

Zelda Rhiando
Service Design Lead
Portfolio

“a user-centred pragmatist with an eye for detail”

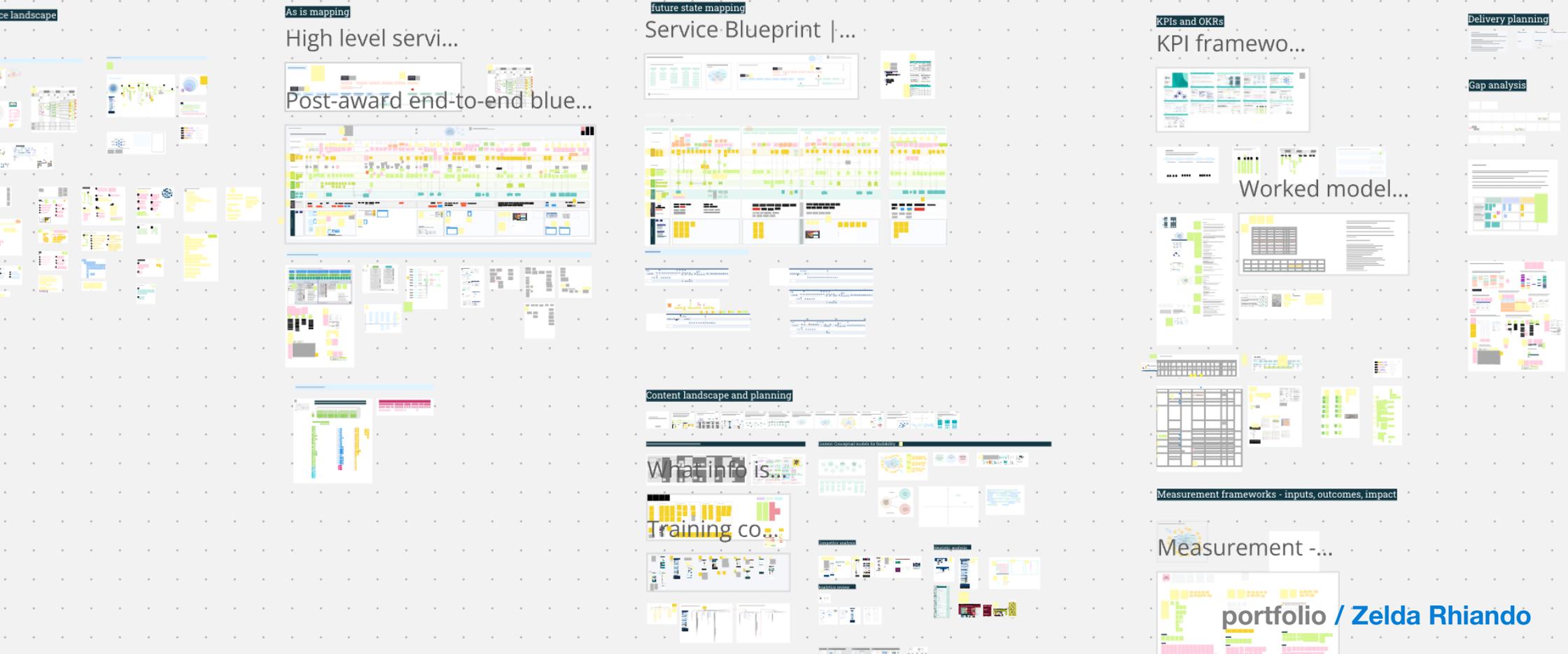
Zelda Rhiando | zeldarhiando@gmail.com

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 opportunity mapping and KPI frameworks.

Lead service designer
Cambridge University

Synthesising user research; design workshops; end-to-end service blueprints; systems and process mapping; KPI definition

Blueprinting to-be experience and stakeholder mapping.



As a Lead designer for the Covid Testing programme, and subsequently NHS app, I helped to spin up and iterate services at a national scale, including messaging, access to care and new care delivery pathways.

