

# 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 producer, designer, programmer (DB and front-end), information architect 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 centred 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 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 Examples**

### **Senior Product Manager / Creative Technologist for Penguin**

During my time at Penguin I have worked across many of the key imprints delivering a two-phased approach. A key part of my role was in 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 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 for the London Review of Books**

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 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**

London, Jan-Dec 2008

I have worked with IG Index since 2003, 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 organisation. Whilst doing this, I also designed version 2 of their award-winning dealing software.

### **Director, Badzelda Productions**

London, October 1999 – Present

As a company of one, I have been providing design, illustration, information architecture and programming services to a wide range of clients over the last 10 years. I can offer an end-to-end service on smaller projects, or integrate with a project team to offer one or more of my areas of speciality depending on the scope of the deliverables.

*Find examples of my work on <http://www.badzelda.com/>*

### **Convergent Media Producer for Deepend**

London, 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**

London 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.