

Wil Grace

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I have been producing web content for over 9 years and working for web agencies since 2003, following the completion of an MA in Interactive Media. Most recently I owned the Sky account at AllofUs, leading UX teams on Sky Player's multiple platforms and the launch of Sky Songs. Previously, I was a Producer at Skyron Ltd, working on websites, microsites and multimedia for News International, IPC and others.

I wear a couple of different hats – one as Producer/PM on large projects, another as designer/developer of smaller websites. The knowledge I gain from one gives me a grounding in the other. I understand and am fascinated by digital media, top to bottom.

// Employment

Current Freelance Web Producer and Project Manager

- Ongoing projects: managing, designing and building on Drupal CMS (see wilgrace.com)
- Information Architecture for Preloaded on a redesign of the BBC Dr Who site
- Speaker at the Usability Professionals Association, discussing my work on Sky Player

2008 - 2010 Senior Producer, AllofUs

- As retained guardians of the Sky Player interface, I led strategy, UX and design teams in establishing a common visual language for the Web, Console, TV and Mobile. Within an Agile environment, I regularly co-located as the lead interface consultant.
- Creative lead on the Agile build of Sky's new music subscription, Sky Songs.
- Project Managed the redesign of WGSN, Eurosport Player and Canal+ on WMC.

2005 - 2008 Producer/Project Manager, Skyron Ltd

- Led teams of designers/developers on larger projects (Times Media, Metro Photo), and oversaw the project management of smaller projects (Avis Blog, MLab).
- Involved in all levels of production, from scoping and pitching to IA and development.
- Ran an efficient production base, growing the Skyron from a team of 4 in '05 to 15 in '08,

2001 - 2004 Festival Coordinator & Brand Manager, The Shakespeare Schools Festival

- Managed and developed a small youth theatre festival into the UK's largest.
- Handled the entire brand output, as well as creating a successful online presence.

1997 - 1998 Outdoor Instructor, Outward Bound Australia

- Responsibility for groups of teenagers on 10-day excursions into the Australian bush

// Key skills

- XHTML/CSS, Action Script 2 (basic AS3), basic PHP/MySQL, Javascript
- Adobe Creative Suite, MS Office (inc. Project, Visio...), OmniGraffle, Final Cut, Ableton
- Extensive experience on Macs and PCs – I can get technical

// Education

2004 - 2005 MA in Interactive Media, London College of Communication

2001 - 2002 Spanish and Cultural Studies, Universidad Catolica, Santiago, Chile

1998 - 2001 BA in American History, University of Warwick - 2:1

1995 - 1997 International Baccalaureate, Atlantic College, Wales – 32 points

// Referees

Phil Gerrard, Business Director, AllofUs, 0207 553 9250 / phil@allofus.com

Jon Mayland, Product Manager, Sky Player, 07825584775 / jon.mayland@bskyb.com

Yannis Marcou Director, Skyron, 0207 928 1490 / yannis@skyron.co.uk

// Personal details

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