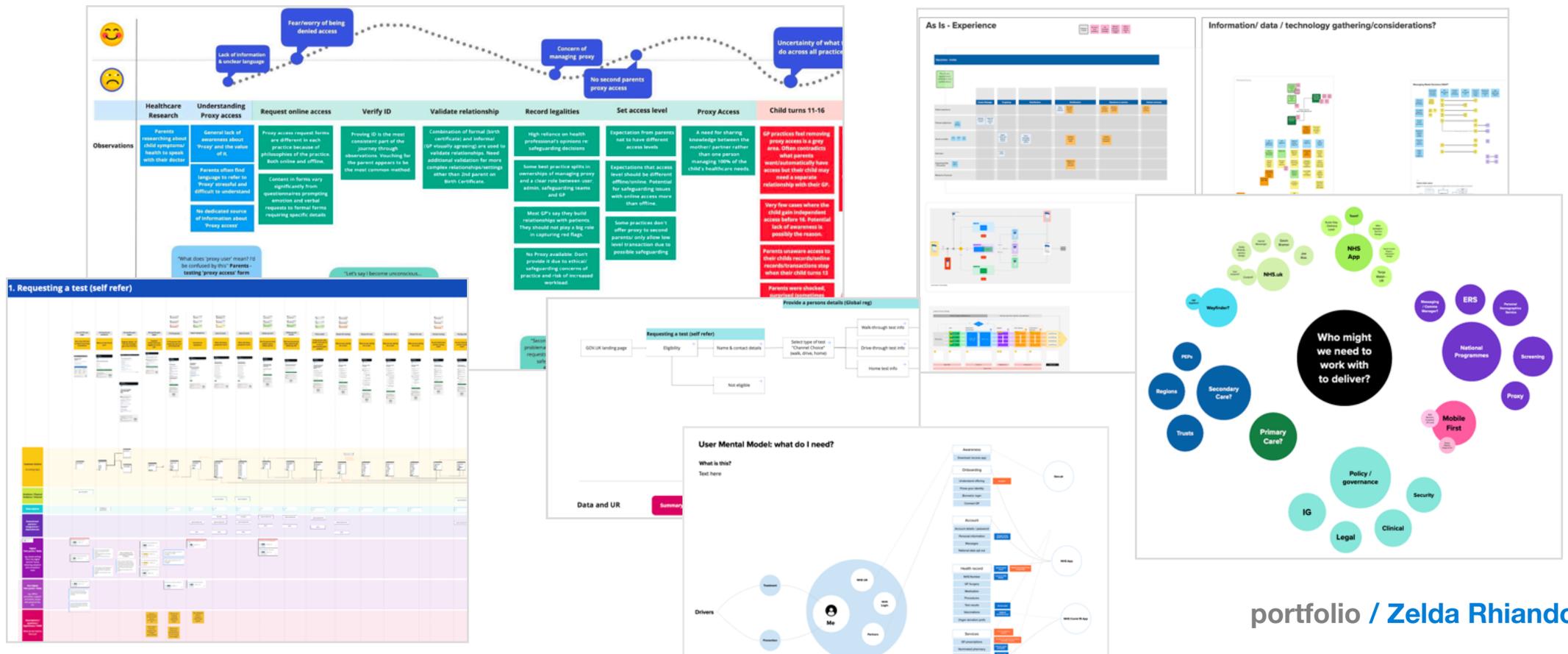
Lead service designer
NHS.uk / NHS App

Segmenting audiences, as-is experience / meta-mapping

Synthesising user research

Scenario mapping for policy support

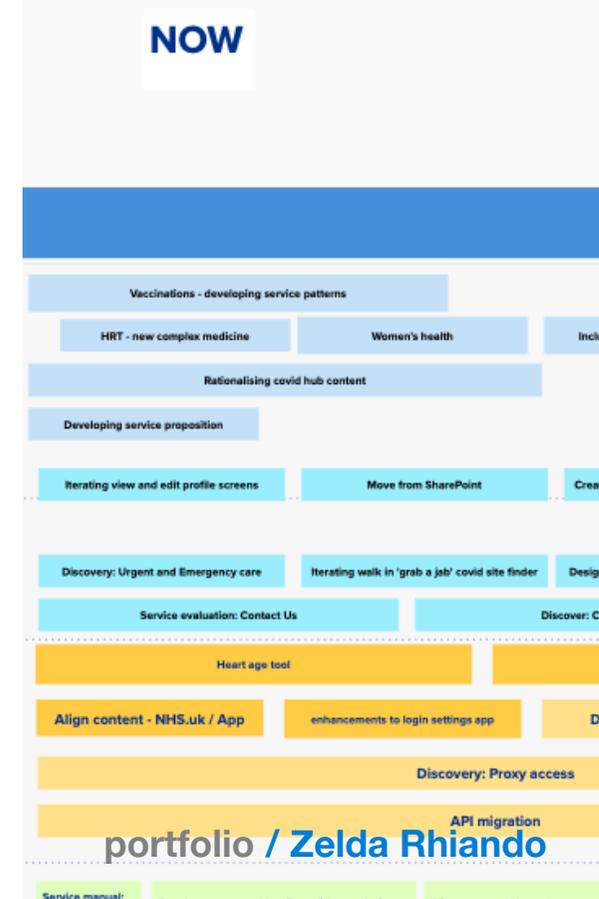
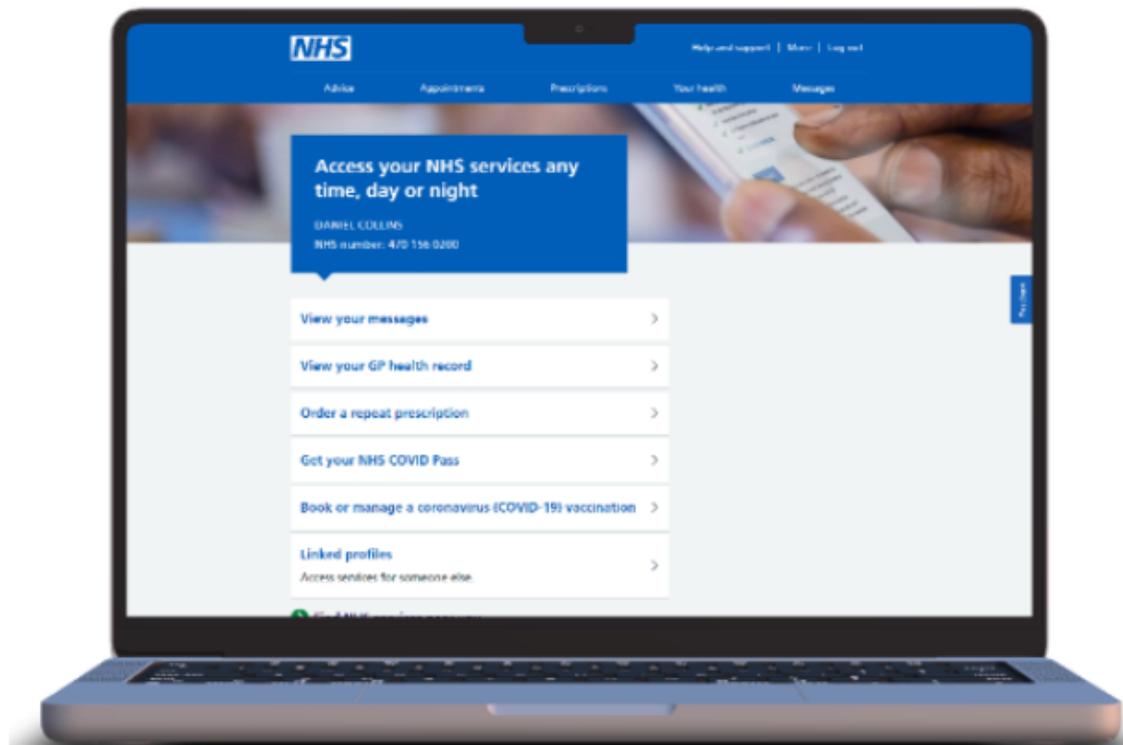
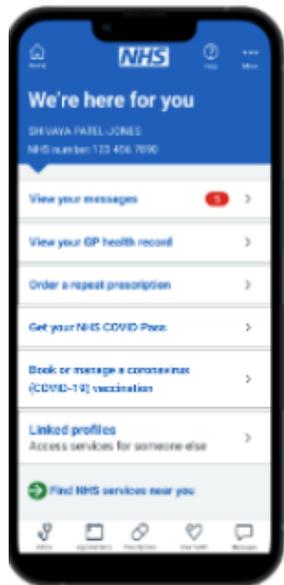
Blueprinting to-be experience and stakeholder mapping



As Lead Service designer for the NHS App, I was responsible for a large design team, with the opportunity to have impact at scale. I worked with teams across the digital health landscape ensuring that designers worked with consistent patterns and approaches.

Design ops, training and mentoring: managing the NHS App design team

Visual, interaction and service design NHS app, including roadmap development resource planning.



Wellcome Trust had low UCD maturity - their website structure and grants application process reflected their internal structure rather than mapping to user needs. I worked with internal teams and external users to help them to transition to a more user-centred approach.

