Who the ?#@*&%! is Sacha Sedriks?

Abridged Portfolio 2018

Career to date can be broken up into two distinct phases...

| 1999 | 2007 | 2010 |

Interaction Designer

Employed at **Razorfish**, **R/GA**, **AKQA** and as an independent contractor at numerous agencies in San Francisco and New York City, including iDeutsch, The Barbarian Group, Goodby, Silverstein & Partners, TBWA, Firstborn Multimedia.

Produced immersive interactive flash-based websites and digital campaigns for a myriad of clients including Nike, Microsoft and The Museum of Modern Art.

Also was co-founder of a music label, Diet Strychnine Records, acting as it's creative director and producing all online and print material associated with the music.

A selection of work from this period is showcased at http://artificialarea.com/portfolio (flash-based site)

User Experience Creative Leadership

Employed at the **BBC** in London, initially as a senior user experience designer prior to moving into creative leadership management roles as a Product Design Manager (aka Creative Director) and eventually Head of UX.

During this time I lead the research, strategy, (service) design and development of various digital initiatives associated with **BBC Radio & Music, BBC LIVE** and **BBC Research & Development.** In each instance managing a team of user experience designers as well as co-managing the larger multi-disciplinary team.

Additionally acted as a creative consultant for various BBC projects and lead operational initiatives to promote design culture, mentorship and best practices across the department and within the wider BBC digital division.

Links to projects provided within this document. Artifacts of the entire process available upon request...

Discover	Define	Develop	Deliver

My Design Process

I'm an advocate of employing and facilitating various user-centric design methodologies within multi-disciplinary teams I manage and when acting as a consultant.

This is applied within a cyclical framework of divergent and convergent design thinking that maps to interconnected phases of Discovery & Definition to identify the right problems before finding the right solutions via Development & Delivery.

Lo-to-Hi-fi Prototyping and Testing form a core component of this process to rapidly learn and reiterate products and services.

Depending on the particular stage of a project's lifecycle, design methodologies may include any of the following activities...

Formative, Ethnographic, and Market Research

Service Design as part of a 'Sprint Zero' to establish proposition

'Design Sprints' for empathy, idea generation, and learning

Assisting product management to produce Hypothesis & Behaviour Driven 'Roadmaps' framed around OKRs (Objectives and Key Results)

Agile and Lean UX Design/Development to (dis)prove hypotheses and the level of success to determine if further iterations are required

... all of which require adroit stakeholder management and storytelling.

2016 - 2017

BBC Research & Development

As Head of UX, co-managed a multidisciplinary team of 25+ people (including 4 UX Designers).

My managerial remit was to facilitate strategic innovation and speculative design thinking in the research and prototyping of future media and broadcasting services that converge with internet technologies. Also acted as a bridge to foster collaboration and knowledge transfer of R&D initiatives within various parts of the wider BBC organisation.

Areas of research and development included machine learning content analysis tools, 'atomised' object-based storytelling, conversational user interfaces/devices for voice and text, and expanding the possibilities of user experience within the internet protocol television domain.

Relevant Links...

Overview of BBC R&D IRFS
http://www.bbc.co.uk/rd/blog/2015/09/irfs-weeknotes-204-team-introduction

Talking with Machines:
Conversational User Interfaces R&D
http://www.bbc.co.uk/rd/projects/talking-with-machines

Tellybox: Future of Television R&D
http://www.bbc.co.uk/rd/projects/tellybox

2014 - 2016

BBC LIVE Event Service

As Product Design Manager, co-managed a multidisciplinary team of 20+ people (including 3 UX Designers).

In 2014 BBC launched a new 'LIVE' digital service to encourage our audiences to get closer to the action by offering exclusive multiple live audio/video streams (in some cases 'alternative view' streams), live data and live text commentary from our editorial teams.

Around this time the UX&D Creative Leadership team was reorganised to enable several Product Design Managers to act in a 'one service' capacity to help lead the creation and adoption of certain horizontal platform services.

I was asked to join BBC LIVE to help in it's transition to power live coverage beyond just BBC Sport to also include BBC News, BBC Radio & Music, BBC Arts, BBC Television and ipTV, among others.
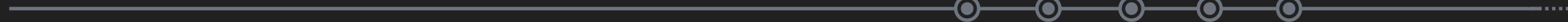
Relevant Links...

BBC LIVE in 2014 Overview 2min video

Introducing BBC LIVE 20min video
Talk given at 'BBC Digital Open Day', where I provided an overview of the BBC LIVE service and the guiding principles of UX&D 'One Service' that informs both the design and development process.

Due to the ephemeral nature of a live event, the lifecycle of BBC LIVE events are relatively brief and transient, including the associated media rights. However, the LIVE Guide (currently available for the genre of sport), offers access to current live events as they happen.

2010   2011   2012   2013   2014

2010 - 2014

BBC iPlayer Radio

As Product Design Manager, co-managed a multidisciplinary team of 40+ people (including 10 UX Designers) across the entire BBC Radio & Music digital service.

