

# Sian Clare Gilbert

Digital producer with extensive organisational ability and confidence in executing innovative, creative and exciting technical projects. Believer that user research combined with strong leadership of cross functional teams leads to the very best end product.

8 Rutland House,  
4 Adelaide Lane,  
Sheffield, S3 8BJ,  
United Kingdom  
**07597728695**  
**sian.g@live.com**

## EXPERIENCE

### **Joi Polloi**, Sheffield — *Digital Producer*

JULY 2018 - PRESENT

With four years of experience, Joi Polloi has cultivated both management and leadership skills within cross functional teams. In a constantly evolving and fast paced environment, establishing strong relationships across the client base is crucial for not only achieving long-term goals and KPIs, but also producing quality digital products. Underpinned by mandated user research and testing, these projects exceed their original vision of the very best end user experience.

Beyond this, identifying significant opportunities for Joi Polloi has led to my standing within the team as a key player in the growth of a small independent agency.

Championing accessibility has been a focal point within several projects, leading to an impressive portfolio of experience when meeting accessibility standards with rigorous testing processes, integrating user feedback into the feature roadmap and product backlog.

### **T W Ward Ltd**, Sheffield — *Commercial Sales and Marketing Executive*

2017 - 2018

### **Hallam FM, Bauer Media Group**, Sheffield — *Scheduling Assistant*

2015 - 2016

## SKILLS

Project management

Account management

Product management

User research

Creating product roadmaps

Content management

Quality assurance and testing

Wireframing

UX workshops

Business development

User testing

Information architecture

Content auditing

Data analysis

## PROJECTS

## **AR/VR R&D Project** - with leading British broadcaster (under NDA)

Currently working with a national broadcaster on how best to use their new innovative TV AR/VR technology to extend the storytelling of one of their programmes.

## **4Sales Platform** - Channel 4

Currently working with Channel 4's advertising team, 4Sales, to redesign their digital platform. Key focus on elevation of the brand, alongside growth of advertising revenue. This project will incorporate Agile methodologies and iterative development, allowing for user feedback and research to inform the next phase of work.

## **Diversity in Advertising Awards Platform** - Channel 4

Powered by Channel 4, 4Sales are encouraging greater representation of diverse communities in advertising. The design and build of this standalone platform is in progress, establishing a clear foundation for growth.

## **Animal Safari** - XR Stories

*Awesome Animals SafARi* is a multi-sensory experience, where users meet and interact with their favourite animals. Using AR-based interactions, children and families can explore fascinating facts about the habitats and behaviours of different animals.

## **AI Fan Along** - XR Stories

A collaboration with the University of York to explore conversational AI technology that allows children to safely engage with their favourite TV show characters via voice-assisted smart speakers such as Amazon Alexa or Google Home.

## **4Talks Platform** - Channel 4

[www.4talks.co.uk](http://www.4talks.co.uk)

Facilitated by 4Sales, 4Talks is a thought leadership platform which allows speakers in the advertising community to talk about challenging and thought provoking topics.

## **Plant Britain** - BBC Countryfile

[www.plantbritain.co.uk](http://www.plantbritain.co.uk)

Management of both the design and development of an interactive 3D map to visualise Countryfile's two-year campaign to encourage the UK to start planting more trees. Responsible for delivering the project, managing internal teams and keeping the client informed of many details throughout the development process.

## **TOOLS**

Project management tools such as Asana or Jira

Forecasting

Timelines / project gantt charts

Design platforms such as Sketch / Adobe XD

Xero

Wordpress

Drupal

Custom CMS

Balsamiq

AR Toolkit

Unity

## **The Rap Map - BBC The Rap Game**

[www.bbc.co.uk/rapmap](http://www.bbc.co.uk/rapmap)

Worked closely with the BBC Creative team to build an interactive map to support the BBC Three show 'The Rap Game'.

## **Interactive Museum Kiosks - Glasgow Science Centre**

Various projects with Glasgow Science Centre consisting of interactive exhibits, ranging from mini arcade games to visual animations. Responsible for managing the internal design and development team, keeping the client up to date and planning the installation phase with third party providers.

## **DocFest Website and Mobile App - Sheffield DocFest**

[www.sheffdocfest.com](http://www.sheffdocfest.com)

An international film and arts festival held annually in Sheffield. Management of brand repositioning, alongside an extensive platform rebuild. This included a fully featured app that was developed in tandem.

## **NHS Sheffield Digital Platforms - NHS Sheffield**

Close working relationship with NHS clinicians on the ongoing development and upkeep of a patient facing website. Provide advice on digital strategy and host regular workshops with various medical groups. A website redesign is in progress, which has required significant user research and planning.

## **EDUCATION**

### **Sheffield Hallam University — *Digital Media Management (MA)* — *Distinction***

JAN 2018 - JAN 2020

### **Sheffield Hallam University — *Media Studies BA (Hons)* — *First Class***

SEP 2011 - JUNE 2014