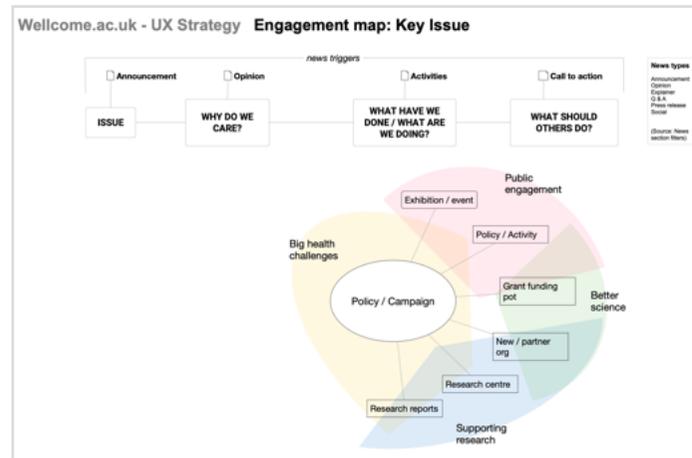
Lead Service designer
Wellcome trust

Gathering requirements and synthesising research

Defining audiences, as-is experience,

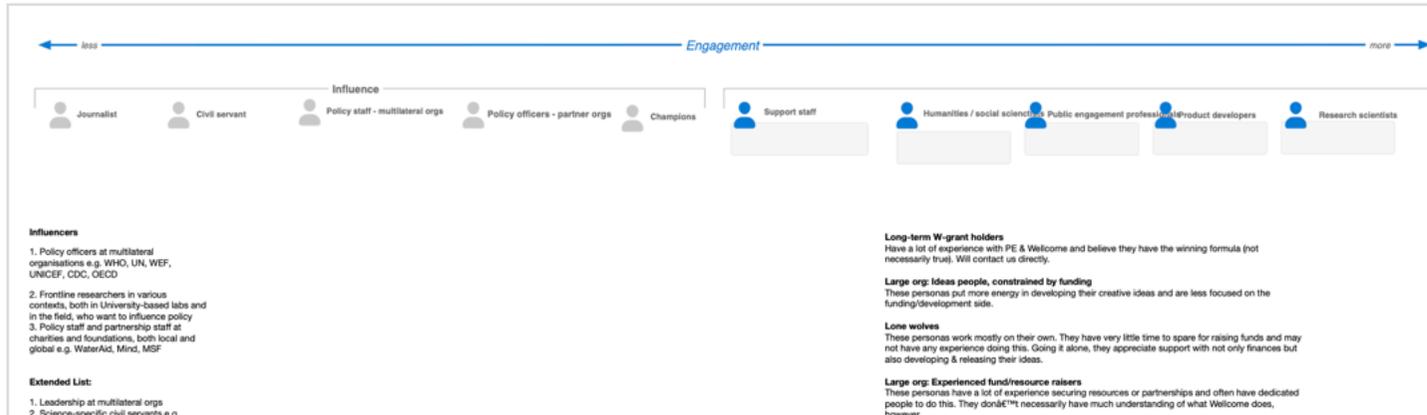
Setting up, recruiting and carrying out user research

To-be experience and content strategy.



Page types: 04 - Funding scheme

The funding scheme page type is used for pages



#	Gender	Age	Academic/Commercial	Career stage (job title and experience)	Funding area
P1	♀	41	Academic	Group Leader, IIS	Biomedical Sciences, Innovation
P2	♀	39	Academic and Commercial	PIB scientist, Arts Council	Public Engagement
P3	♀	35	Academic	PIB scientist, International community	Biomedical Sciences, Innovation
P4	♀	29	Commercial	Co-ordinator, Local charity	Public Engagement
P5	♀	46	Academic	Senior teaching fellow, Imperial College	Public Engagement, Humanities and Social Science
P6	♀	33	Academic	Senior lecturer, Academic community	Humanities and Social Science

#	Gender	Age	Program and a brief address	Area of interest in science	Availability needs
P8	♀	41	Interdisciplinary degree in Pharmacy, A levels in Chemistry, Physics and Biology	Small molecule in Science, use specific interests in natural sciences and pharmacy	None
P11	♀	47	UK Grade 2 History and English	Interested in hearing about medical research and about developments because of own disability	Blind, screen reader user (JAWS)

#	Gender	Age	Program and a brief address	Services interested in working	Contact information
P10	♀	27	Undergraduate degree in Counselling and Guidance	Funding, Charity	Publication Officer

#	Gender	Age	Job title and organisation	Topic written about
P7	♀	26	Researching reporter, The Telegraph	Collaborative research, artificial intelligence and ethics (e.g. AI)
P9	♀	29	International reporter, BuzzFeed News	Anything in Natural Sciences, evolution, biology and animal behaviour
P12	♀	38	Feature writer, New Scientist	Evolution and the environment

#	Gender	Age	Program and a brief address	Area of interest in science	Contact information
P13	♀		Public Official, Royal College of Surgeons		
P14	♀		Head of member engagement and communications, Association of Public Health Clinicians (APHC)		

