



zebra
people

Digital Transformation Recruitment Partner

zebrapeople.com

We craft diverse digital teams with complementary skill sets and compatible personalities, to build symbiotic relationships that help everyone to thrive, and businesses to meet their objectives.

Contents

- | | |
|--------------------------------|---------------------------------|
| 01 We are Zebra People | 07 How we source diverse talent |
| 02 About us | 08 Keeping you up to date |
| 03 Our specialisms | 09 Supporting your recruitment |
| 04 Some clients we work with | 10 Case study: John Lewis |
| 05 How we partner with clients | 11 Case study: D-Ford |
| 06 Our screening process | 12 Contact us |



01 We are Zebra People

We are a specialist digital recruitment consultancy with over twenty years' experience in hiring digital teams across the globe. Zebra People partners with companies to embark on digital transformation in start-up and scale-up businesses.

Founded in 2001, we specialise in permanent and contract roles. Among the positions we cover are product managers, user researchers, content designers, service designers, UI designers, product designers, experience designers, software engineers and DevOps engineers.

We pride ourselves on delivering timely, cost-effective and diverse recruitment solutions. We're straight-talking, honest and experienced consultants, with a track record of building long-term relationships with both our clients and candidates.

In 2019, we partnered with leading UK executive search firm HW Global. The partnership has enabled us to offer clients an end-to-end talent solution, from appointing C-suite executives to the essential teams that sit underneath them.

02 About us

We provide flexible recruitment solutions from executive and retained searches to recruitment programmes, contract and contingent. With offices in Leeds, Manchester, Birmingham and London we have grown up with the digital world; **we're switched on, we're committed,** and **we deliver**. These three values shape the way we do business.



03 Our specialisms

Whether it's a service designer or a full stack developer, a full-time role or a six-week contract, we have the best team of specialists on board who understand what you're looking for and will find exactly what you need, when you need it.

- Product Designers
- Product Managers
- User Researchers
- Interaction Designers
- Mobile Engineers
- Service Designers
- Software Engineers
- DevOps Engineers
- Technical Architects
- User Experience Designers

04 Some clients we work with

From well-known brands and businesses to specialist agencies, charities and start-ups; we operate across the board providing a tailored service, unique to each client. We are always open to feedback and constantly evolving our approach in order to improve our offering and deliver the right results.



"Working with the team at Zebra People was painless and delivered us an excellent result. We were hiring a principal engineer and asking them to relocate to Southeast Asia, which was not an easy ask. Zebra People found nine high-quality candidates who were all qualified and briefed well on what we did before I even spoke to them. Throughout the process they were super proactive, checking in regularly and ensuring that both the candidates and I were well informed. We ended up hiring someone who has been one of our best hires to date – very strong technically and an immediate fit culturally. I'd recommend Zebra People to anyone looking to solve a similar challenge."

TONY ENNIS, CTO, FIRST CIRCLE

05 How we partner with clients

Four ways we source the best talent

Database

- + Access to our nationwide talent pool of 42,000 qualified candidates
- + Our database has been built up over 20 years with all candidates being within digital space (digital product teams)
- + Targeted search functions based on candidate experience and job preferences
- + Hotlists of readily available candidates

Industry-specific database built up over 20 years

LinkedIn

- + Targeted LinkedIn headhunting
- + LinkedIn Premium and Recruiter access for all our consultants
- + Saved searches and ready-made projects by specialism with active candidates
- + 100,000 connections throughout Zebra People

Targeted market approach

Online presence

- + Our website
- + Industry-specific job boards (LinkedIn, CWjobs, JobServe)
- + Social platforms (Twitter, Instagram and LinkedIn)
- + Market mapping tools (insights & analysis)

Candidate attraction online

Events

- + GraphQL, Zebra Labs, UX Crunch, DesignOps, Design Thinking London, 'The Research Thing', Agile coffee mornings, Zebra People Women
- + Sponsored job board at events
- + Mentors to the ADPlist.org (to support designers worldwide with advice)
- + 25% of placements come from candidate referrals

