

## ASMA YOUNIS



**Job:** Digital Consultant

**Company:** AND Digital

I am working as a Digital Delivery Lead at AND Digital, where I do a lot of different things ranging from Programme Delivery, helping clients define Digital Visions, Roadmaps and Strategies, or carrying out UX/UI related activities such as Design Sprints. Previous to this role I have had a variety of roles in Solution, Application and Infrastructure architecture, and front-end Development.

Curious

Supportive

Ambitious

**The skills I use most in my job...**Leadership

- Creating teams
- Programme Management

- Senior Stakeholder Management
- Career Coaching

**The most interesting thing I've worked on in my career so far...**Technology Solution Design for emergency services to be able to effectively & promptly deploy police officers in response to 999 calls.

**What inspired me into digital and tech...**I always wanted to be a doctor, but made the switch when I started using computers for the first time to do homework during an English course. I was mind blown,I love the constant change in this industry that challenges you to come up with innovative solutions to adapt.

**My educational background is...**Computer Science (Software Engineering) BSc (Hons)

**What advice I'd give to girls thinking about a career in digital and tech...**It's the one area which changes and improves rapidly compared to most of the careers, it would give you a broad range and depth of experience and will always keep you on your toes.