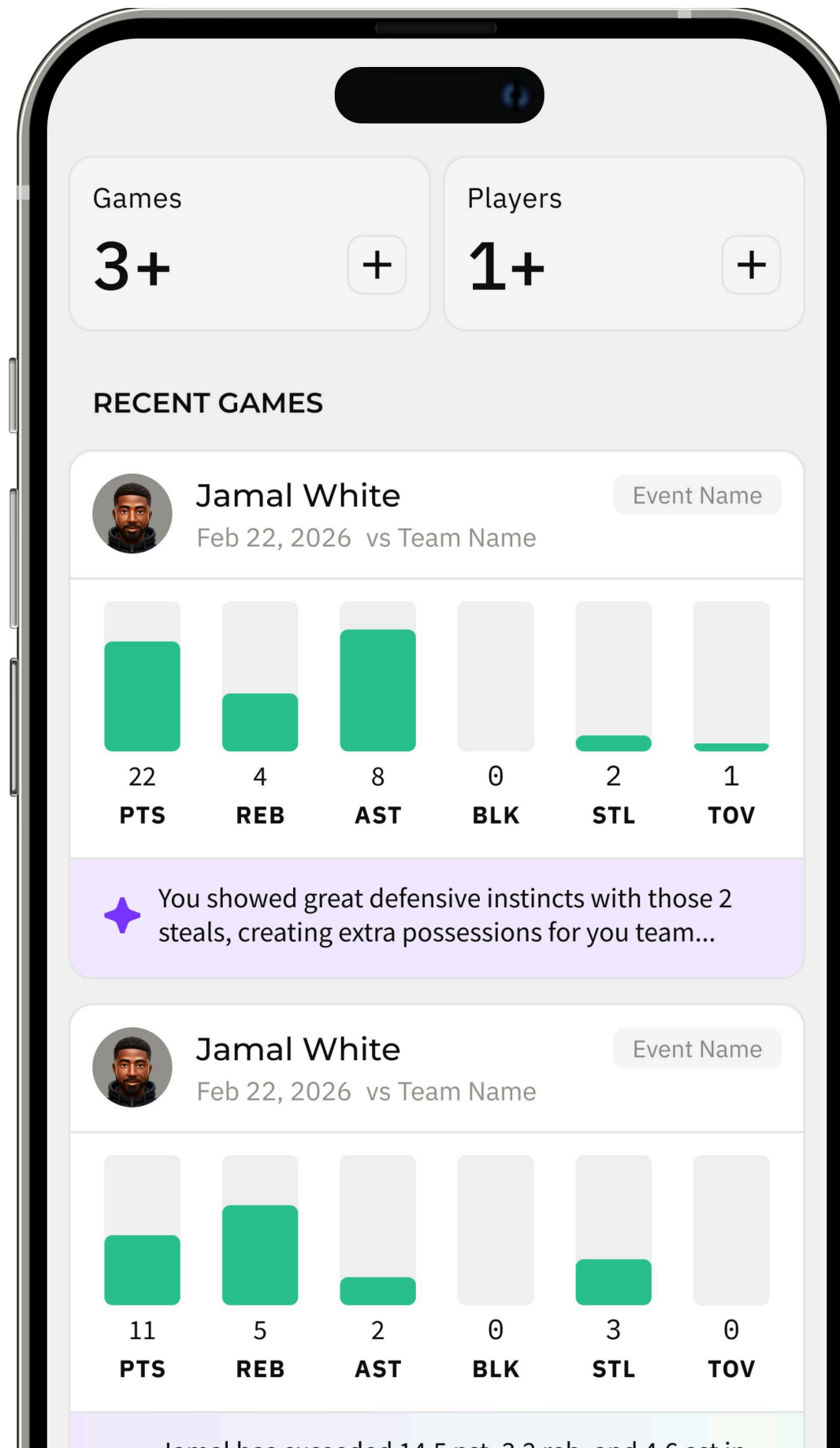
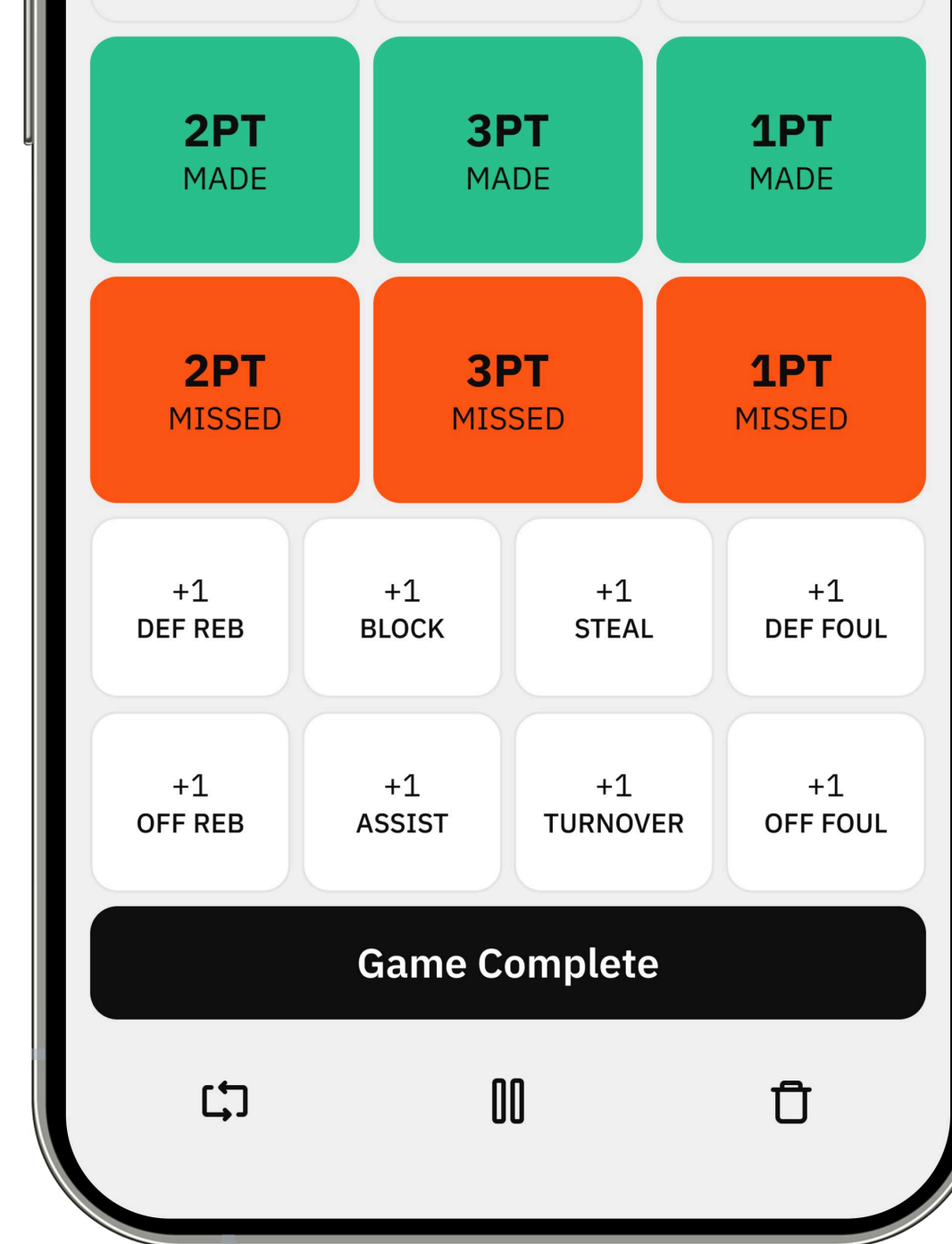