Fits your culture as well as your needs and skills

Delivery

- + Interview process management
- + Offer negotiation and presentation
- + Onboarding support
- + Placement aftercare

Quality of hire and speed of process

06 How we source diverse talent

- + All job ads are run through Gender Decoder to detect any subtle bias (katmatfield.com) ensuring our adverts are open to all.
- + Training – Zebra People consultants have undergone diverse training on unconscious bias, diverse remote hiring, gender decoding etc.
- + LinkedIn sourcing – after having our consultants trained, we are committed to providing a diverse shortlist of candidates (50% being diverse).
- + Signatory members of the Tech Talent Charter, demonstrating our ongoing commitment to hiring diverse digital talent.

Feminine-coded language

You are a **committed** software engineer who wishes to progress your career in a fast growing, international company. You are keen to work in a **collaborative**, agile development team. You would like to work in a business that values and **supports** a genuine work-life balance. You are ready to **commit** to something long term with exciting prospects.

Masculine-coded language

The ideal candidate will be a highly **driven** individual with a passion for systems that transform how networks are designed, controlled and managed. You are an **independent individual** but are also happy working with a team of world-class engineers and **leaders** to solve major challenges. Finally, with your **fearlessness** and **confidence**, you have the ability to continually **champion** change and improvement.

Neutral language

You hold a PhD with a significant computing component, and have experience of software development in a research setting. You will be able to **collaborate** effectively with academics and researchers to design and deploy reliable solutions to important scientific questions. Experience and knowledge of software design strategies and the ability to contribute **opinions** and ideas for new projects is highly desirable.

07 Our screening process

Discovery

- + Understand needs
- + Take job specification and meet hiring managers
- + Advise on current market + DEI
- + Agree on contents of employer marketing pack
- + Agree metrics for weekly reporting
- + Agree on campaign day

Ensuring priorities are understood

Define

- + Review job specs for each role to prioritise mandatory requirements
- + Work alongside hiring managers to create a targeted company headhunt list
- + Agree competency based interview questions/key criteria, keeping these consistent for diversity

Creating key criteria

Suitability screening

- + Meet all our candidates (face-to-face or Zoom)
- + Assess candidates based on key criteria measures
- + Registration form (includes declaring the right to work)
- + Reference checks

