

MUBBY ROBYN

Senior Service Designer. Discovery, Systems Thinking and Design Strategy

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Full right to work in the UK | BPSS eligible | Available immediately | Open to hybrid working at Harwell

PROFILE

Senior Service Designer with 7+ years leading early-stage discovery and service strategy in technical and regulated environments: healthcare (NHS via Oracle Health), defence (UK Army), national digital banking, and hardware, data and AI products. My strongest work happens before a solution is on the table, which means framing ambiguous, multi-stakeholder problems, deciding what needs to be known before decisions are made, and turning research into service blueprints, system maps and prototypes that senior people can act on. Trained as an industrial designer, I work comfortably with engineers, data, compliance and policy specialists without needing to be the expert in the room. I have also founded and shipped my own products, and coached 400+ founders and start-ups to shape and validate their propositions, operating models and roadmaps.

KEY ACHIEVEMENTS

- **Stalled programme to showcase in 4 weeks:** designed and ran one Lightning Decision Jam that aligned 10+ clinical, sales, marketing and engineering leaders at Oracle Health in under 2 hours, moving a multi-million-pound innovation programme from "concept on hold" to an operational showcase.
- **Founded a product inside a bank:** pitched, led and shipped Bridgee (usebridgee.com) from idea to board-approved MVP at Wema Bank, playing both service designer (fit with the bank ecosystem, UCD research) and product manager, then built and handed over the scale-up team.
- **Comprehension from 31% to 87%:** used teach-back testing with low-literacy and low-digital-confidence users to redesign a financial inclusion service, meeting WCAG 2.2 AA with AAA where reachable across core flows.
- **Churn down 83%:** led a service redesign that cut annual customer churn from around 300,000 to around 50,000 across a base of roughly 3 million customers.
- **Start-up and proposition support at scale:** built and led the Hackaholics programme (hackaholics.wemabank.com), coaching 400+ founders and early-career innovators through problem framing, proposition validation and roadmapping; several went on to secure funding and grants.

PROFESSIONAL EXPERIENCE

Independent Service Designer and Founder

Apr 2026 to Present

Accent Studio and independent ventures. UK (remote)

- Founded Accent Studio (accentstudio.io), a service that pays native speakers of under-represented African languages to improvise scenes, producing consented, verified voice data for AI labs. Designed the end-to-end service for two user groups (contributors and lab buyers), covering consent, PII redaction, quality verification, payouts and appeals.
- Shaped the commercial proposition and operating model, including pilot corpus, standing subscription, custom commission and aligned corpus tiers, and built tangible demos ("Hear the gap", market-reach comparison) so buyers could see the value before committing.
- Designed and built Do I Need AI (doineedai.co.uk), a diagnostic that helps small businesses decide where AI genuinely creates value and tells them when it does not.
- Designed, built and shipped wecalledit.app end to end on my own, AI-natively, as a working live product.

Senior Service Designer and Programme Manager

Jun 2025 to Mar 2026

Oracle, Oracle Industry Lab. Reading, UK (fixed-term contract)

- Led end-to-end discovery for Oracle Health's innovation lab after the Cerner acquisition, starting without a defined brief. Defined the research strategy, including a failure analysis of IBM Watson Health and benchmarking of the Mayo Clinic co-creation model, which reframed the lab from a "showroom" into a "living lab" tied to real clinical workflows and commercial return.
- Designed and facilitated the executive decision workshop (silent ideation, How Might We framing, impact versus effort prioritisation) that produced five prioritised innovation domains and a governance model.
- Produced service blueprints mapping patient and clinician actions against back-stage data handovers across wearables, cloud and clinical systems, surfacing where handovers fail. The resulting patient journey became the lab's lead demonstration for visiting health leaders.
- Mapped end-to-end journeys and ecosystems across NHS and UK Army digital services (Identity and Access Management, Endpoint, Collaboration), translating technical analysis into prioritised recommendations for senior sponsors, engineers and compliance leads.
- Built the business case and stakeholder consensus to secure approval and resourcing, then led discovery scoping for the next phase (genomics integration) through quarterly scope reviews with product and engineering.
- Raised design maturity across the lab: created a shared service design toolkit and templates for a 13-person design community, set up a cross-functional lab committee, and established ResearchOps and DesignOps ways of working, cutting design sign-off times by 30%.

