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Winfield is Professor of Electronic Engineering and Director of the Science Communication Unit at the University of the West of England (UWE), Bristol, UK, and Visiting Professor at the University of York. He received his PhD in Digital Communications from the University of Hull in 1984, then co-founded and led APD Communications Ltd until taking-up appointment at UWE, Bristol in 1991. Winfield co-founded the Bristol Robotics Laboratory and his research is focussed on the science, engineering and ethics of robot intelligence.

He is a member of the editorial boards of Swarm Intelligence and the Journal of Experimental and Theoretical Artificial Intelligence, and an associate editor of Evolutionary Robotics.

Winfield is passionate about communicating research and ideas in science, engineering and technology; he led UK-wide EPSRC public engagement project Walking with Robots, awarded the 2010 Royal Academy of Engineering Rooke medal for public promotion of engineering. Winfield is an advocate for robot ethics; he was co-organiser and member of the 2010 EPSRC/AHRC working group that drafted the Principles of Robotics, and is a member of the British Standards Institute working group on robot ethics.

Winfield has published over 190 works, including 'Robotics: A Very Short Introduction' (Oxford University Press, 2012), and lectures widely on robotics (including robot ethics) presenting to both academic and public audiences.