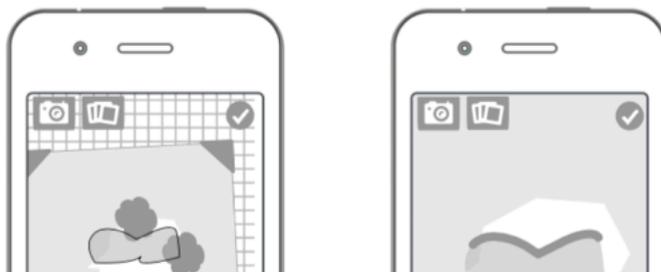
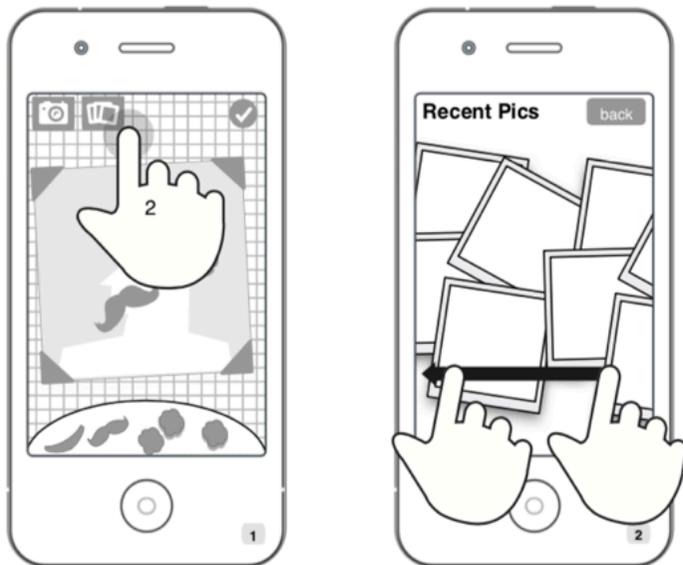
<https://www.notion.so/wellcometrust/User-Research-8a02ae4589cd4749d1481fb030a6692>

UX design,

User research recruitment and
session management

Documentation and developer
collaboration.

Tearaway is a platform adventure video game developed for the PlayStation Vita, which was launched with a companion app. I recruited, and ran multiple rounds of usability research, working with developers to refine the concept and interface.

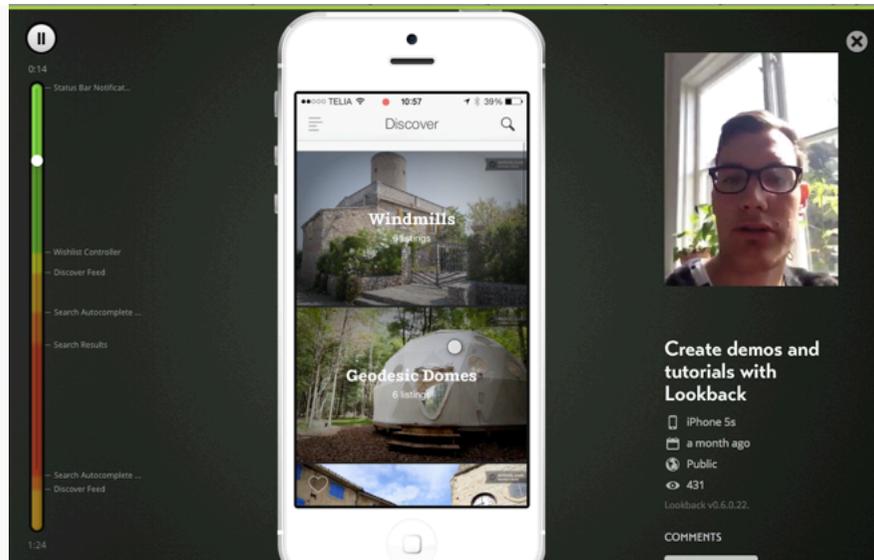
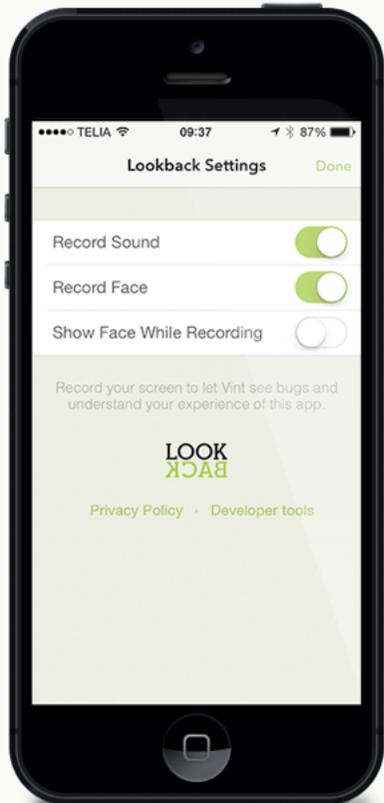