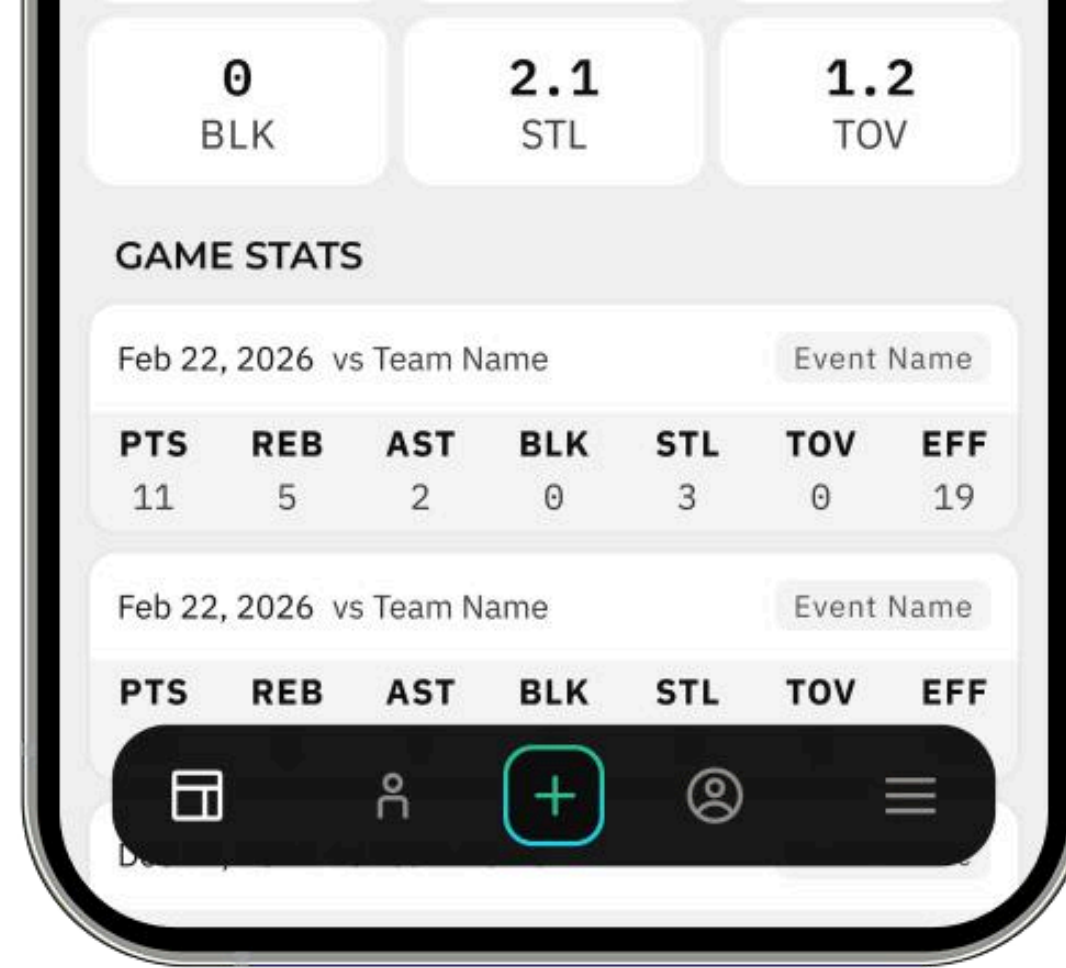
Designer & Developer — sole ownership

