

Robin Wong CV

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Design & Strategy Director

Experience

BT Group, London

Design Director, Service Design & Transformation, 2018 – Present

Leading design, experience, strategy and transformation across BT

Experience Harmonisation for Business Customers (2022–Present):

- ❖ Designed the “One Experience” B2B harmonisation strategy, enabling £MM millions in cost savings, and unlocking £MM revenue opportunities
- ❖ Leading the One Experience Alliance across all Value streams
- ❖ Established BT’s first Journey Atlas and Experience Metrics Framework, aligning teams across silos to deliver high-quality experiences
- ❖ Co-created BT’s Experience Principles and Design Governance, embedding excellence at every stage of our System of Design

Launched BT’s First Digital Unit (2021–2022):

- ❖ Defined the mission and principles for the Digital Unit - “The Digital Way”
- ❖ Fostered a high-performance culture through the “Digital Wayfinders” initiative, boosting engagement across all digital units
- ❖ Defined the Global Unit’s, five-year plans
- ❖ Launched and scaled the Global unit’s 100+ person Design team
- ❖ Led early stage design and prototyping of BT’s industry-redefining Network as a Service platform - “Global Fabric”

Digital Transformation Leadership (2019–2021):

- ❖ Designed and launched the Simplify Transformation Program, guiding execs and tribes in agile, human-centred, and growth frameworks
- ❖ Coached frontrunner tribe to reduce time to market by 77% and order handling time by 75% for BT’s first end-to-end B2B Digital Sales Journey

Internal Service Marketplace Leadership (2018–2019):

- ❖ Led a human-centred design transformation across Technology unit
- ❖ Developed an IT Service Marketplace serving 100k+ users, achieving industry-leading (75+) NPS scores and £MM in cost efficiencies

Telarik, London, Strategy Director, (2016 – Present):

- ❖ Identification and commercial analysis of high-growth prospects
- ❖ Leadership advisory for early-stage businesses with £MM valuations

GPT Innovator, London, Director, (2024)

- ❖ Operationalised AI-powered agents for small businesses, enabling six-figure cost savings and productivity gains for business owners

Google Creative Lab x Weir & Wong, London, Director, (2010 – 2018):

- ❖ Partnered with Google to deliver award-winning digital products and campaigns, blending creativity and technology, driving £MM in revenue

Custom, London CEO and Co-Founder, (2014 – 2018):

- ❖ Built, launched and scaled a fashion eCommerce platform leveraging multiple AI systems to connect social media users to trending products
- ❖ Designed AI-driven systems to match products to trends to customers in real time, achieving 35x higher conversions than industry averages

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Portfolio - robinwong.co

[My LinkedIn](#)

About me

I am a Strategic Design leader and technologist passionate about transforming complex challenges into human-centred solutions that create value for people, planet, and profit.

Over the last 25 years, I’ve delivered transformative outcomes for my own businesses and some of the world’s most loved products and services.

My leadership philosophy focuses on curiosity, inclusivity, experimentation, and creating impact. I craft compelling visions, communicate clear narratives, build scalable systems, and foster cultures of curiosity and collaboration at every level of organisations.

I thrive at the intersection of people, strategy, culture, design and technology.

Key Skills

Strategic Design Leadership

Creating future-focused visions and roadmaps, building high-performing teams and maximising the ROI of design

Human-Centred Innovation

Translating research & insights into impactful customer experiences

Expert Facilitation

Enabling collaboration at every level across journeys, channels and products.

Systems Thinking

Designing frameworks that align people to solve challenges across ecosystems

Sustainability Advocacy

Enabling designers and changemakers to drive sustainable decision-making at every level of business and industry.

Culture Building

Accelerating transformation by fostering a culture of fearlessness and learning.