

ROBIN NEWMAN



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PROFILE

Senior product designer and UX researcher with 15+ years designing SaaS and digital products, from enterprise scheduling, workforce, and payroll tools at Infor to digital journalism at The New York Times, Fortune 500 work for Google and UPS at Huge. I pair deep research with hands-on craft and ship in production. As a founder, I built and scaled an educational game and product from zero to 30,000+ users on \$800k in grant funding, so I understand the small business owners that financial tools are built to serve. I am looking to bring my expertise to a team building for people, not just transactions, to deliver high-impact products at scale.

PROFESSIONAL EXPERIENCE

SENIOR USABILITY ANALYST - INFOR

OCT 2024 - SEPT 2025

Toronto, Canada (Remote)

- Designed and researched SaaS HR products for large enterprises across healthcare, retail, logistics, and public sectors, supporting multimillion-dollar sales pipelines.
- Led the first unified employee UX audit end to end (user interviews, prototyping, and a baseline usability findings report), partnering with business analysts, engineers, and product directors, and was part of the team that shipped the improvements.
- Redesigned the Task Manager for scheduling and daily workforce operations, including nurse staffing, patient assignments, and shift scheduling.
- Designed a new Approve Time Off workflow that simplified employee requests and manager approvals across multiple industries.
- Contributed to payroll experiences and audits supporting Canadian and US filing compliance.
- Enhanced geofencing with flexible, polygon-based area detection for field-based work.

FOUNDER AND DIGITAL PRODUCT OWNER - STUDIO JAYNE

OCT 2021 - NOV 2024

Toronto, Canada (Hybrid)

- Founder and product owner who took a digital product (Likely Story, an educational game for teen health and safety) from zero to 30,000+ learners and 500 educators in two years, shipping single-player, multiplayer, and educational formats. Recognized for social impact: ranked top five globally at the [Webby Awards](#) (top 10% in Social Impact) and earned a [Silver Anthem Award](#).
- Led research and design end to end, from discovery through launch and post-launch evaluation, and built data analytics, KPI tracking, and WCAG accessibility standards into the product.
- Secured and managed over \$800,000 in grant funding and NGO partnerships, and hired and led 20+ contractors across time zones, ensuring a trauma-informed approach.
- Applied mixed-methods research throughout development with pre- and post-game evaluation. Measured impact: a 9% increase in target behaviours, 92% of players reported they felt comfortable enough to respond honestly during gameplay, 67% of players reporting high enjoyment, and 42% learning something new about unhealthy relationships.
- Assumed full ownership of Studio Jayne Inc in 2021 with a key focus on developing and scaling [Likely Story Game](#), a digital educational game to equip teens with sexual health education, consent and prevent sex trafficking.
- With an eye towards national impact, successfully expanded the user base by integrating distribution in annual conferences and recurring school workshops within public, private and catholic schools across GTA and the Durham Region and internationally.

LEAD RESEARCH AT THE NEW YORK TIMES **New York (HYBRID)**

MAR 2018 - OCT 2024

- Managed strategic research across multiple platforms (website, apps, games) to guide product decisions, including AI ethics and usage in digital product development.
- Led research and design on subscriber account and payment flows end to end, from sign-up through billing, partnering with product and engineering.
- Researched and improved multi-channel customer care systems, combining agent interviews with service data to close gaps in issue routing, resolution, and feedback.
- Led week-long and multi-week user sprints: interviews, discussion guides, and synthesized insights on subscriber and non-subscriber audiences.
- Implemented a user-centered design strategy with product stakeholders and editorial staff, using participatory design, diary studies, and usability testing.

INTERACTION DESIGNER & RESEARCH LEAD AT HUGE

OCT 2015-FEB 2018

New York and Atlanta

- Selected among 300+ applicants for an intensive UX training program in 2015 which advanced to a full-time UX design role.
- Led UX design and research for major clients including Google, Medicare and Medicaid, UPS, employing usability testing, research, wireframing and prototyping; resulted in improved user engagement and increased customer satisfaction.
- Designed digital strategies and interactive solutions at a global creative company, driving product transformation through data intelligence.
- Developed and launched the first-ever Huge IMPACT sprint for social impact in Atlanta, in partnership with organizations like the FBI and the Carter Center, resulting in a company-wide hackathon.

PAST ROLES

- Freelance UX Research and Design for companies including Method Collective to understand needs for The Remix Project, The New York Times, Independent Business Consultants such as Daphne Hemily to redesign a business site, First General Services where I led the transformation of their North American operations manual, Artrendex.com to define application use for their robust Image-reading LLM which was at the forefront of AI product generation.
- Communications Strategy Intern AT REBOOT; improved communications through research, news monitoring, events, social media. Managed 10+ internal and external events with cross-functional teams, improving company-wide communication. Supported research on Mexico Innovation Lab in Governance and mobile development project with USAID. | New York Mar 2014 - Aug 2014
- Design Strategist and Workshop Facilitator | The US State Department's Innovation Forum and 'Accelerating Access to Clean Energy Around the World' workshop 2016-17 | San Francisco
- Sustainability and Lead Events Coordinator, Not Far From The Tree 2013-2015 | Toronto
- Lead Researcher, My Sustainable Canada 2012 | Toronto
- Global Trip Leader, Operation Groundswell 2013 | Guatemala
- Health Researcher, Swayam Shikshan Prayog (SSP) 2010 | India, Osmanabad

EDUCATION

IVEY BUSINESS SCHOOL | LONDON, ONTARIO
Executive MBA Candidate, Class of 2026

MFA SCHOOL OF VISUAL ARTS | NEW YORK
Design for Social Impact

BA YORK UNIVERSITY | TORONTO
Comparative Religion
Environmental and Community Arts Certificate

CONCORDIA UNIVERSITY | MONTREAL
Psychology and Comparative Religion

AWARDS

- Anthem Awards, Silver - Likely Story (2021, 2023), for responsible technology and human and civil rights.
- Webby Honoree - Likely Story, Best Public Service, Activism, and Social Impact Games (2021, 2023).
- \$20,000 Sappi Ideas That Matter Grant to develop a card game with ECPAT USA, "Say No More," 2014.
- Women in Toys, nominated, Social Responsibility category, 2019.
- Metcalf Foundation, "Leader in the Field," 2010.

VOLUNTEER

- Red Cross Covid-19 Support & Queen Elizabeth Hospital Volunteer. 2021-22
- Bridge To Health, Kenya. Supported Implementation of first ever health Electronic Medical Record system. 2020
- Guest Lecturer and UX Design Critic Parsons, MICA, and George Washington University. 2019-2021
- Keynote Speaker, United Nations Student Conference on Human Rights. 2018
- Speaker for General Assembly "UX Good Bad & Ugly. 2015

TRAINING

- Scrum Alliance Certified Product Owner Training | 2023
- The Forum - 2 Day Pitch Training | 2023
- Rare Google Leadership Program Google | 2022
- Women In Business Grow Now Accelerator Program for Women-led early-stage tech startups in Canada | 2022
- Ethnographic Research & Methods Certificate Columbia University | New York
- Louder Than Ten Digital Project Management Certificate 2021
- Reforge Online Training in Growth and Acquisition | 2019