Work Area / Collaging		
Added cutouts to carousel?	3	This user focussed mainly on the carousel - getting pieces that previous users had left there, and making pictures from them - then using stencils to create his own new pieces. He didn't know the carousel could save his images, because they were being hidden at the bottom - and only found them when he was looking later to see what was on the carousel.
Added more than one set of cutouts?	1	Yes - dragged lots of cookies from carousel, layering them all over the work area. Big problems with layering - things popping and vanishing (behind background?)
Resized the background	3	This really confused him at first - thought he had started again!
Change the background using press and hold	n	
Resized / Moved cutouts	2	Liked the resizing / moving - found it very easy and intuitive. However, quite a few problems with layering
Edited cutout tear edges	2	Tester prompted for press and hold behaviour as user was trying to double-tap cutouts to see what would happen. Really liked tear edges and played with them quite a bit. Once discovered, went back and edited edges on various cutouts on the work area.
Deleted cutouts from the work area?	3	Tried to flip up to the top of the screen. Once had discovered context controls on prompt (see above) used delete to remove several unwanted cutouts.
Save image		
Preview Image	3	Didn't understand this. Assumed image would be saved automatically 'look what you made' - disappointed when he couldn't find it on the camera roll on his next run through. Pressed 'new image' by accident - buttons not clear. Didn't want to press 'share' automatically. (found share icon on end run through)
Save to Camera Roll	4	See above

Digital Development Editor,
Tate Publishing

Mobile / App testing with
LookBack and TestFlight

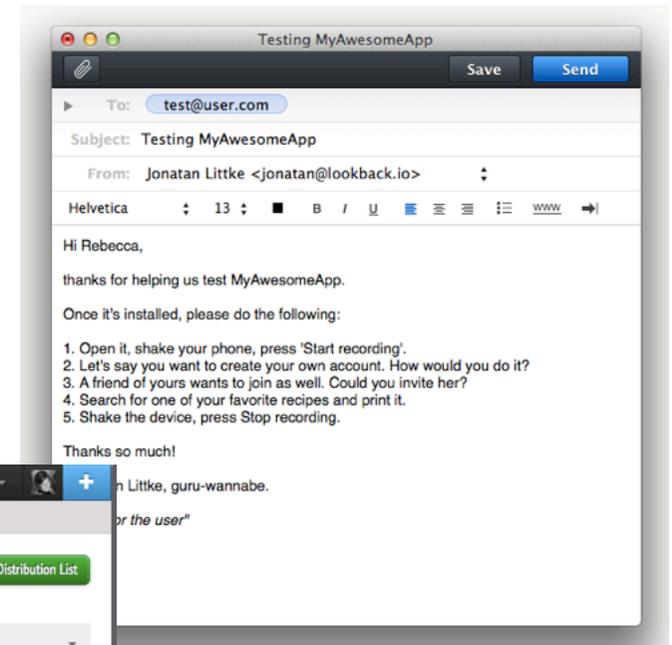
I worked with Tate on design and development of the 'Noisy Neighbours' app. This example demonstrates remote research sessions using lookback.



Manage People in Noisy Neighbours

These are all the people on your team. Export user info and add to distribution lists.

All Teammates (13)				Actions
	User	Email	Devices	
<input type="checkbox"/>	Adrian Driscoll	adrian@almermedia.com	5	
<input type="checkbox"/>	Alexey Moskin	apps@tate.org.uk	0	
<input type="checkbox"/>	Lisa Billson	lisabillson@icloud.com	1	
<input type="checkbox"/>	Melanie Gerlis	melanie.gerlis@btinternet.com	1	
<input type="checkbox"/>	Miriam Perez	miriam.perez@tate.org.uk	0	



I project managed and provided UX deliverables for the rollout of new Members, Patrons and Donations forms on Tate's website, as well as launching a new members' area. This was a six-month project, working as an external contractor for Tate Digital and Tate Members.

Continuous improvement: Tate membership

Journey mapping and baselining analytics to understand the impact of design changes over time.

