

Robin Henstock

robinhenstock.com


Find my work here!

Visual Designer and AI Strategist based in Sydney. I work across brand, digital product and the AI workflows that speed both up.

I turn complex briefs into work that ships, whether that's in an agency, on contract, at a startup or in-house.

Experience

The First Principle **Visual Designer & AI Strategist**
Nov 2025 — Present

Brand, digital and AI work for clients including CommBank, AMP, Adobe and Tidal Ventures, from the design itself through to the tools and workflows behind it.

Centuria Capital Group **Mid-weight Designer**
Aug 2025 — Nov 2025

Contract designer inside Centuria's team, owning the FY25 Annual Report suite and pitching in on presentations and other marketing work.

Sunday Harvest **Co-founder**
2024 — 2025

Co-founded a startup focused on connecting businesses with high-quality produce through a streamlined supply chain.

Later recognised through the IBISWorld 3P Innovation & Entrepreneurship Award.

Apple **Product Specialist**
2023 — 2025

Led the Latitude Finance Team, handling escalations and audits and mentoring newer staff, while consistently beating sales targets.

Contact

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Education

Bachelor of Design in Visual Communication
University of Technology Sydney
2022 — 2024

Focused on UX and web design, brand design, typography, print, and interactive media.

Notable Achievements:

Selected through a multi-stage interview process for Apple's AI/ML Data Operations team, with an offer extended.

Recipient of a UTS Mesh Digital Award, Honourable Mention in 2024.

IBISWorld 3P Innovation & Entrepreneurship Award for Sunday Harvest in 2024.

Skills

Digital & Product Design

Designing digital products people can actually use, down to the hierarchy and the edge cases.

Brand Systems & Communication

Building brand systems that hold together wherever they end up, from a single logo to a full set of guidelines.

AI Workflows & Emerging Tools

Using AI and new tools to prototype faster and take the grunt work out of designing and making.