THE CHALLENGE

Parents of youth basketball players have no shortage of ways to track scores — but almost nothing that helps them understand what those numbers actually mean for their child's growth as a player. Without context, stats are just data. The challenge was building something that turns every logged game into a clear, encouraging signal for development.

THE APPROACH

Courtside IQ was built around one idea: development-first tracking. Every screen, metric, and insight is designed to connect numbers to growth. Core logic — PPSA, AST/TOV ratio, Effort + Disruption scores — was built from scratch in Dart with minimum data thresholds before ratings activate, ensuring parents only see meaningful signals. An AI insight engine layers narrative context on top, written in a warm, parent-friendly voice.



CLIENT IMPACT

Development-First Framing

Replaced raw stat logging with a language of growth — every metric connects to what a player is building, not just what they scored.

Meaningful Metrics, Not Just Numbers

Custom logic — PPSA, AST/TOV, Effort + Disruption — surfaces insights only when enough data exists to make a rating fair and useful.

AI Insights Logic + Agent

Game data powers warm, narrative insights written for parents — turning a performance into a conversation about a player's journey.

Live on App Store + Google Play

Actively iterated — from metric logic to screen redesigns — with a design system built to scale as the app grows.



2025 / Service Solution / Salesforce Enablement

BUILDING AN AI-READY KNOWLEDGE SYSTEM FOR FASTER, CLEARER ANSWERS

ROLE

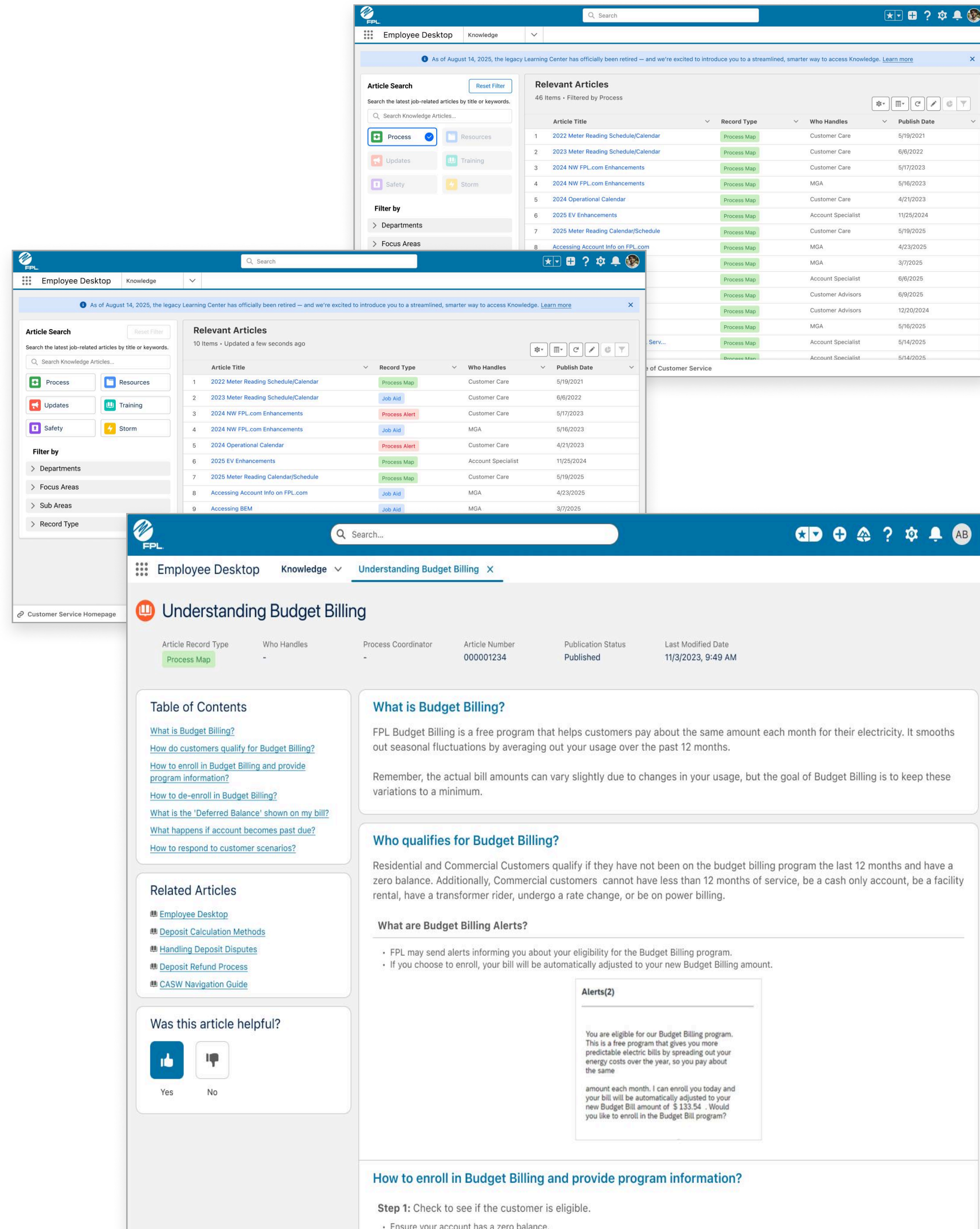
Senior Designer — sole designer, end-to-end ownership

THE CHALLENGE

FPL's Salesforce Knowledge base was the source of truth for field technicians and customer service teams — but it was hard to navigate on mobile, structured in ways that blocked findability, and formatted so AI couldn't reliably extract accurate answers from it. The result was slower resolution times and inconsistent information reaching customers.

THE APPROACH

I started with the Salesforce home page, running focused working sessions to define what “success” looked like for each user role, then iterated until the experience met those expectations. From there I shifted to the Knowledge articles themselves — co-writing AI-consumable content patterns, restructuring table logic into clear steps and key-value blocks, and tuning categories and metadata so both humans and AI could find the right answer faster.



CLIENT IMPACT

Faster Knowledge Answers

Role-aware landing and improved search cut time to the right article. Users get clear steps and policy context on the first try.

AI Consume-ability

Articles follow AI-friendly patterns, so models extract logic that used to be trapped in tables. Results include policy citations and plain-language explanations for consistent guidance.

Design to Scale

Standards, dashboards, and a lightweight import path keep quality high as the library grows. Key categories and persona mapping make new content easy to publish and easier to find.