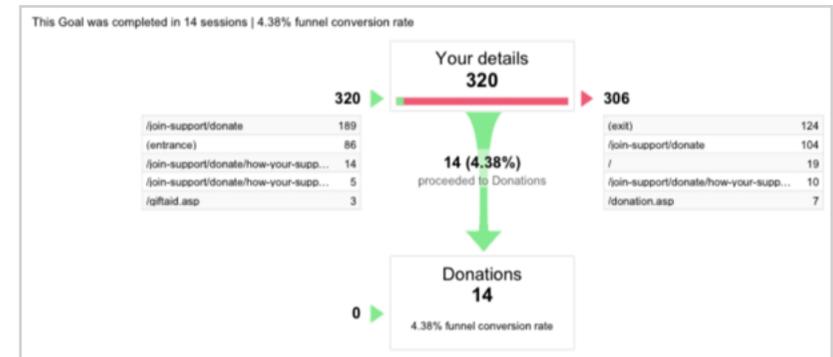
TATE SHOP

Tate Home Sign In £72

MEMBER AND GUEST

£114 /First year billed annually **Continue**

- UNLIMITED FREE ENTRY** At all our galleries*
- DEDICATED MEMBERS HOURS** At morning quiet times
- INSPIRING MEMBERS ROOMS** Unwind in beautiful spaces
- 10% SHOP DISCOUNT** Beautiful gifts and artworks
- SPECIAL EVENTS** Just for Members



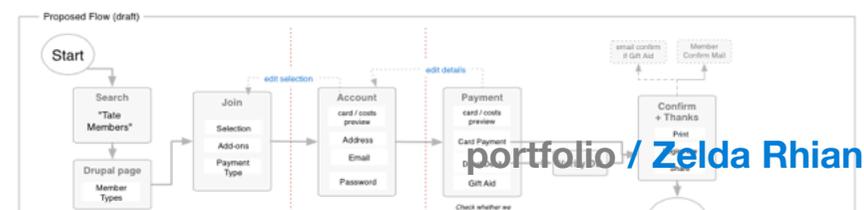
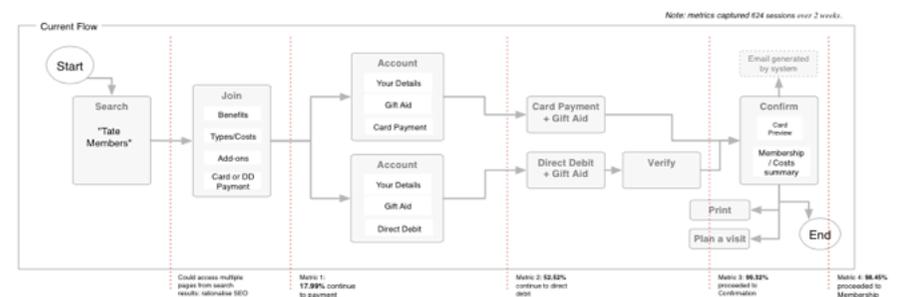
WHO IS THIS MEMBERSHIP FOR?

