Zelda Rhiando

Web: http://www.badzelda.com

Nationality: Irish

Date of Birth: 07.07.73

About Me

I have been working with digital interfaces since 1996 across a variety of roles, including product manager, producer, designer, programmer (DB and front-end), information architect, creative technologist and strategic consultant. I am passionate about what I do, and enjoy championing the user in the design process, as well as showing people the benefits of taking a UCD approach to designing software or online experiences.

I have a deep understanding of the full lifecycle of digital products and platforms, and enjoy taking projects from concept to delivery.

Core Skills

Strategy: Understanding business requirements and balancing with user needs to create products that delight and inform. Working with key stakeholders to communicate the value of user-centered design, and help them to transition business models to digital. Team building, recruitment and mentoring.

Concept development: User journeys / user centered design. Information architecture, wireframing, story boarding and gaming mechanics. Content / editorial approach including XML / database integration, data modelling, Server and client side coder. Rapid prototyping including UI design and sound grasp of web and mobile technologies. Estimating scope and translating to development stages and costs. Negotiating with providers.

Production: Liaising with developers, asset handling, wireframing, specification, layout markup, prototyping. User testing including researching demographics, setting up control groups and carrying out and documenting user testing sessions. Using testing input to inform development - key feedback loop (e.g. Basecamp for feature requests, project tracking and bug reports / fixes)

Delivery: Analysing user metrics and analytics data and recommending action based on data. Product road mapping and ongoing content delivery.

Education

Clare College, Cambridge - 1992-5

MA Hons; BA Hons. English Literature (2:1)

English Literature, Critical Theory, Philosophy, French

Work

Development Editor for Digital Publications, **Tate** – 2013-14
This 11 month role at the Tate was focused on developing their digital publishing programme. I worked closely with the Publishing Director to create a strategy for digital publishing, and to formulate systems for digital publications (including costings and work flow). Additionally I delivered concept development and project management of a range of products - from the Noisy Neighbours app to eBooks for Blake's 'Songs', Tate Introductions and 'Street Art', working with multiple stakeholders across all the Tate sites as well as external partners.

The Reading Agency –2013-14
User testing in schools and libraries for the Summer Reading Challenge with kids aged 7-11. User testing for the Six Book Challenge in Libraries and Colleges with adults.
Library 21 Concept Documentation: Multi-platform product visualization for new e-reading programme in UK Libraries.

VCCP/Telefonica – 2013-14
Interaction design for a new multi-platform (native) roaming app that also includes travel information and mapping services.

Disney - 2012 - 2013
UX and product management for the Club Penguin Mobile experience - Interaction design for 7 games (Smoothie Smash, System Defender, Thin Ice, Astro Barrier, Bits and Bolts, Pufflescape and Ice Fishing). Prototype development and user testing with target audience. Managing dev team for full development and delivery of launch-ready games.

Product Manager / Creative Technologist, Penguin – 2010-12
I worked across many of the key imprints delivering a two-phased approach - helping to set up in-house teams and put best- practices in place for software development, as well as communicating the value of UX to key stakeholders within the business and helping them to develop concepts for new business models. On the production side, I mapped existing print production processes and matched those to digital requirements. This allowed us to deliver best-selling digital reading experiences on IOS and Android, including Spot goes to School, Babytouch, Peppa Pig: Stars, Artemis Fowl reader, and Jamie Oliver's 30-minute meals, and colour ePubs for the Snowman, British Book of Baking and others - ensuring that project managers had a good understanding of the production requirements for digital, and that key elements of the UX process, such as user testing, were factored into the processes early.

Strategy / UCD, London Review of Books - 2001-2011
I have worked with the LRB since 2001. In 2009, to celebrate their 30th Birthday, the LRB decided to put their entire archive online and make it available to subscribers. I worked with them on the subscription models, as well as architecting, designing and working with developers, prototyping the main site, and several microsites. The crucial element was of course the editorial team, who needed to become deeply involved with the process for the new site to be a success. I introduced them to the UCD process through real-time wireframing and iterative prototyping. *lrb.co.uk, lrb.co.uk/blog , lrb.co.uk/librarian*

Senior Information Architect, IG Index - 2003-4, 2006, 2008
I worked with IG Index over a number of years, helping to develop their dealing offering.

In 2008 they asked me to come and set up a UCD department, and champion the role of UCD in their organization, and develop next generation dealing software.

Convergent Media Producer, Deepend - March 99 - May 2000
iTV Projects included: enhanced advertising on the WebTV platform; sites for Cartoon Network on CWC and Telewest services (Liberate platform), enhanced documentaries for Discovery (OpenAuthor), plasma screen based POS advertising for Boots, and interactive TV services for Telewest and chello, incorporating TV Mail, EPG, PPV and partner content services.

Producer / Project Manager, Sunbather / Razorfish - 1996 – 1999
Responsible for creating schedules and structuring proposals, delivering projects on time and to budget, and handling client relations. In addition I produced and delivered pitches for new work. Clients included BT, the BBC, HMV, Radio 1, Coley Porter Bell, Paramount Comedy Channel and Wall of Sound. Regularly wrote write papers and gave talks at Industry events.

Sample Projects

https://www.allo.im - design/ux for android voice chat app
Tate Noisy Neighbours app – narrative play for kids
Library 21 – digital reading platform for UK libraries
Telefonica Roaming App – UX design for VCCP
Artemis Fowl – eReader / Library App for Penguin Books
http://teensonmoonlane.co.uk - teen book blog for Tales on Moon Lane
Jamie's Britain app – UX / Concept development for Penguin Books

Talks, Courses, Publications, etc.

Tutor for the Publishing Training Centre - *London, Milan, Stockholm, The Hague*
Developing Digital Products with User Centred Design
Digital Strategy for Publishers

Course Tutor for Kingston University, London - 2013-ongoing
The UDC-Toolkit
User testing approach (video)

I regularly give talks, including a 1-hour seminar on user-centered design at the London Book Fair 2013

I run a literary event, www.brixtonbookjam.com to support writers, which has also included one outing especially for younger readers. In my spare time I enjoy writing and painting and have published one novel, www.caposcripti.com.

References can be supplied on request.