REVOLUTIONIZING AFTER-SALES SERVICE BY ELEVATING THE DEALER AND CUSTOMER EXPERIENCE

ROLE

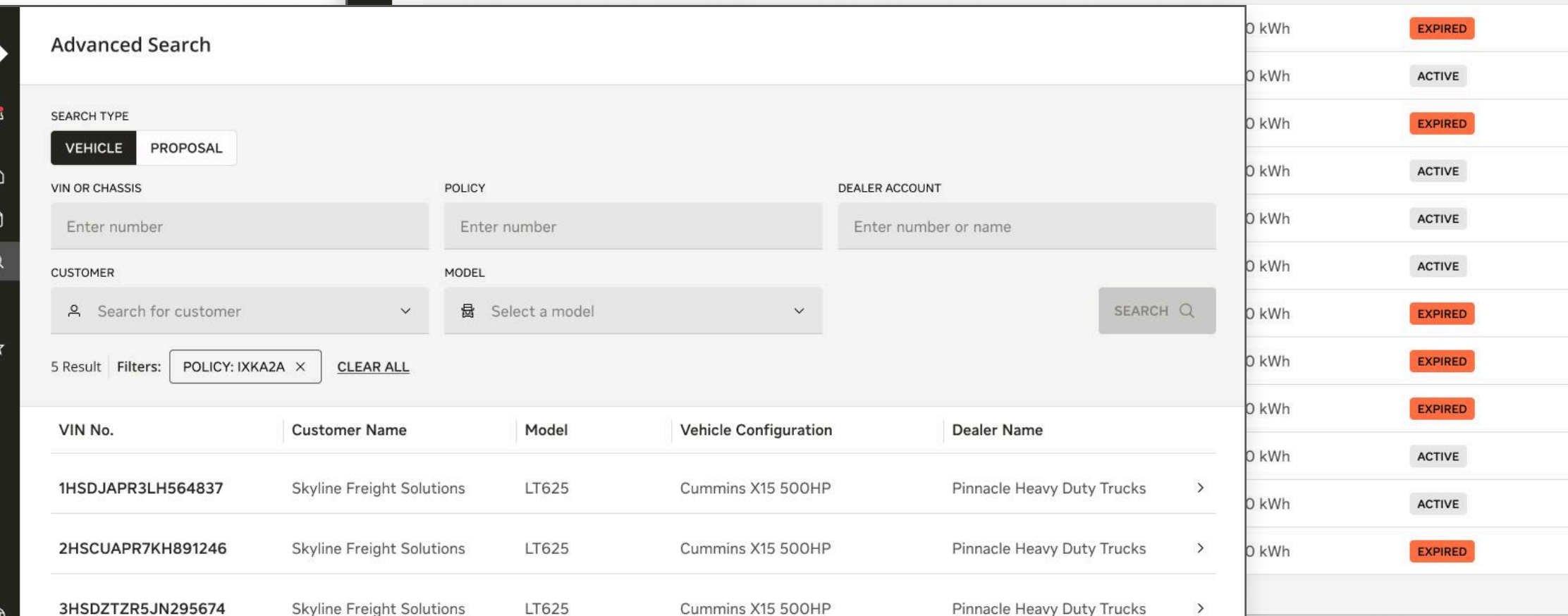
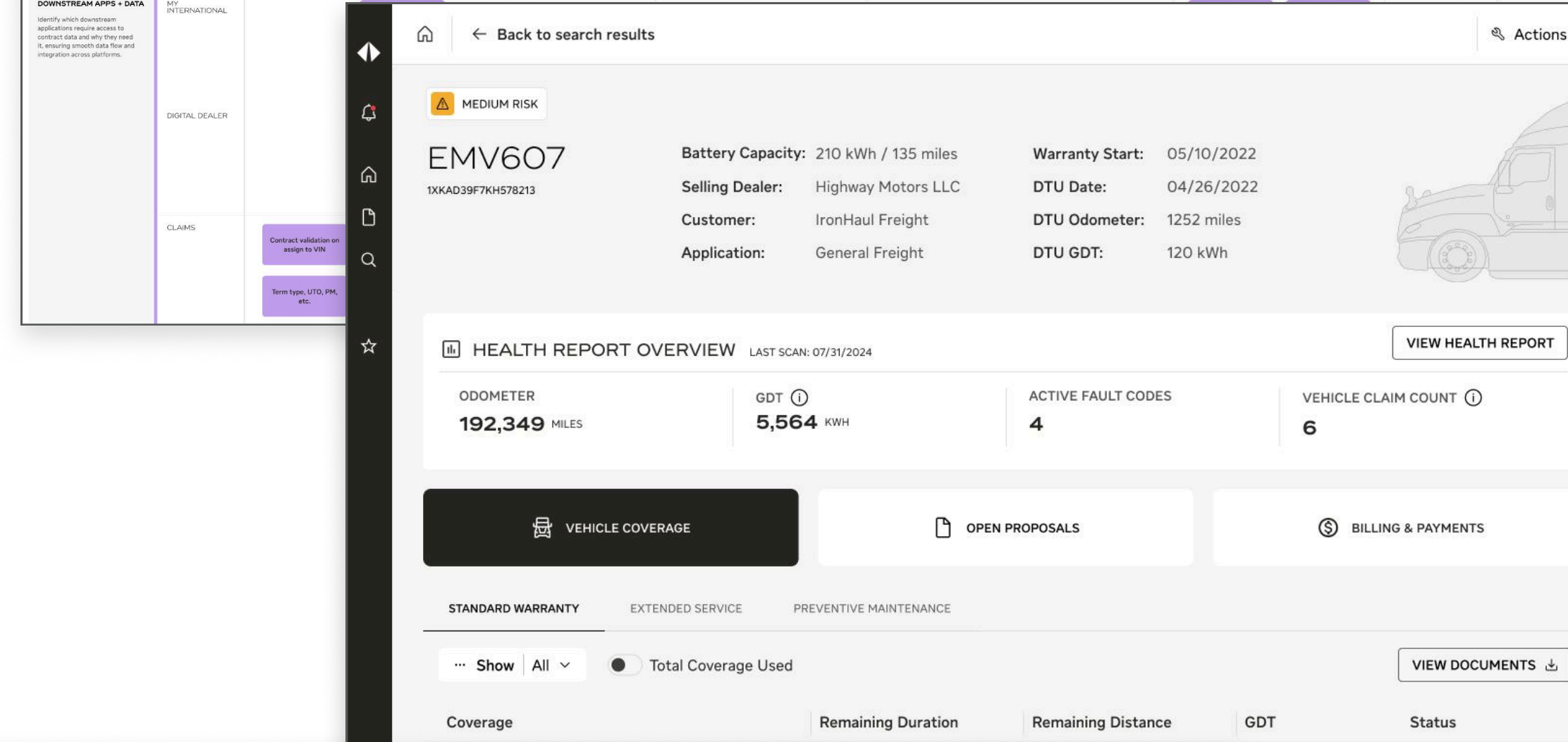
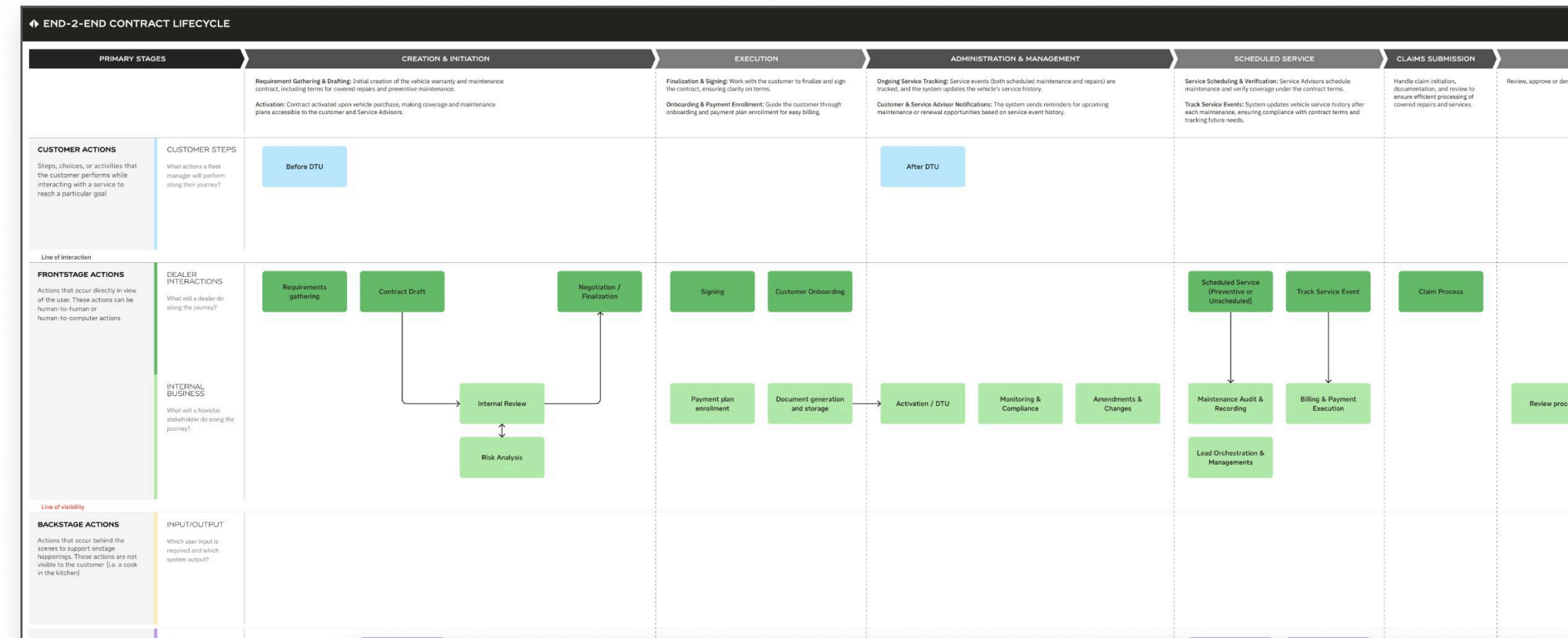
Senior Designer — sole designer, end-to-end ownership