It's for me It's a gift It's a Christmas gift

CHOOSE YOUR MEMBERSHIP

Annual (Save £12)** Monthly

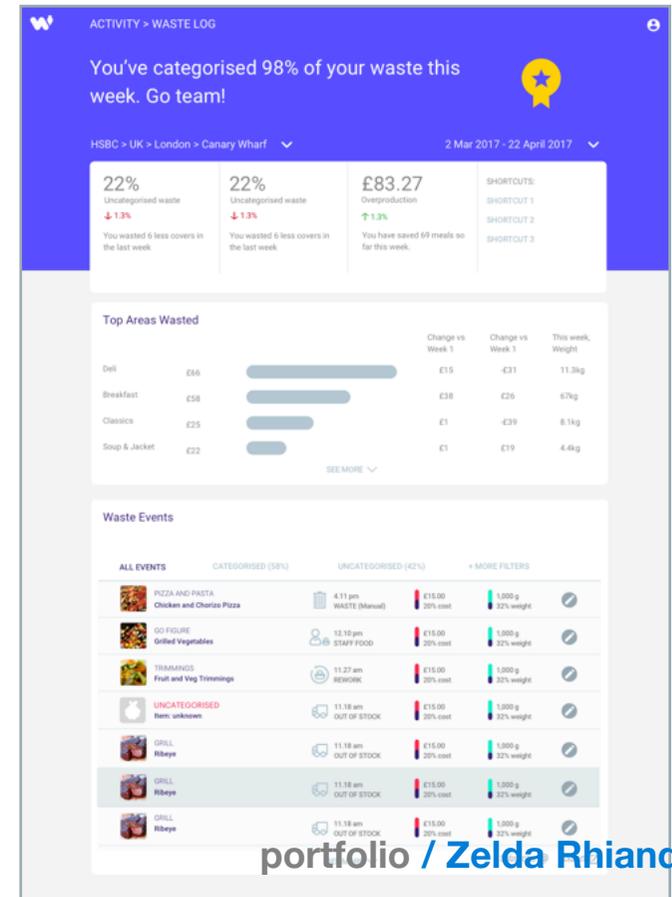
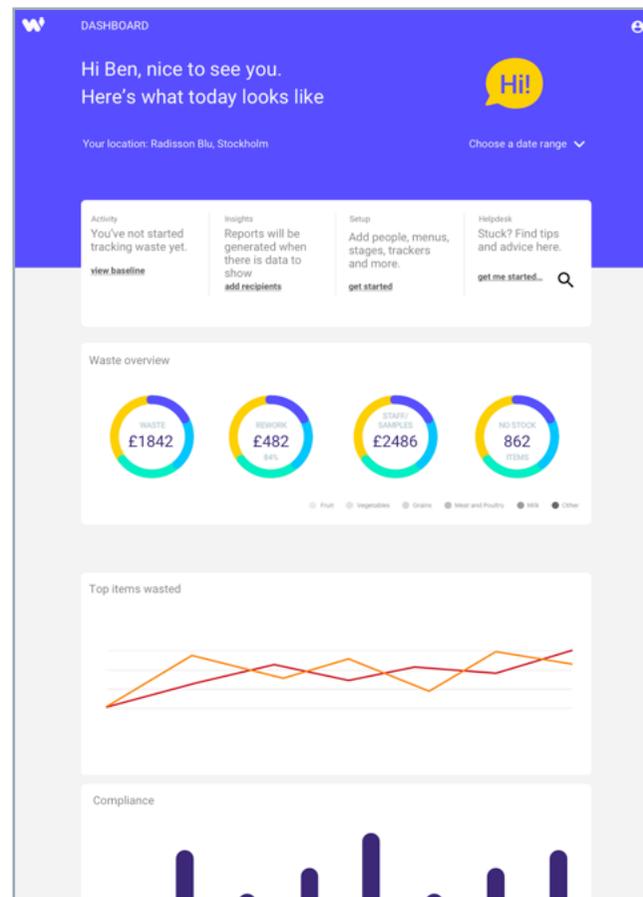
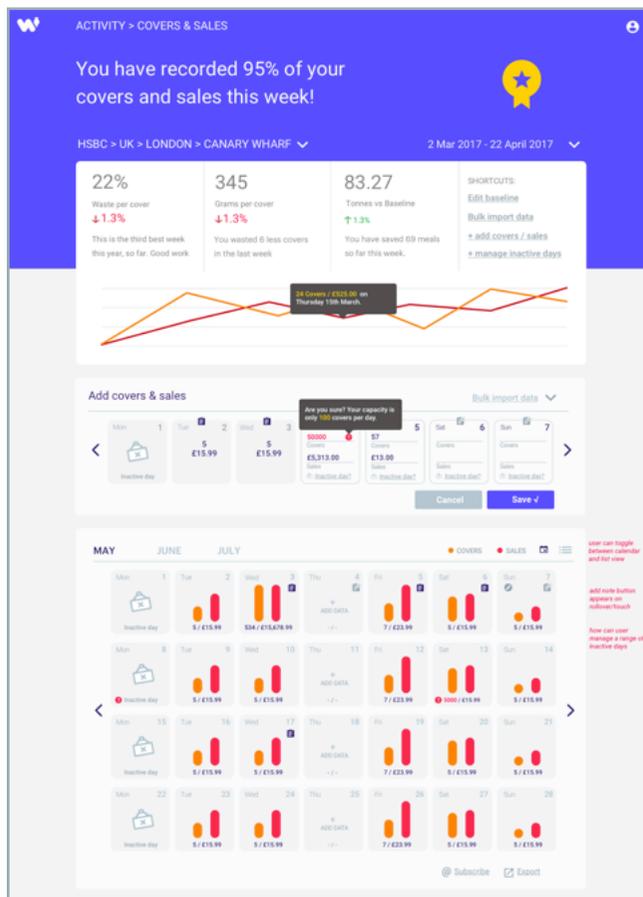
- MEMBER**
Enjoy free entry for one
- MEMBER & GUEST**
Share your visit with a guest
- MEMBER, GUEST & EXTRA CARD**
Visit with up to three guests and get two more for extra flexibility



Winnow - waste management at scale in commercial kitchens - Web admin interface

Visual design of data and reporting created in Sketch app

Winnow's clients range from mid to large scale enterprises, with users from kitchen staff to senior management. They need a very flexible way of showing data-intensive information that is scannable but allows them to dive into the detail.



Winnow - waste management at scale in commercial kitchens - Android Tablet app

The in-kitchen app allows staff to categorise food waste, and view areas where wastage is prevalent.

Visual and interaction design for in-kitchen android app.

