

CASSIE ROBINSON

cassie@cassierobinson.net

Designer, Positive Psychologist and Creative Pioneer, with proven strategic, design, leadership, analytical and entrepreneurial experience.

For my most recent work please visit www.cassierobinson.net

Career Experience:

Designer/ Researcher / Positive Psychologist – thinkpublic, A Social Innovation Think & Do Tank, London

2006 - present

On thinkpublic's external projects I work primarily as a researcher and experience designer, using my Positive Psychology and coaching training combined with my design background to ask questions, listen to, and capture people's experiences and then work with them through a design process to gain insights on how to make things better and how to implement them in sustainable ways.

I have been responsible for developing two of their internal initiatives. The Social Lab is a space where people can develop concepts to address social change. Every two months I facilitate the Lab, bringing together people to share and develop ideas with people wanting to support them.

The real work experience's initial aim was to open design graduates' eyes to the opportunity of using their skills outside of traditional design roles, and to see the social benefits of its application within the public sector. Concurrently, the programme aims to educate public sector bodies on the skills and value designers can bring to their organisations. I am currently developing a training model that will support this type of learning for both design students and graduates, as well as organisations.

Key skills: Strategic Design Thinking, Engagement Design, Facilitation, Coaching, Connecting, Research and applying Positive Psychology interventions.

www.thinkpublic.com

www.thesociallab.com

www.therealworkexperience.com

Director – Lorelei Designs, London

2003 - present

Lorelei is the company that I co-founded and received funding from Nesta to develop into a sustainable enterprise. Lorelei offers a bespoke design service that enhances a brand's image, experience and staff wellbeing through the design of personalised and innovative uniforms. This idea was selected by NESTA for the first Creative Pioneer Programme in 2004 – a residential enterprise development programme for highly talented individuals. We have worked Nationally and Internationally with clients such as the Soho House Group, Manumission in Ibiza, Virgile & Stone, Albert Heijn supermarkets in Holland and Coco de Mer in London.

Key Skills : Design, Business Development and Strategy, Presentation, Client Relationships

www.lorelei.uk.com

Consultant – Staerk, New York (2000 – 2007)

I have worked as a design consultant, business coach and project manager for Camilla Staerk over the last 8 years. Staerk is an International fashion brand established in London in 2000 and now based in New York.

Key Skills: Design, Collection Research, Business Development and Strategy, Project Management, Coaching

www.staerk.us

Service design consultant – Prude, London (2005 – 2007)

I worked as a consultant at Prude during its developmental stage from being an idea, into an operating service. My main focus was on designing how the service would be experienced. I ran workshops and facilitated conversations to ensure the service was designed around the needs of those who would be using it. Alongside this I created a training programme for “ Prude Associates” to become knowledge bearers and delivers of the Prude values as they were taken into educational settings, and designed a training scheme for Prude mentors. Prude is a company that fosters self-awareness and sexual wellbeing in young women.

Key Skills: Service Design, Facilitation, Training, Business Strategy

www.loveprude.com

Education:

MSc Positive Psychology, University of East London , 2008

BA (hons) Fashion Design with textiles, Ravensbourne College of Design & Communication

Graduated 2000 - awarded a First Class Honours.

BTEC in Design, Cambridge Regional College, Cambridge

Graduated 1995 – awarded a Distinction.

A Levels, Hills Road Sixth Form College, Cambridge, 1994

English (A), Art (A) Economics (B)

9 GCSE's - 6 Grade A's, 3 grade B's.

Training courses:

Toast masters (2007)

Public speaking training

CTI – Coaches Training Institute, London (2006)

Co-Active coaching training, 6 month course, up to accreditation phase.

School of Psychic Studies, London (2006)

Certificate 1 in Energy Chakra Healing

Mindfields College, London (2005)

Storytelling Techniques for organisations

SAPERRE Society for Advancement of Philosophical Enquiry & Reflection in Education (2005)

Level 1 certificate in Communities of Enquiry

NESTA (National Endowment for Science, Technology & Art) (2004)

Creative Pioneer Programme

Portobello Business Centre, London (2001)

Fashion Management Business Course

Voluntary Work:

I am an online Mentor for Horseshmouth (www.horseshmouth.co.uk)

I run a monthly support and networking group for young women exploring their sexual identity and confidence.

I write for Positive Psychology News Daily - <http://pos-psych.com/>

Awards:

Awarded £ 26,000 seed funding plus high-level management and business training and full professional coaching as a Nesta Creative Pioneer in 2004.

Potential Referees:

Deborah Szebeko, Director, thinkpublic

Ilona Bonniwell, Course Leader of MSc Applied Positive Psychology at UEL

Camilla Staerk, Director of Staerk Ltd.