Head of Service Innovation and Lab Manager

Aug 2020 to May 2025

Wema Bank PLC, Innovation Lab. Lagos, Nigeria

- Led a multidisciplinary team of 13 across design, research, product and innovation, responsible for 14 digital products serving around 3 million customers. Set objectives, ran appraisals and built career pathways.
- GoTap (\$2M programme): led contextual research with market traders, students, banks and lenders, identifying 8 stakeholder groups and 5 personas. Used the findings to reframe the problem and shape an offline-first service spanning a physical payment device, a React Native app and an institutional data dashboard. The product is still live today (usegotap.com), now operated by Tappx Limited.
- Pitched and founded Bridgee (usebridgee.com), a scam and transaction protection product for Nigerian ecommerce. Led the project from problem framing through board-approved MVP, playing both service designer (fit with the bank ecosystem, UCD research with real users) and product manager (owned the MVP delivery), then built and handed over to a dedicated scale-up team.
- Worked across blockchain developers, embedded engineers, industrial designers and regulatory compliance officers to design hardware, mobile and web touchpoints as one coherent service, delivered under GDPR and FCA-equivalent controls with a 100% pass rate on WCAG 2.2 AA/AAA audits for core flows.
- Shaped commercial strategy and roadmap: an "infrastructure as a service" model for third-party fintechs, new transaction data to support credit scoring for micro-merchants, and a closed-ecosystem university launch to de-risk national rollout.
- Co-designed future-state blueprints that scaled 8 pilot services from the lab into core operations, cutting transaction times by 30% and improving delivery speed by 25%.
- Built the bank's first unified design system and authored Service Design Playbooks and SOPs that standardised discovery, blueprinting and measurement across teams.
- Built and led the Hackaholics programme (hackaholics.wemabank.com), coaching 400+ founders. Managed Change Advisory Board submissions and executive risk reporting alongside regulatory and compliance requirements.

Product Owner and Service Designer

Mar 2018 to Jul 2020

Dozzia Systems. Lagos, Nigeria

- Led discovery and service design for a child-safety ecosystem (student smartwatch, parent and school app, AI assistant) with AI engineers and hardware manufacturers. Reframed the need from "where is my child" to "what does this data mean", which set the product's AI-first direction.
- Design strategy and proposition work supported a \$250,000 seed round; pilots lifted engagement by 40%, learning outcomes by 35% and parents' perceived safety by 40%.

SELECTED ENGAGEMENTS AND CONSULTING

- **UK Ministry of Defence (Army), via Oracle:** design lead, applying the GDS Service Standard to complex operational workflows across personnel platforms.
- **NHS, via Oracle Health:** clinician journeys and service blueprints for healthcare interoperability and identity services.
- **Empayment AI:** product manager, helping a founding team validate its proposition and secure a \$50,000 grant.

SKILLS

- **Discovery and research:** discovery leadership in ambiguous contexts, research strategy and planning, contextual inquiry, interviews, usability and comprehension testing, qualitative and quantitative synthesis, benchmarking and failure analysis.
- **Strategy and systems thinking:** problem framing and reframing, systems and ecosystem mapping, root cause analysis, risks and dependencies, service propositions, operating models, commercial roadmaps, business cases, opportunity shaping.
- **Facilitation and practice leadership:** workshops, co-design, decision jams and design sprints with senior cross-disciplinary groups; DesignOps, ResearchOps, templates, playbooks, design systems, coaching.
- **Making ideas tangible:** service blueprints, journey maps, system maps, service concepts, future-state visions, prototypes from sketch to Figma to code.
- **Standards and sectors:** GDS Service Standard (Discovery to Live), Double and Triple Diamond, WCAG 2.2, GDPR, FCA; healthcare, defence, financial services, hardware and IoT, data and AI.
- **Tools:** Figma, Miro, Jira, Confluence, Notion, Mixpanel, Google Analytics, Power BI, Claude Code.

EDUCATION AND CERTIFICATIONS

B.Tech, Industrial Design. Federal University of Technology, Akure. 2011 to 2016

Certifications: Design Thinking Practitioner, IBM (2022); Advanced Design Thinking Practitioner, Idea School (2021); Advanced Agile and Scrum Professional (2022); Product Management in AI (2022); Data Product Management (2020); CompTIA Security+ and A+ (2024)