

# Lawrence Chiles

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## Summary

I have over ten years experience delivering large-scale projects for online, interactive and mobile platforms. I specialise in the areas of arts, entertainment and education and my strengths are content strategy, functionality development and user-experience.

I have worked for both commercial and public sector organisations as well as for digital agencies and feel this gives me an excellent overall understanding of the online industry.

I am a trained journalist and have written news and features about the arts, technology and culture for print, news syndication services and online.

## Work history

2008/9

### **British Council – Editor/content strategist**

Consultancy role working in a team of five to audit 600 websites and provide an online strategy that would double the organisation's income within two years. My role included:

- Guidance, strategy and advice on editorial output, programme development and user engagement for the Climate Change programme area
- Editorial guidelines for social networking sites aimed at 16-25 year olds
- Usability study with 18 year old 'climate champions' to define product approach
- Development of crowd-sourcing and online game products

### **Cimex Media – Senior producer**

Top 50 digital agency specialising in eLearning. My role involved client liaison, budget management, content commissioning, game development and curriculum mapping for major clients including BBC, e-skills and IET managing budgets of 110k - 250k

### **Disney Channel – Senior producer**

Implemented a 'text to screen' service for event weekends aimed at 10-16 year olds

### **Cultural Enterprise Office – Interactive consultant**

Worked with the arts and enterprise support organisation to provide a development plan for website interactivity and increased user engagement with training resources

### **Whistledown Studios – Website build and hosting**

Design, HTML and Wordpress build with iTunes podcast integration for a small independent sound company

2006/7

### **CBBC – Senior producer**

Web and TV project from concept to delivery for under-12s, producing 25 unique videos a week and developing a strong relationship with a live Saturday morning TV broadcast. The role required a sound understanding of editing and streaming video and tight editorial scheduling managing a team of three. The site generated over one hundred thousand votes

### **BBC iF&L – Senior producer (various roles)**

- *My Britain* - R&D project for the BBC exploring ways of using archive footage to create new location-based narratives. Following a user-centred design process the technical project required rights management and a vast amount of video editing
- *The Truth About Food* – An innovative Flash video clip service to accompany a TV show, the project required strong technical and editorial leadership due to tight deadlines
- *The Power of Art* – Concept, development and management of an interactive TV, website, live event and mobile service within 6 months to accompany a major TV series. Working with several internal and external stakeholders the

project required careful management of contributors and rights issues

### **World Wildlife Fund – Interactive consultant**

Consultancy on website user experience and online guidelines for user experience

#### Sept 03 - Oct 05 **Discovery Networks Europe - Interactive producer**

- Launched two channel websites – Home & Leisure and Travel & Living - using a user-centred design approach
- Developed and managed a set of community applications, implementing forums across all of the company's EMEA websites
- Worked closely with the development team on a single sign on process for all of Discovery's interactive services

Sept 02 - Sept 03 12 month travel to South America and Australia, covering 19000km in three months. I spent time working with schools on beach activity days teaching surfing and football

#### July 05 - Dec 08 **Wonderland (visual culture print magazine) - Contributing editor, Technology**

Technology and arts news and feature writing

#### Dec 99 – Sept 02 **BBC Factual - Senior content producer**

Managed the editing, commissioning and development for the BBC's interactive arts output, working alongside organisations such as the Arts Council and Saatchi & Saatchi on the commissioning and delivery of large-scale live/interactive art events across the UK. The 'Shooting Live Artists' project ran for three years and required sensitive handling due to controversial content

#### **BBC Factual - Web producer**

Content commissioning and site development and lead on restructuring of content into the BBC's first bespoke XML driven website and oversaw the development of the first BBC certificate course in e-learning, Becoming WebWise, a step-by-step learning tool to the internet

#### Mar 98 - Dec 99 **Press Association - Deputy technology editor**

News and feature writer about technology, the internet and gaming including a weekly syndicated computer games column and internet review column

### **Technology**

I am proficient in all of the common tools and applications for web production and maintain my knowledge and skills by updating personal websites and building for friends and family as well as attending conferences. I am comfortable editing HTML, XML, CSS and JavaScript. I am an advocate of W3C coding standards and creating accessible interactive services

### **Education/courses**

2001 - 2008 Agile Methodologies introduction  
BBC intermediate Project management course  
Audio and video editing (Final Cut Pro)  
Design principles for interactive TV  
Spanish basics

July to Sept 97 PMA Training, postgraduate in magazine journalism

Sept 92 to July 95 University of Northumbria  
BA hons Contemporary Art Practice class: 2.1

### **Interests**

I am a practising artist, making work as often as possible and exhibiting paintings in London and Bath. I have a passion for sport especially football, cycling and running and have completed five marathons and numerous short races across Europe

### **Referees**

Please get in touch for referees