

## Zelda Rhiando, Service Design Lead

Web: <http://www.badzelda.com>

Nationality: Irish

Date of Birth: 07.07.73

*About Me* I have been working with digital services since 1996 across a variety of roles, as a service designer, producer, 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:** I've provided enterprise service design and strategic direction within large public sector projects, touching multiple external and internal organisations. I brought these diverse bodies together through facilitating stakeholder mapping and co-design workshops, which allowed stakeholders across a complex landscape to keep abreast of updates to policy and empowered them to make evidenced decisions.

**Concept development:** I'm a pragmatist with an eye for detail, who balances user needs against strategic drivers, to ensure that the right product gets delivered on time and to budget. I focus on creating lightweight documentation that uses interoperable components, to ensure that it's easy to spot opportunities across multiple services and touchpoints, whilst also allowing the whole team to collaborate.

**Production:** Liaising with developers, asset handling, wireframing, visual design, art-direction, specification, layout markup, prototyping. User testing including researching demographics, setting up control groups and carrying out and documenting user testing sessions.

**Delivery:** I bring a toolkit of end-to-end blueprinting and service design techniques, ensuring that users can find the right service for them, and that when they get there it's easy to understand and use and solves the right problem for them.

**Continuous Improvement:** : I love synthesising and visualising complex data, using insight and analytics to inform a continuous improvement methodology predicated on evidenced user needs - to make beautifully simple and accessible experiences.

*Education* **Clare College, Cambridge - 1992-5**

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

English Literature, Critical Theory, Philosophy, French

## **Work**

### Service Design Lead / **Cambridge University** – 2023 - 2024

I worked with teams across Cambridge University to design a future state for grants management services, introducing stakeholders to co-design and user-centred delivery methodologies, as well as synthesising user insight, end-to-end blueprints, systems and data analysis, opportunity mapping and KPI frameworks.

### Service Design Lead / **NHS Digital** – 2020 - 2023

Initially joined the Covid-19 testing programme as Head of Interaction Design, before becoming Service Design Lead for the NHS App and website, managing a multi-disciplinary UX team. Key areas of focus included accessibility / equitability, digital strategy and national health outcomes.

### Service Design Lead, **Wellcome Trust**, 2019

Working with multiple stakeholders across Wellcome to define a new information architecture for wellcome.ac.uk, and transition towards a more user-centric funding framework.

### Product Design Lead / **Winnow** – 2017-18

Winnow measure food waste in commercial catering environments using automated recognition and manual input. I carried out usability testing of their in-kitchen apps and web-based reporting systems, as then worked with developers to implement new visual design and ux across the platform.

### Product Design Lead / **Fjord Accenture**, 2016

Leading on two key streams of work, embedded in Engie's offices in Brussels. We delivered new sites to support b2c and b2b customers, and defined future digital strategy.

### Lead UX / Product Manager / **Tate Enterprises** – 2014-15

Working with key stakeholders across Tate and an external dev company, I led the UX re-design of the membership area of tate.org.uk

### Digital Development Editor / **Tate Publishing**, – 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, as well as concept development and project management of a range of products - from the Noisy Neighbors app to eBooks for Blake's 'Songs', 'Tate Introductions' and 'Street Art', working with multiple stakeholders across all the Tate sites.

### Usability testing & UX design / **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.

Product design lead / **Disney** - 2012 - 2013

UX lead 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. Also delivered best-selling digital reading experiences on IOS and Android, including Spot goes to School, Babytouch, Peppa Pig: Stars, Artemis Fowl, Jamie Oliver, the Snowman, British Book of Baking and many more.

Strategic Design Lead / **London Review of Books** - 2001-2011

I worked with the LRB for over a decade, helping them define and deliver their digital strategy. 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 subscription models, as well as service and UX design, 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.

Senior Information Architect / **IG Index** - 2003-4, 2006, 2008

Ongoing strategic direction, helping to develop IG's online 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

Creating schedules and structuring proposals, delivering projects on time and to budget, handling client relations and producing and delivering pitches for new work. Clients included BT, the BBC, HMV, Radio 1, Paramount Comedy Channel and Wall of Sound.

***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, and also run a literary event, [www.brixtonbookjam.com](http://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 three published novels.

*Updated: 12/23. References can be supplied on request.*