



MICHAEL ROBINSON

GROUP CREATIVE DIRECTOR

Phone : +447775691127

Site : michaelrobinson.info

Email : mich@elrobinson.info

LinkedIn : linkedin.com/in/miikerobinson

SUMMARY

Creative leader with experience in digital platforms, connected brand experiences and integrated campaigns for global brands. Brings expertise in creative direction, customer experience, user experience and emerging technology, with a strong track record of building multidisciplinary teams and leading global accounts.

CRITICAL MASS - London

Jan 2014 - Present

Group Creative Director: Jul 2025 - Present

Creative Director: May 2022 - Jun 2025

Associate Creative Director: Jan 2019 - Apr 2022

Head of Design: Jan 2014 - Dec 2018

- Lead and recruit multidisciplinary creative teams across brand, design, copy, UX, CX and motion. Help interns and junior designers progress into senior creative roles.
- Partner with strategy to turn customer, cultural and business insight into creative platforms, digital products and connected brand experiences.
- Lead senior client relationships, pitches and presentations across global accounts, balancing ambitious creative thinking with the realities of delivery.
- Create digital campaigns, products and interactive experiences for clients including INFINITI, Bank of New York [BNY], Diageo, HP, Camper and Vodafone.
- Transformed the INFINITI relationship from website production into an award-winning global creative partnership covering digital platforms, social content, brand systems, experiential and AI prototyping across 40+ markets.
- Created a card-based collaborative process that helped clients explore new opportunities and led to the INFINITI Multisensory Pod, an immersive physical brand experience.
- Initiate generative AI and generative UI prototypes and processes exploring conversational vehicle discovery, adaptive interfaces and personalised digital journeys.
- Continue to develop self-initiated projects alongside client work, spanning interactive installations, experimental interfaces and music, including a project exhibited at London Design Festival.

AGENCY REPUBLIC - London

May 2007 - Jan 2014

Head of Design: May 2011 - Jan 2014

Senior Designer: May 2008 - Apr 2011

Designer: May 2007 - Apr 2008

- Created digital campaigns, products and interactive experiences for clients including PlayStation, Mercedes-Benz, Disney, Jack Daniel's, Diageo, Nike and the BBC.
- Progressed from Designer to Head of Design, ultimately taking responsibility for managing the agency's designers, the design studio and the visual output of the agency.
- Won Cannes Lions, a D&AD Pencil and other creative awards.
- Created an interactive music poster that helped bring Spotify and Sonos into the agency as clients.
- Developed the Jack Daniel's Track Mat Player, a dedicated music device that used NFC-enabled mats to select and play tracks.
- Served as lead designer on PlayStation for several years, creating campaigns and digital experiences and working with Konami and EA.

EDUCATION

Falmouth College of Art – Cornwall

BA [Hons] Graphic Design, First-class honours

CORE SKILLS

Creative Direction - Brand Experience - Digital Experience Design - Customer Experience [CX] - User Experience [UX] - Integrated Campaigns - Creative Strategy - Generative AI - Generative UI - Innovation - Design Leadership - Creative Technology - Team Development - Client Leadership - Pitches - Tone of Voice [TOV] - Motion Guidelines - Design Systems - Brand Guidelines - Prototyping

SELECTED CLIENTS

Bank of New York [BNY] - BBC - Camper - Cancer Research UK - Citi - Converse - Diageo - Disney - Green & Black's - INFINITI - Jack Daniel's - Mercedes-Benz - Nike - O2 - PlayStation - Sonos - South African Tourism - Spotify - Tropicana - Vodafone

RECOGNITION & INDUSTRY

- The Webby Awards. Judge
- BIMA Awards. Jury
- BIMA 100. Selected
- Adforum PHNX Awards. INFINITI Pod
- Shorty Awards. INFINITI Pod
- Drum Award. INFINITI DotCom
- BIMA Award. INFINITI DotCom
- W3 Awards. INFINITI DotCom
- Brixton Finishing School. Mentor
- Creative Pool Award. BNY
- London Design Festival. Exhibitor
- Shorty Awards. INFINITI
- W3 Award. Jack Daniels
- Lovie Award. Spotify
- Cannes Lion. Playstation
- D&AD Graphite Pencil. Playstation
- London International Award. Nivea
- Press. Fast Company. FACT Magazine. Gizmodo. Dezeen. Pitchfork. NME.
- Worthing U12 Girls Football Team. Coach