

# QUIN ROBINSON

SENIOR PRODUCT DESIGNER

(972) 365-5316 | quinrobinson@gmail.com | Dallas, TX | linkedin.com/in/quinrobinson/

## PROFILE

Quin Robinson is a Senior Product Designer with 12 years of experience spanning agency and enterprise environments. His work spans automotive, healthcare, energy, and retail, with a consistent focus on translating complex systems into experiences that are clear, useful, and built to last. He moves fluidly between vision-level thinking and pixel-level execution, and is actively reshaping his practice around agentic product design — the emerging discipline of designing experiences where intelligent systems act on behalf of users, and where trust, transparency, and human control are the primary design constraints.

## SKILLS

- UX / UI Design
- Prototyping
- Design Systems
- Visual Design
- User Research
- Usability Testing
- Design Thinking
- Service Design
- Figma
- Sketch
- Adobe Creative Suite
- Design Engineering (Claude Code, Figma MCP)

## AREAS OF FOCUS

**Agentic Product Design** — Structuring experiences and content so AI can reason over them accurately, and designing the human-facing layer that keeps users in confident control when systems act on their behalf.

## EXPERIENCE

### Senior Product Designer — IBM (formerly Dialixa)

Feb 2025 – Present

- Designed a mobile-friendly Salesforce Knowledge experience for FPL Group, enabling every role, including non-Salesforce viewers, to find, navigate, and act on critical utility policies across a large-scale platform.
- Co-developed AI-consumable content patterns for the Knowledge base, converting table logic into structured steps and key-value blocks, and tuning categories and metadata so AI agents could search, extract logic, and explain policies accurately.
- Ran iterative working sessions to define success criteria and validate designs against both human findability and AI reasoning requirements, an early example of designing for human and agent audiences simultaneously.
- Led a 5-week AI Maturity Assessment of AskGartner for IBM Consulting, conducting structured interviews with VP-level leaders across product, engineering, data science, and UX to evaluate experience quality, team topology, and operational readiness across 7 maturity paradigms.
- Synthesized findings from 12 client interviews, 328 survey responses, and product analytics to surface experience gaps — not model accuracy — as the primary risk, identifying that clients were comparing AskGartner unfavorably to ChatGPT and Copilot on memory, query refinement, and workflow integration.
- Co-developed a phased roadmap grounded in research synthesis, maturity scoring, and FinOps constraints, establishing governance, data architecture, agentic acceleration, and cost visibility as the four strategic pillars for evolving AskGartner toward enterprise-grade capability.

**Dialixa** acquired by IBM, 2022

Dec 2018 – Feb 2025 · 6 yrs 3 mos

### Manager, Product Design

Jun 2022 – Feb 2025

- Managed design workstreams across multiple concurrent client engagements, overseeing quality, delivery, and team direction.
- Led UX design for Navistar International's commercial vehicle digital products, defining user flows and interface standards across connected fleet platforms.

- Designed precision agriculture tools for John Deere, balancing complex operational data with interfaces built for real-world field conditions.
- Conducted stakeholder workshops and design reviews to align product direction across engineering and business teams.

### Senior Product Designer

Dec 2019 – May 2022

- Drove a multi-year platform transformation for FedEx Office, leading from vision and strategy through component-level design system work and final UI execution.
- Guided a platform-level brand transition, establishing new design system components, interaction patterns, and contribution standards.
- Facilitated design thinking workshops and stakeholder alignment sessions across engineering, product, and executive audiences.
- Defined future-state experience vision for Unisys enterprise software, delivering wireframes, prototypes, and journey maps.

### Product Designer

Dec 2018 – Dec 2019

- Led discovery and design sprints for Deloitte consulting engagements, synthesizing research into actionable experience strategies and concept prototypes.
- Designed healthcare distribution interfaces for AmerisourceBergen, focusing on usability within complex pharmaceutical supply chain workflows.

## Ansira Formerly SQ1

Jun 2016 – Nov 2018 · 2 yrs 6 mos

### Associate Creative Director

Jun 2016 – Nov 2018

- Led creative and UX direction for digital marketing engagements across national brand clients, overseeing concept development, information architecture, and interaction design.
- Collaborated with strategy and account teams to translate brand briefs into digital experiences across web, mobile, and campaign platforms.

## SQ1 acquired by Ansira, 2016

Jun 2011 – Jun 2016 · 5 yrs

### Senior Art Director / Art Director / Interactive Designer

Jun 2011 – Jun 2016

- Progressed through three roles over five years at a Dallas-based digital agency, leading interactive design and creative direction for consumer and B2B clients.
- Developed concepts, information architecture, and visual systems across web and digital campaign work.

## EDUCATION

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### BS, Web Design & Interactive Media

The Art Institute, 2005

## CERTIFICATIONS

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IBM Design Thinking Practitioner