

# Liz Citron

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## Profile

15 years experience planning content heavy, high profile projects that increase efficiency and profitability through ease of use and appropriate content and functionality.

Trained designer with an excellent new media pedigree, coupled with an MBA and an MSc in Human-Computer Interaction; aware of the range of issues that influence and dictate appropriate solutions.

At home with the full range of both management and user experience tools, including: business audit, strategic planning, site analysis [usability, accessibility, design, content, structure and functionality], site planning [information architecture] and user testing.

Good communicator and creative problem solver: passionate, persuasive and enthusiastic.

## Career summary

August 2009 – present

### **Head of Design & User Experience, Journalism, BBC, London**

Providing leadership, management and creative inspiration for the 26 strong Journalism User Experience & Design teams, ensuring an optimal user experience for three of the key pillars of the BBC - News, Sport and Weather - across the full range of platforms, products and services. Projects overseen since August include full redesign of BBC News, London 2012 portal, World Cup, Winter Olympics, data visualization tools, News & Sport iphone/ipad apps and helping to develop a new global visual language for the BBC.

Dec 2006 – August 2009

### **Freelance information architect / user experience consultant**

Working with small to medium sized organizations to help them develop positive and consistent online customer experiences and manage their brands online. Clients include: the BBC, The Independent, Oomph Agency, DNA / Razorfish, Curve and Verifile.

Projects include newspapers (Financial Times, Independent), online video (iPlayer), charities (NSPCC, Oxfam, Help the Aged) plus general site planning (QUBE, Verifile).

Sept 2005 – Dec 2006

### **Head of User Experience, Syzygy, London**

Responsible for relaunching and standardizing the usability services (user testing / eye tracking) of the company as well as energizing and improving the user experience offering and working with other in-house services like planning and analytics to develop robust user experience strategies and ongoing improvements. Managed a team of IAs and usability consultants. Clients included: Mazda, MFI, Citroen, Mercedes-Benz, Channel 4.

Oct 2001 – Sept 2005

### **Freelance information architect / user experience consultant**

Full range of usability/user experience solutions for a wide variety of clients: Tribal DDB, Modem Media, Usability by Design, Grand Union, FullSIX, Miller Bainbridge, The Team, The Works MC, Oyster Partners, Syzygy and The Usability Company. Projects covered ISP/telecoms (BT, O2, Orange, HomeChoice, Three), systems (P2EP), government (Meat & Livestock Commission) and energy (Powergen).

Oct 1997 - Oct 2001

### **Founder / Director, arehaus Ltd**

Built a strong design/publishing client list (TimeOut, Frieze, Design Council, Independent, CAFE) by delivering successful, appropriate solutions. The agency tripled in size and doubled its turnover year on year.

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Demonstrably improved clients online brand through improving their customers experience of their business:

- Redesign of **TimeOut** website increased monthly hits from 250,000 to 1,000,000.
- Pulled together a disparate group of **Design Council** sites to develop a single online brand presence

1995 - 1997

## **Designer/ Design manager, New Media Lab, The Guardian**

Planned and developed in-house and co-branded projects: developed the digital direction of the newspapers online communication, commissioned and managed supplier relationships and managed the design and technical teams. Sole online designer for 18 months before hiring three-strong design team.

Involved in the development and management of projects that were conceptual 'firsts':

- ShiftControl (Whitbread) - weekly cutting edge web-zine, totally redesigned every edition
- Touchpoint (BT) - entertainment guide for Kiosk environment
- Euro '96 (Vauhall-Opel) - Five language football site

The Guardian won numerous awards during this period. Many of the "interface devices" I worked on are still being used currently: e.g., Autotrader, Guardian Jobs

1995

## **Production coordinator, Wired UK, London**

Wide array of responsibilities from production management to design.

1994 - 1995

## **Systems support, The Guardian**

This position involved high level knowledge of Macintosh system and application software and familiarity with newspaper production systems.

1989 - 1994

## **Partner, Ralph Associates, London**

Agent/Manager for photographer. Responsibilities covered presentations, client liaison, admin and accounts.

## **Education**

2004 - 2007

MSc HCI-E, University of London (Interaction Centre)

1998 - 2001

MBA, Open University Business School

1995 - 1996

Advanced Typographic Design, LCP, London

1979 - 1982

BA (Hons) 3d Design, Camberwell School of Art, London

1978 - 1979

Foundation, City and Guilds of London Art School, London

## **Additional information**

2003 - 2009

Chair of the British Interactive Media Association (BIMA) from 2003-6. Then advisor to the board of directors to 2009.

## **Interests**

Human behavior, the way things work, modern fiction, design