Launched in Oct 2012, iPlayer Radio was a strategic shift to decouple TV and Radio within iPlayer to create a digital destination and ecosystem exclusively focused on BBC Radio.

Merged 58 disparate radio station websites into a single shared responsive design code-base within our /programmes architecture.

At this time also released a new dedicated iPlayer Radio App for mobile.

Naturally, subsequent reiterations over the next several years ensued, including the release of a dedicated tablet version of the app in 2014.

Relevant Links...

http://www.bbc.co.uk/radio

http://www.bbc.co.uk/radio1 *etc. (since redesigned)*

http://www.bbc.co.uk/programmes/b0072l9k *etc.*

iPlayer Radio App Demo 2min video

BBC Radio & Music UX&D team profile 5min video

Product Design Manager
BBC Radio & Music

2013   2014

2013 - 2014
BBC Playlister

Launched in Oct 2013, the aspiration behind BBC Playlister was to connect the music you hear/see anywhere on the BBC with your online music life.

It offers recommendations from DJ-curated playlists and radio track listings as well as the ability to remember/favourite tracks to a personal playlist, which can be exported to 3rd party services like Spotify and YouTube to playout the tracks in full.

We were one of the first products at the BBC to offer truly personalized features integrated with BBC iD.

Due to a shift in strategy, the BBC Playlister brand has since been retired, with it's existing service features absorbed into the relaunch of BBC Music in 2016.

Relevant Links...

e.g. http://www.bbc.co.uk/music/tracks/popular/6music
~~BBC Playlister~~ now part of the BBC Music brand/service

BBC Playlister: Overview 3min video

BBC Playlister: What Lies Beneath the Surface/Service?
32min audio
Presentation given at The British Library for "Keeping Tracks: a one day symposium on music and archives in the digital age"

2012   2013

2012 - 2013

BBC Music Events Platform

A technical architecture triumph to create a dynamic content management system — christened 'Eavis' — that enables editorial teams to easily create and model /events within a modular domain-driven system framework, similar to the way that BBC models it's radio and television /programmes.

Eavis now powers hundreds of /events from marquee music festivals like Glastonbury to much smaller off-the-radar events, including those not associated with music, per se.

With editorial product owner Sam Bailey and technical architect Nick Humfrey, I directed the agencies responsible for realising this: Softwire (Backend) & Picture (Frontend).

Relevant Links...

e.g. Glastonbury
http://www.bbc.co.uk/events/e84mxj

Reading + Leeds
http://www.bbc.co.uk/events/ernxj5

Unfortunately the Eavis CMS is not publicly accessible

2015

BBC Birmingham: Blue Room

As part of the BBC Director General's ambition to reinvent BBC Birmingham as the Corporation's Midlands HQ, I was brought in as a creative consultant to conduct formative research to help inform how we might reimagine the physical lobby space of the BBC's first public facing technology demo space, known as the 'Blue Room'.

The main objective and question we tried to answer was "How can we create an ever-changing Blue Room experience in Birmingham to inspire, capture feedback and make people aware of BBC digital services and how to access them?"

This study was achieved through conducting field interviews and going on 'service safaris' to venues like NikeTown, Hamleys, the Science Museum, Sky Studios and the Nissan Innovation Station at the O2.

From these insights we established persona types and several key themes and tensions to inform proposals for how the interior design of the Blue Room space at BBC Birmingham (and beyond) could be constructed.

The feasibility of ideas were broken up into stages for timeline/scope:

- Stage 1.0 for immediate implementation in 2015
- Stage 1.x reitations based on learnings in 2016
- Stage 2.0 ambitions for 2017+

2015

2015

The Space

Co-founded by the BBC and the Arts Council England, The Space is an arts organisation that commissions, supports and promotes digital-based art.

I acted as a creative consultant to aide in the reassessment of their strategy and how they might improve their digital presence.

https://www.thespace.org

2014

R&D Connected Studio: 'BBC Branches' pilot

Acted as a judge for Connected Studio's Radio & Music outreach initiative with external agencies on how the BBC might offer services that better engage with the elusive youth demographic.

Several pitches were subsequently chosen by the panel to pilot... but 'BBC Branches' by the agency Apegroup was not one of those selected. I decided to champion this 'black swan' proposal because I felt it addressed several of the BBC's Public Purposes to stimulate creativity and cultural excellence & represent UK regions and communities.

Acting on my own initiative, I independently secured matching funding from both UX&D and Connected Studio to further explore the 'branches' proposition.

I introduced a new model for how Connected Studio R&D pilots might be developed by establishing a preliminary 'Discovery/Definition Design Research Phase' instead of going straight into a development, as was the norm.

We recruited a dozen teenagers to meet with us once a week over the period of a month to participate in workshops and interact with prototypes that evolved after each session based to their feedback. In this way we were able to gauge audience appeal and concept validation.

Adrian Woolard, Head of Connected Studio and R&D North Lab, was so impressed with our service design approach and the subsequent insights it generated that he references it constantly as a case study for how other Connected Studio R&D projects should be conducted in future.

http://www.bbc.co.uk/connectedstudio/

Q&A

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