THE CHALLENGE

Navistar is undertaking multiple initiatives to transform the dealer and customer after-sales service experience, specifically focusing on streamlining the Technician's Journey within Case Management and optimizing Contract Subscriptions. The challenge lies in ensuring that these transformations improve efficiency, enhance user experience, and meet the needs of both technicians and customers in a cohesive and scalable manner.

THE APPROACH

I worked alongside Navistar's internal design team as a strategic partner, reviewing in-progress design work, identifying gaps in the Technician's Journey and Contract Subscription flows, and helping align design decisions to business goals. The focus was on bringing structure and clarity to work that was already in motion.



CLIENT IMPACT

Improved Product Clarity

Translated complex business requirements into clear, user-centered designs that enhanced stakeholder understanding and confidence in product direction.

Enabled Strategic Alignment

Drove design consistency and alignment across product workstreams, fostering better collaboration and execution.

Increased Operational Efficiency

Streamlined workflows and digital experiences to reduce friction for end users and boost overall efficiency for client operations.



2023 / Residential Lawn Equipment / Future Vision

CREATING CONFIDENCE IN RESIDENTIAL LAWN EQUIPMENT MAINTENANCE AND LAWN CARE

ROLE

Senior Designer — sole designer, end-to-end ownership

THE CHALLENGE

Residential lawn equipment owners often struggle to know whether they're maintaining their equipment correctly or caring for their lawn effectively. John Deere was exploring a future product vision to address this — but needed a clear, compelling way to communicate what that could look like before it could move forward.

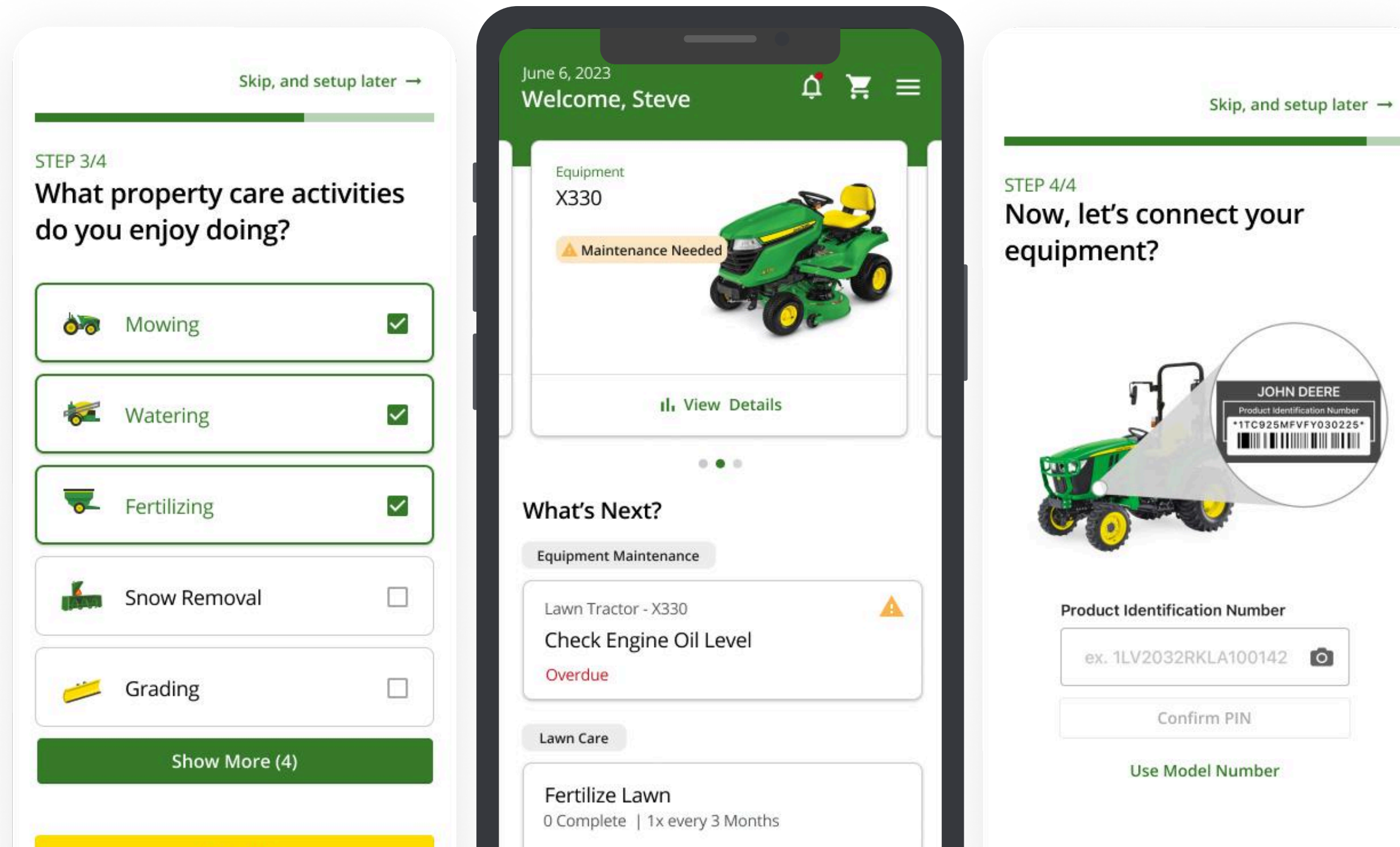
THE APPROACH

I translated the product team's vision into visuals that made an abstract concept tangible for leadership — mapping out the future user experience, identifying the moments where the product could build confidence, and presenting the concept in a way that made the opportunity clear and the direction worth investing in.