Screening candidates for each specific role

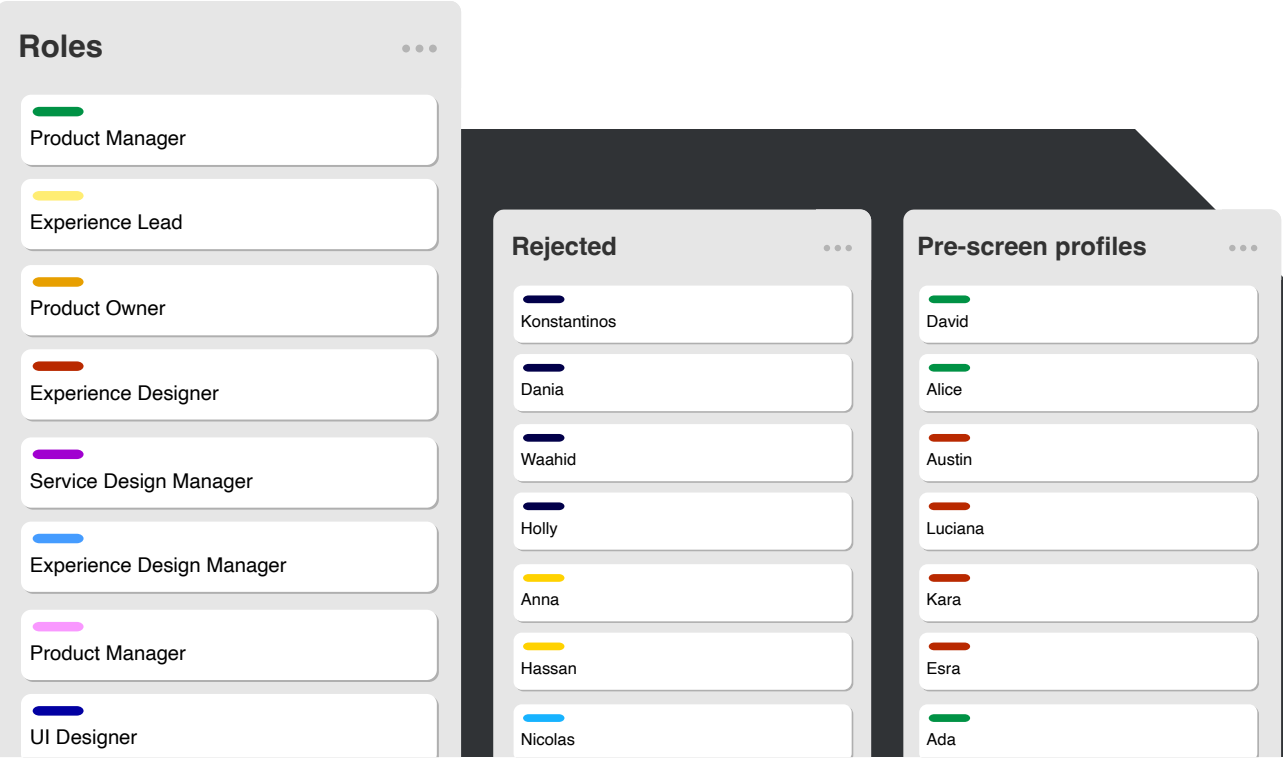
CV submission

- + Detailed write-up reflecting client needs
- + Highlighting specifics to the role
- + Anonymisation of CVs to remove unconscious bias

You only see relevant and qualified CVs

08 Keeping you up to date

- + Weekly catch-ups to discuss search progress and updates on each role.
- + End of week report on CVs, interviews and other weekly activity.
- + Trello board set up, shared access with client and Zebra People so both parties can have live updates on candidate and job progress.
- + Colour-coded roles to keep things organised.



09 Supporting your recruitment

- More than twenty years’ experience helping companies to build specialist digital and product teams.
- Extensive experience building digital teams. In the past year, we have helped build D-Ford’s digital team of fourteen candidates as well as working with Condé Nast to re-build their digital team from the ground up. We helped Primary Bid recruit fourteen new hires and John Lewis recruit an additional ten.
- A principal heading up each team supported by associate and delivery consultants, allowing us to flex according to the client’s changing recruitment needs.
- Vastly experienced and dedicated resourcing teams mean we have access to a huge range of warm candidates from years of building strong relationships.
- We work to tight ratios of 2:1 CV to interview and 3:1 interview to placement to provide quality over quantity.
- Within the UX/Tech sector on LinkedIn, we rank number 1 with the most engaged talent pool.

	Senior UX Design Manager	Senior UX Research Manager
Total CVs sent	7	2
CVs rejected by hiring manager	1 (FTC - Holly - too UI/Visual)	0
Candidates @ 1st interview (Including those yet to be scheduled)	1 (Perm only - Rob)	2 (Ada and Jose)
Candidates @ 2nd interview (Including those yet to be scheduled)	1 (FTC & perm - Hameed)	0
Candidates rejected after interview	2 (FTC & perm - Jamie and Louise)	0

10 Case study: Helping John Lewis power a great leap forward...

The challenge

In June of 2022, Zebra People were approached by the John Lewis & Partners' talent manager to help with an exciting new recruitment campaign. This campaign is part of a huge new restructuring of the John Lewis & Partners' business, aimed at onboarding more talent to help achieve a variety of ambitious goals, including:

- + Expanding their digital, virtual and delivery services.
- + Pledging to recruit young people coming out of the care system.
- + Making commitments on cutting waste and getting to net zero carbon in the UK by 2035.

