

# ***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.

## ***Recent Project Examples***

Freelance / Consultancy  
2009

### *Strategy, UCD for London Review of Books*

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](http://lrb.co.uk), [lrb.co.uk/blog](http://lrb.co.uk/blog) , [lrb.co.uk/librarian](http://lrb.co.uk/librarian)**

### *UCD for the Fostering Network*

I was approached by the fostering network to provide visual design and branding services. Looking at their existing offering, it quickly became clear that some restructuring would be required. I worked with the website editor to introduce more structure to the content, target specific audiences better and create a new graphic feel. I then worked directly with their developer to restructure their offering using the Drupal Framework.

**[www.fostering.net](http://www.fostering.net)**

### *IA, Interaction Design, UCD for Viewsflow*

I created top-level specifications for this social software driven news aggregation site, mapping user requirements, creating profiles and then translating those into high-res wireframes and process diagrams for use by the technical team based in Bulgaria. As part of the UCD process I created a range of testing documents to be used in conjunction with Silverback which enabled us to carry out rapid prototyping based on continuous user feedback.

**<http://www.viewsflow.com>**

## ***Work History***

- IG Index**  
London  
Jan-Dec 2008
- Senior Information Architect*  
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.
- Freelance Consultant**  
2000-08
- Information Architect, Producer, Web Designer*  
Over the last decade I have worked with a large number of organisations, both large and small, focussing on providing a range of services including information architecture, design, art direction, production and technical input.  
[See [www.badzelda.com](http://www.badzelda.com) for project examples ]
- Deepend**  
March 99 - May 2000  
London
- Convergent Media Producer*  
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.
- Razorfish**  
London 1998 - 99
- Producer / Project Manager*  
At Razorfish I continued to work with Sunbather clients, as well as producing new projects, including a web site for the Paramount Comedy Channel. In addition I was given a special remit to research and develop convergent media, which culminated in a paper on the state of the industry entitled 'Digital Futures'.
- Sunbather**  
London 1996 - 98
- Producer / Project Manager*  
My responsibilities at Sunbather spanned a number of roles, including Project Manager, Producer, Site builder, Production Assistant, and Editorial Assistant. As Project Manager I was 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 and Wall of Sound.
- ## ***Education***
- Clare College,**  
Cambridge, 1992 - 95
- MA Hons; BA Hons. English Literature (2:1)**  
English Literature, Critical Theory, Philosophy, French
- Francis Holland**  
Clarence Gate,  
London 1985 - 91
- A Levels:** English Literature (A), History (A), Economics (B)  
**S.T.E.P:** English(2), General Studies (1)  
**9 GCSE's:** 5 at grade A, including Physics, Chemistry, Art & Design, French, German and Latin.