VCU Brandcenter Friday Forum
Feb. 17th / 11am - 12:30pm / VCU Commons Theater / 907 Floyd Avenue

Bob Robinson
Executive Creative Director / Rockfish Interactive

Bob Robinson's digital experience started in the late 1990s when he was Regional VP at marchFIRST (formerly USWeb/CKS), one of the largest digital consultation companies in the world. Also during this time, he was the Managing Partner for their Dallas office, where he was responsible for all aspects of operations. Bob left marchFIRST to take over user experience as a VP at imc2, where he helped the office go through a period of tremendous growth and development. He was later approached by The Integer Group for help creating/integrating a digital practice into a traditional agency as ECD. Recently, Bob filled the role of partner and then president of the independent interactive firm Imaginuity.

Bob is widely acknowledged as a digital leader in the advertising community and has been recognized for his creative work with such clients as Coca-Cola, Exxon/Mobil, the Los Angeles Times, Apple Computer, Lilly, GSK, Crest, Olay, Old Spice, Blockbuster, Hanes and Texas Instruments. He has successfully led the digital development of Prilosec OTC and GSK's alli Weight Loss, the two largest prescription-to-over-the-counter launches ever.

Topic / Experiential Design

Descriptor / What's the difference between User Experience and Brand Experience? The answer is complicated at best. While details like copy, images, shadows, buttons and icons definitely affect the way people perceive a brand, a powerful interface design won't turn bad offerings into good customer service. As creatives, it's our job to let users know exactly what they can expect from a brand. Of course, that's easier said than done. So as we explore the differences between UX and BX, there is one overarching thought to keep in mind: simplify.