PAIN POINT	RECOMMENDATION	SEVERITY
1. Header image covers valuable real estate on the page	Adjust hierarchy to prioritize more important information. Update the header or footer with more branded visuals (i.e., logo)	2
2. Info carousel below the header image feel tertiary	Increase visibility and call-to-action	2
3. Goal of app / Page hierarchy	1. Make prioritize actions / pathway clearer (i.e., plan mow or view equipment details/required maintenance) 2. Equipment/Mow Now 3. Mow History/Weather	3
4. The weather visual doesn't make it clear when I should mow		
5. Menu icon unexpected and Season icon doesn't align with the expected content		

SEVERITY RATING
1 = Cosmetic problem only; fix if time is available
2 = Minor usability problem; fixing this should be given low priority
3 = Major usability problem; important to fix, given high priority

MOWER PLUS	TRACTOR PLUS	EQUIPMENT MOBILE
<p>The app's home screen provides a positive first impression with its clean, user-friendly and easy-to-understand visuals.</p> <p>Advantages</p> <ul style="list-style-type: none"> A visually appealing and user-friendly home screen can help increase chances of continuing using an app. Accurate visual of mower tracking data. This can help to improve appearance of healthy lawn, ensuring all areas have been mowed. Accurate data and visual of equipment usage status. This can provide valuable insights into the performance of mowers, allowing users to identify issues or areas for improvements. <p>Disadvantages</p> <ul style="list-style-type: none"> User may struggle to find information or features they need, leading to incorrect use of the app. Lacks the ability to manage mower equipment. 	<p>Users can quickly navigate to equipment details, maintenance task, and other resources, making it a valuable tool for user to find what they need quickly.</p> <p>Advantages</p> <ul style="list-style-type: none"> Identifying equipment details, maintenance insights, and other resources. User can ensure that they are using it correctly and maintaining it properly, extending the lifespan of equipment and prevent repair cost. Maintenance task and future intervals. By accurately tracking usage and providing alerts when maintenance is due, user can proactively ensure that their equipment is always in good working order. <p>Disadvantages</p> <ul style="list-style-type: none"> Needs improvement with content hierarchy and user flow leading to confusion. Lack of clarity on ordering parts for maintenance task. 	<p>The app's navigation is logically organized allowing users to quickly check the connection status of their equipment and perform necessary actions.</p> <p>Advantages</p> <ul style="list-style-type: none"> Managing multiple mowers and connected devices from one app. This adds efficiency, convenience, and effectiveness. <p>Disadvantages</p> <ul style="list-style-type: none"> Effectively using the app to manage equipment usage and maintenance.



CLIENT IMPACT

Validated a Vision of the Future

Created a clear visual strategy to articulate John Deere's long-term vision for lawn care, aligning innovation with business goals and providing a foundation for future product development.

Identified a New Opportunity

Used early testing, POCs, and user research to reduce risk and uncover unmet customer needs, revealing new opportunities to deliver a differentiated and user-centered experience.

Gained the Organization's Support

Demonstrated value through validated concepts and a clear roadmap, increasing stakeholder confidence and securing support and funding for future initiatives.