The roles the client looked to fill included positions in the UI, UX and Researcher spaces. Zebra People pitched for the business against two other agencies and won the high-volume retainer for 20+ roles thanks to its detailed proposal, highlighting its experience and unique approach to sourcing talent.

Response

As with all of Zebra People's clients, the priority was to achieve a thorough understanding of John Lewis & Partners as an entity and dig into the detail of the roles they needed candidates for. This is one of the most important parts of Zebra's process, as it drives our quality over quantity approach and helps maintain our 2:1 CV to interview and 3:1 interview to placement ratios.

Getting to know the client included making sure to consider their diversity, skillset, and cultural requirements. These details were established by having in-depth discussions with the hiring managers (over good-quality coffee). A plan was then put in place to source the perfect candidates:

- + Create a list of key roles to focus on.
- + Map the talent market for the key roles identified.
- + Create a candidate information pack to share with the prospective talent - providing job specs, meeting notes, organisational structure information, and benefits (explaining all of the engaging and exciting things about working for John Lewis & Partners).
- + Engage in weekly calls with hiring managers to update on progress and provide detailed written reports.
- + Streamline the interview process by identifying sticking points and expediting them. For example, changing the pre-task from an at-home assignment to a whiteboard exercise on the day of the interview, speeding up the entire interview process.
- + Follow through until placements are completed (making sure everyone is happy and settled before we move on to the next task).

Results

- + Zebra People have placed eight candidates into roles.
- + Zebra People continue to work with John Lewis & Partners on various key positions and have final interviews in place for some.
- + Zebra People placed John Lewis & Partners' Head of Design, who they are now working closely with to build their team.



11 Case study: Finding the designers & technologists of tomorrow for D-Ford

The challenge

D-Ford is the creative laboratory arm of the Ford Motor Company. This highly specialised division of the company finds solutions to the most complex transport and mobility issues of our time, from the development of self-driving cars to the mass production of facemasks in a pandemic.

This was a fascinating challenge for Zebra People, as each hire had to work in the exciting innovation space, with a blend of skills and experience that qualified them to work on real-life UX tasks that incorporated digital, physical and mechanical elements. D-Ford initially briefed us on a team of permanent software designers, but then expanded our remit to the research, design and operational support teams, including director of software design, senior interaction designer, design researcher and senior software designer roles.

Approach

We started with an in-depth discussion, which dived into granular detail about D-Ford and what makes them tick. This covered everything from the many appealing factors of working for D-Ford to the specifics of what the hiring manager was looking for in prospective candidates. We researched the job descriptions, read up on D-Ford press and gained a holistic understanding of the client. From there, we led a proactive headhunting and market mapping stage, looking for individuals with innovation at the centre of their very specific skill sets and histories. We used a Trello board to keep in constant communication with the client, with each role's progression posted to reduce the need for frequent Zooming.

Results

In total, Zebra People placed ten permanent roles and eight contract roles in nine months. These included placements in the Design, Research and Operation Support areas of D-Ford's business. Almost every candidate that was offered a role accepted it, and Zebra People operated at a 3.5:1 interview to successful placement ratio.

"It's been a pleasure to work with the Zebra People team over the last two years. Their knowledge of digital design, UX and tech industry is exceptional. They understood our specific needs, listened to our feedback and empathised with our frustrations. We now have such a talented team of amazing people and Zebra People played a big part in that success."

JOSÉ DAS NEVES ALVES, INTERACTION DESIGN DIRECTOR AT D-FORD

Let's speak

Flexible recruitment solutions from executive and retained searches to recruitment programmes, contract and contingent

 **+44 (0)20 7729 4771**

Our offices

London

6 Hoxton Square, London, N1 6NU

Leeds

14 King Street, Leeds, LS1 2HL

Manchester

Worthington House, Towers Business Park,
Didsbury, Manchester, M20 2HJ

Contact

020 7729 4771

hello@zebrapeople.com

[linkedin.com/company/zebra-people](https://www.linkedin.com/company/zebra-people)

zebrapeople.com