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## ZOË CAMPER FRSA

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ZOE@SLINK.NET



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@ZOECAMPER



ZOE.CAMPER

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### SUMMARY

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I am a London native living in Fabulous Las Vegas.

I am creative, and passionate about designing and delivering things people love using.

I have extensive project management experience. I lead projects from start to finish and offer specialized knowledge as part of a team.

I love drawing, art, travel and making things people love using.

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### PROFESSIONAL ENGAGEMENTS

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- My Two Cents - Invitational Exhibition 2020
- HILAL Magazine – Virtually there, or there virtually, 2019
- Co-founder RSA Augmented Society (Thematic) Network. 2019
- Use other door, National Juried Art Exhibition 2019.
- RSA Las Vegas - AI. Blockchain. Humanity. Rinse. Repeat. – Speaker 2018
- Super Brains: Cognitive Computing for CEOs, Technologists, and Business Decision Makers – contributor 2018
- Vegas Seven Magazine. Intriguing People 2018, our annual celebration of Las Vegas' cultural trailblazers and social trendsetters. [Zoe Camper: Tech Transplant.](#)
- Las Vegas Review Journal interview - [Britain-based enlightenment group starts Las Vegas chapter](#) - 2018
- RSA Las Vegas - Artificial Intelligence: Dream vs. Nightmare. Exploring a Future Fashioned by AI – Speaker 2018
- Established RSA Las Vegas (RSA USA Connector) - 2018

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### SKILLS

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I have extensive project management experience. I lead projects from start to finish and offer specialized knowledge as part of a team.

#### Expertise:

- Product Director / Project management / Waterfall/Agile/Lean/MVP
- Creative Thinker / Human-centered design / Discovery
- Product Pathway / User Journey Mapping / User Experience
- IBM Watson AI/Cognitive (Watson)
- Information Architecture / UI / Content Management
- Digital Business Transformation / Consultant Services / Analytics
- MS Office 365/Adobe CC/Google/Jira/Zen/Slack/etc.

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### RECENT PROFESSIONAL DEVELOPMENT

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**MS DAT206X** ANALYZING AND VISUALIZING DATA 2020

**IBM THINK** 2020

**MITX THE ANALYTICS EDGE** 2019

**AMNESTYINTERNATIONALX** Digital Security and Human Rights 2019

**DelftX** Mind of the Universe - Robots in Society: Blessing or Curse? 2019

**IBM Build once, run everywhere** Implementing AI visual recognition 2018

**IBM Platform** Deploying Blockchain applications 2018

**LFX Blockchain for Business** Hyperledger Technologies 2018

**IBM PartnerWorld** Ethics Business Partner Integrity training 2017

**ROCHESTER INSTITUTE OF TECHNOLOGY RITX** Cybersecurity Fundamentals 2017

**MICHIGANX** Principles of Designing for Humans 2017

**MIT PROFESSIONAL EDUCATION DIGITAL PROGRAMS**

**CERTIFICATE** Internet of Things: Roadmap to a Connected World 2016

**MIT PROFESSIONAL EDUCATION U.Lab:** Transforming Business, Society, and Self 2016

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### WORK

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**RSA AUGMENTED SOCIETY NETWORK / CO-FOUNDER** 2019

- Create inspiring and safe place for collaborators and thinkers to explore the impact of augmentative technology on society and the environment.
- Generate real and virtual content that will inform, generate conversation, assist in the development of policy, and inspire.
- Implement experimental theoretical and real products and publications combining unlikely or disruptive sources to generate new and exciting thought, creativity, and partnerships.

**PRODUCT LEAD / NEON MUSEUM LAS VEGAS** 2017 – 2019

- Product lead for customer experience web-app museum guide.
- Project management and delivery
- User testing and rollout
- Museum Interpreter