22020 / Stealth™ Security Dashboard / UX/UI Design

REIMAGINING THE SECURITY PLATFORM AND MONITORING VISUALIZATION

ROLE

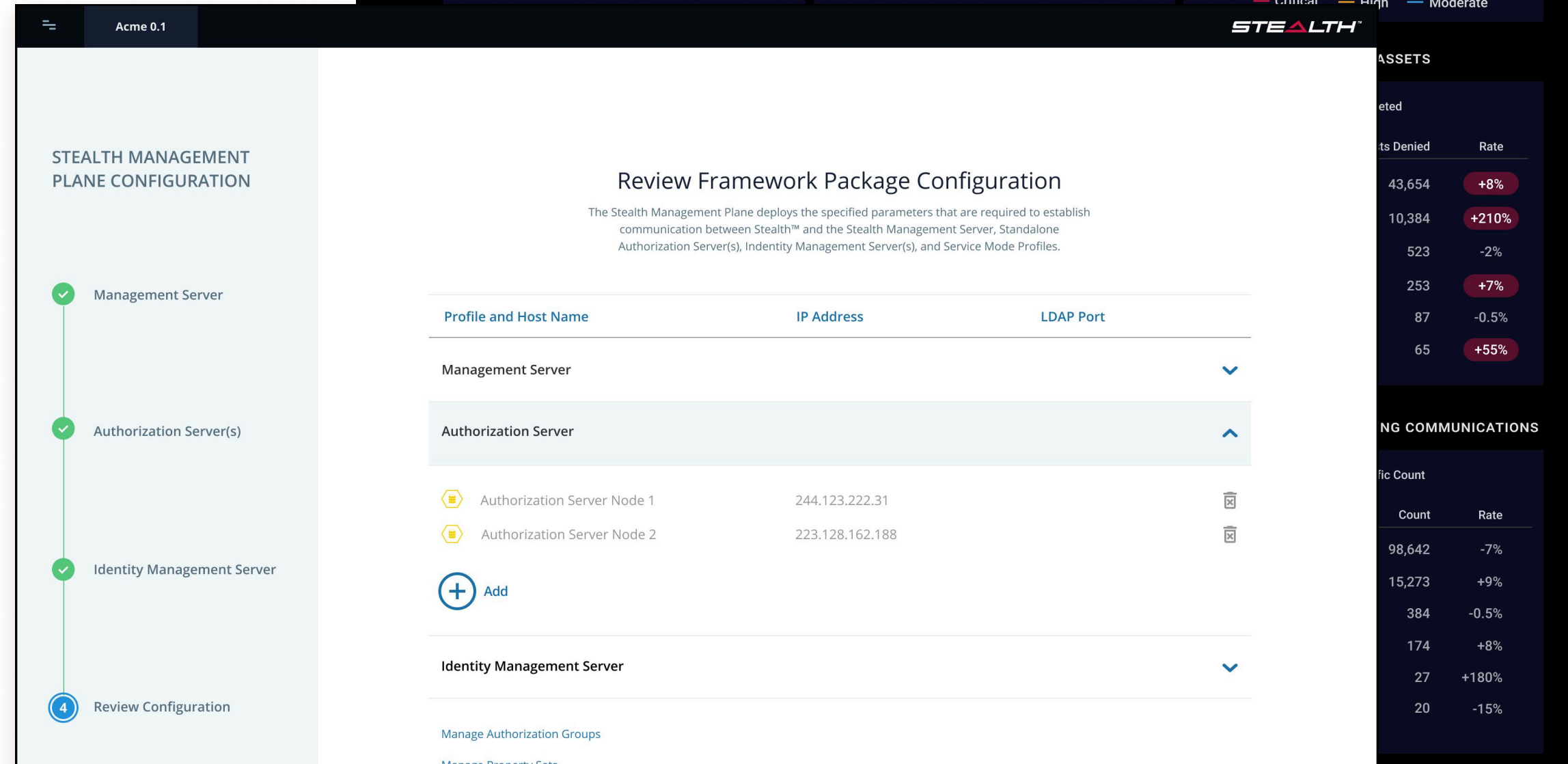
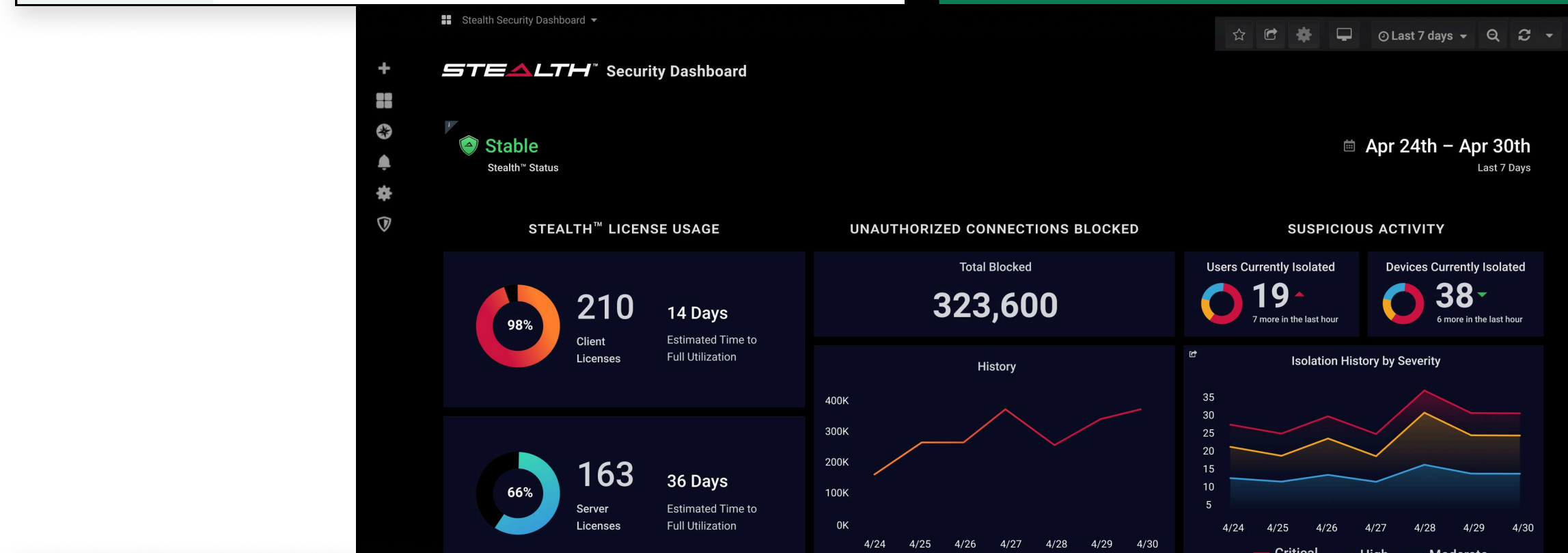
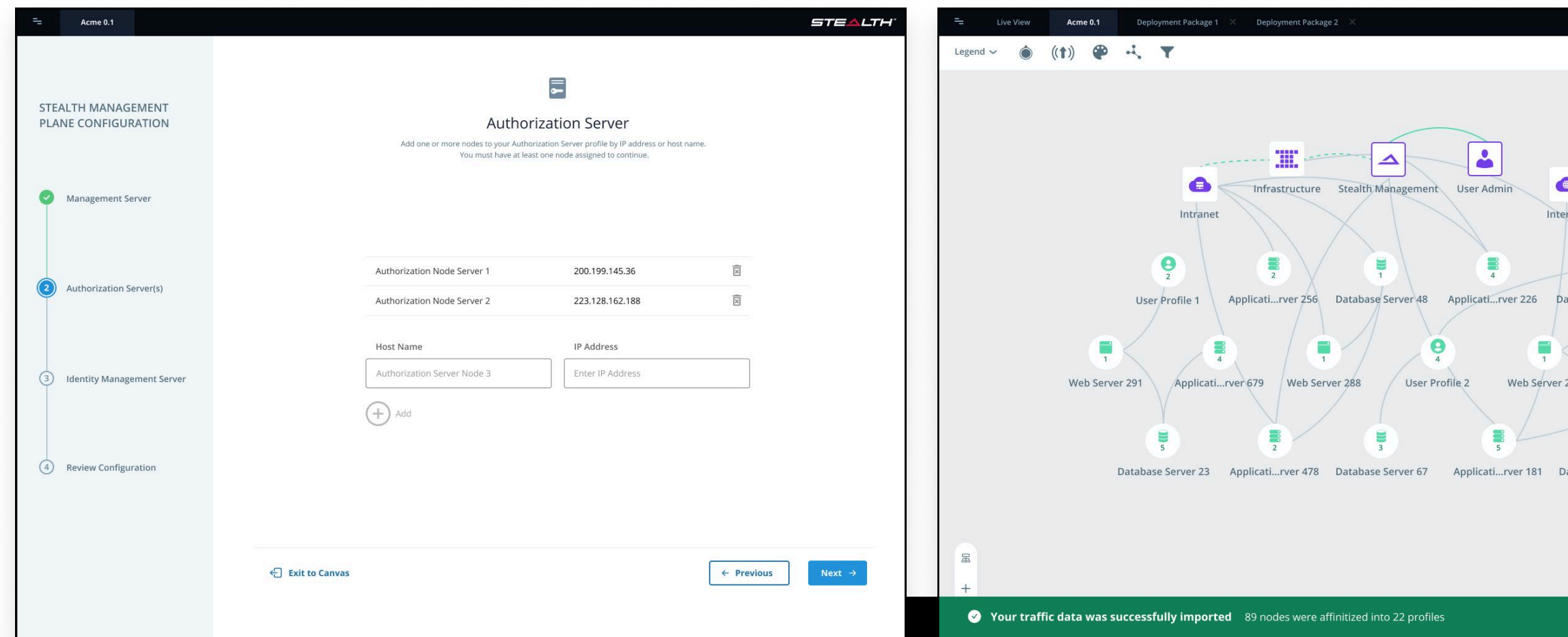
Design Lead

THE CHALLENGE

Unisys needed to reimagine the Stealth security platform from the ground up — an experience that security teams found opaque and difficult to configure. The Aware control plane and Security Dashboard were being used by administrators who needed confidence in what the system was doing and clear control over how it behaved.

THE APPROACH

I led a two-phase effort: discovery to understand how administrators actually used Aware and what trust and control looked like in practice, followed by rapid design cycles targeting the Security Dashboard and control plane configuration. The agentic design challenge was making system behavior readable and interruptible — so users stayed in control even as Stealth automated decisions on their behalf.



