

## CATARINA TAVARES MARTINS



**Job:** User Experience Designer

**Company:** AND Digital

I work for AND Digital, a company that helps clients to launch better digital products and build high performing digital teams. For me, this means I have the opportunity to be part of a variety of projects/clients. My job as a user experience designer means I am a problem solver. Have you ever struggled to find something on a website or had a bad checkout experience? I'm responsible for being your voice - I translate your frustrations into actionable work for developers or the business.

Passionate

Curious

Creative

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

- Planning
- Ideation
- User research
- Wireframing/prototyping

**The most interesting thing I've worked on in my career so far...**I worked on the design of an iOS mobile app called Sketchd, that aimed to boost creativity and bring awareness to user experience concepts. It allowed users to complete a drawing a day of certain user experience related words and then compete against each other. I was really proud of what we achieved in so little time and when we released the app we were even contacted by Apple to be part of their featured apps.

**What inspired me into digital and tech...**I have always wanted a career that would help me make people's lives that little bit easier and, from an early age, I was amazed at how different technologies can do this. I think I've now found the right path to enable me to help people, though I still have a lot to learn!

**My educational background is...**When I was younger, I wasn't sure what career path I wanted to take, so I tried a few different things. I did one year at nursing school, a Bachelor degree in Health Sciences, a Master in Bioinformatics and a year of a Computer Sciences PhD until I realised I needed something slightly less academic. I only found my true passion for user experience design when I started working at AND Digital.

**What advice I'd give to girls thinking about a career in digital and tech...**Don't be afraid to try something for fear of failure. Failure is how you learn, without it you won't find where your passions and priorities lie. So be brave and keep learning - you'll only become a better version of yourself.