- NESTA Research Interview – future of AI and Health - 2017
- ARUK Digital Summit – Founder 2017
- Diginomica – interview 2017
- AMRC Google DeepMind Conference – Product story 2017
- World of Watson speaker – Using cognitive computing to help people with arthritis 2016
- The User Experience, IBM HealthConnect 2016
- Charity Comms conference speaker – Content marketing 2015
- Charity Comms conference speaker – Content publishing using COPE principles 2014
- Charity Comms - Top 10 article: [Creating a content strategy in a fast-moving world](#) – 2013
- FastTrain Manchester BBC conference sponsored by BBC and Salford University, Master class in HTML5 'the good stuff', 2012
- BBC TV News 'South East Today', interview on impact of Twitter, 2010
- BBC Radio Kent, Interview on John and Jule's Breakfast Show – YouTube use, 2010
- BBC TV News 'South East Today', interview on Using the Internet for campaigning, 2010
- BBC Radio Kent, interview on John and Jule's Breakfast Show – Using Facebook, 2009
- BBC A+M Festival and Awards, Speaker, Websites, 2007
- Sky TV, 'Really caught in the act' – interview on History of Web cams, 1999
- Government SPIN Conference – 25% and beyond Speaker, 1999
- BBC Breakfast News, interview on Websites for all, 1998
- London Radio Services, interview on Cybercafés, 1998
- BBC World, TV program on using Internet IRC, 1998
- BBC TV program article on 'Computers don't bite', 1998
- Creative Technology, Article on HTML, 1998
- Irish Times 'Netprofit' Conference, Speaker, 1997
- Sony 'Women in Technology' award Speaker, 1997
- BBC Radio 4 interview for 'Women in Technology' Series, 1997
- BBC Radio 4 interview for 'All in the mind', 1997
- BBC World Service, 20 programs for the 'Network' series (Broadcast Worldwide), 1997
- International German Cybercafé Conference, Speaker, 1997 and 2000
- IRN, EBN, ABN, CNN, Radio 5, Channel One, Interviews, 1996, 97, 98, 99, 2000
- BBC Radio 4 Interview for 'Books and Company', 1996
- The Future File, TV article for European Business News, 1996
- Legal Network TV 'The Internet and Law' - Legal Training Material, video, 1996
- 'No anorak required' Internet training video - published 1996
- 'Millennium Metamorphosis' conference, speaker, 1996
- Serpentine Gallery, London – open show 1990

## HEAD OF DIGITAL / ARTHRITIS RESEARCH UK 2012 – 2017

- Digital lead for UK's fourth-largest medical charity (Digital budget: 4M).
- Lead on IBM Watson cognitive-computing product pathway to curate and automate access to 80 years of medical research and knowledge.
- Lead on Health Virtual Assistant (Chatbot) ensuring scalable support for growing customer-base, enquiries handled quickly and accurately with branded tone of voice ensuring standards and values are upheld.
- Lead on organization-wide digital transformation program, new digital framework focusing on customer-centered design.

## CEO / SLINK.NET LTD 1997 – 2017

- Digital business solutions.
- Clients: BBC, UK Government Cabinet Office, Demos (UK's leading cross-party think-tank), Sony, ITV, National Health Service, NHS Direct, Number 10, Save the Children and Electronics Industry Charity.

## LECTURER CONVERGENT JOURNALISM / UNIVERSITY OF THE ARTS LONDON 2008 – 2012

## LECTURER AND TECHNICAL AUTHORIZING / BBC ACADEMY 1997 – 2010

## HEAD OF TRAINING AND CONSULTANT SERVICES / CYBERIA INTERNET CAFES 1996 – 2002

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### LEADERSHIP / MEMBERSHIP

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**ROYAL SOCIETY OF ARTS AND MANUFACTURE - USA THEMATIC LEAD AND ELECTED FELLOW**  
**UNIVERSITY OF LONDON - ALUMNI NETWORK**



Las Vegas RSA, Artificial Intelligence LV, Kubernetes Las Vegas.

**GREEN BADGE - CITY OF LONDON GUIDE**  
**TOURIST GUIDING INSTITUTE – MEMBER**  
**NEON MUSEUM LAS VEGAS – MEMBER**  
**NEVADA PRESERVATION FOUNDATION – COMMITTEE MEMBER**  
**VICE PRESIDENT – RESORT VILLAS HOA**

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### EDUCATION

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## POST GRADUATE CERTIFICATE OF EDUCATION DESIGN TECHNOLOGY

Goldsmiths, University of London, 1992 - 1993

## BACHELOR OF ARTS (HONS) THREE-DIMENSIONAL DESIGN

Surrey Institute of Art & Design, University College, 1983 – 1987

## ART FOUNDATION STUDIES

Gloucestershire College of Art and Design, 1982-1983