CLIENT IMPACT

200% Increase in Competitive Features

Introduced new features and intelligent wizards that significantly expanded the platform's capabilities, giving the client a strong competitive edge in the threat mitigation market.

30% Increase in Customer Conversions

Refined user flows and aligned the dashboard with client needs, driving greater user adoption and satisfaction—resulting in a measurable increase in conversions and new deal closures.

80% Increase in Usability Score

Streamlined design based on early wireframe testing and POC validation led to improved clarity, faster task completion, and higher user satisfaction, boosting the usability score from 62.5 to 80.



2020 / Print On Demand / UX/UI Design

UNIFYING A FRAGMENTED PRODUCT EXPERIENCE ACROSS RETAIL AND COMMERCIAL

ROLE

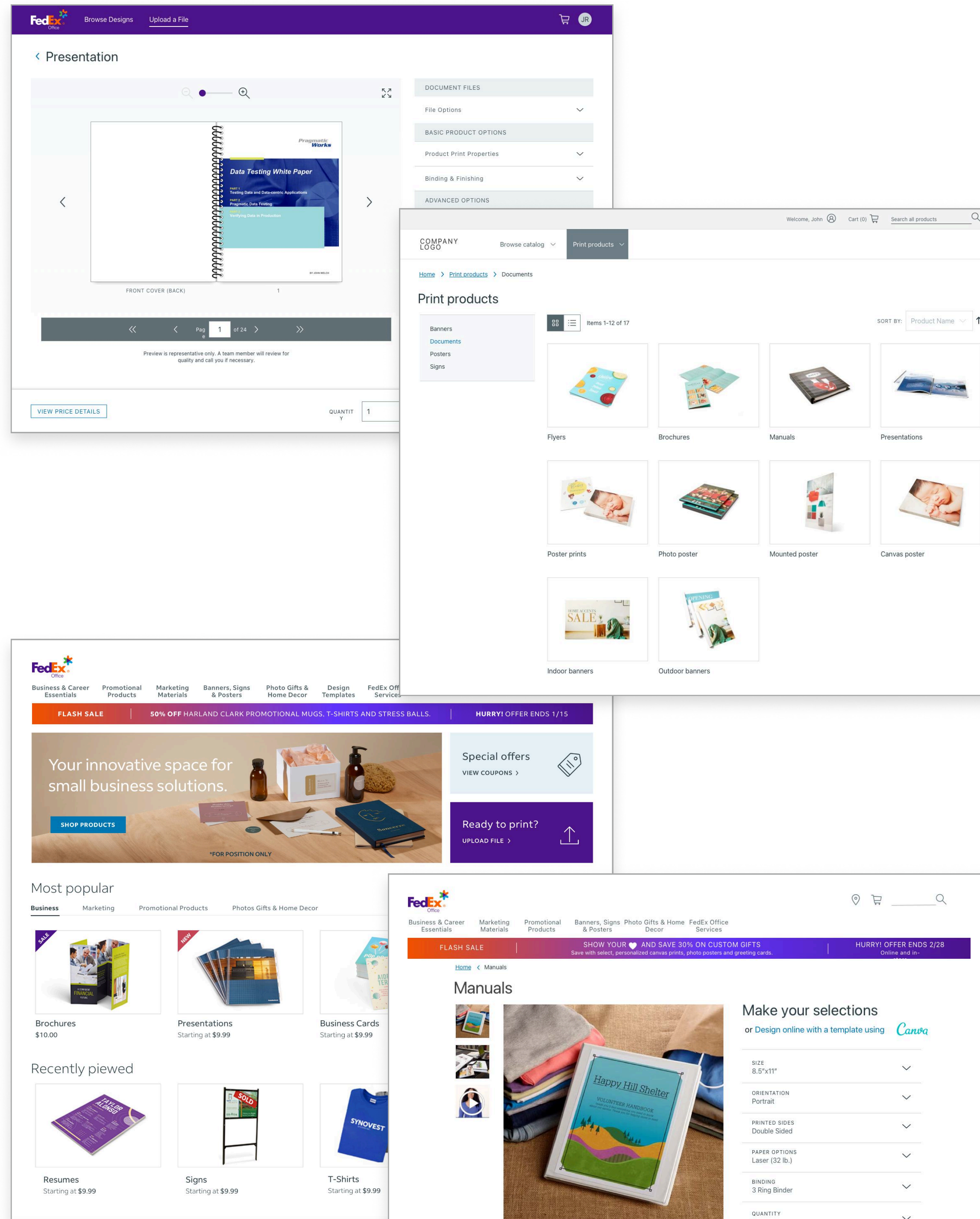
Design Lead

THE CHALLENGE

FedEx Office was running simultaneous modernization work across retail and commercial product lines, each with its own backlog and design debt. Teams were moving fast without shared patterns or a unified direction, which meant the customer experience was at risk of fragmenting as features shipped independently.

THE APPROACH

I embedded across pods as design lead, setting direction and standards while staying hands-on with active product work. I defined shared interaction patterns, established what good looked like across the product system, and worked directly with teams to close the consistency gap before it reached customers.



CLIENT IMPACT

1.1+ Million Monthly Visitors

Improved user experience led to increased engagement, supporting FedEx Office's growth toward 2M monthly site visits.

4 Retired Legacy Products

Streamlined the platform by replacing outdated tools, reducing complexity and operational overhead.

Enhanced Team Collaboration

Aligned teams and vendors under one process, enabling smoother execution and faster delivery.



2019 / GAIN 3.0 / Future Vision

REDESIGNING A 12-YEAR-OLD ENTERPRISE PLATFORM FOR THE NEXT DECADE OF GROWTH

ROLE

Design Lead

THE CHALLENGE

Deloitte's GAIN platform had been the backbone of global incentive management for over a decade — but it was built in a different era. Complex to implement, opaque to administer, and inflexible for modern client needs, it was costing Deloitte time and deals. The challenge was reimagining it from the ground up: simpler to onboard, transparent in its logic, and configurable enough to serve clients of any size.

THE APPROACH

I led the design vision for GAIN 3.0, starting with a deep audit of the existing platform to understand where complexity and rigidity were costing Deloitte clients. From there I defined the future-state experience and worked through design cycles to validate it — with a focus on configurability, transparency, and a foundation that could scale to clients of any size.

CLIENT IMPACT

15% Annual Revenue Growth

Strategic product enhancements positioned the platform for sustained financial growth, with projections increasing from 8% to over 15% annually.

127% Increase in Customers

Platform scalability and targeted improvements enabled rapid expansion, supporting the onboarding of 150+ new clients by 2027.

75% Decrease in Onboarding Time

User research informed streamlined workflows, reducing customer onboarding from 30 days to under a week.