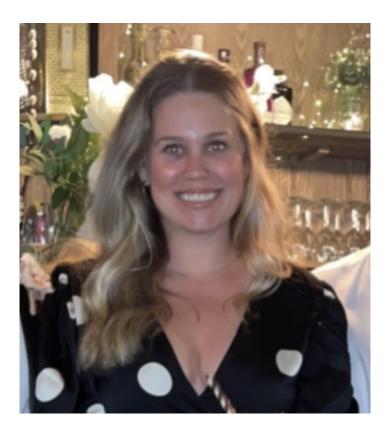# DEMI DANIELS

Job: Content Designer

Company: Auto Trader

I am a content designer, so I make digital products easier to understand through an empathetic lens. Guiding the user through their journey with ease and creating clear content so the user can digest complex ideas is my main purpose. My speciality is crafting copy to create successful mobile and web-based products. Primarily my tasks have been to turn complicated language into plain English, but I also have experience writing long-form content, scripts, micro-copy and instructional copy.

Empathetic	Social	Optomistic

The skills I use most in my job... UX principles

- Writing microcopy
- Incorporating user research into design
- Stakeholder management

• Writing in plain English

The most interesting thing I've worked on in my career so far... Developing a language learning app for users who may be totally different ages but have the same level of English. It was challenging to create engaging content for people who have very different interests, but very rewarding.

What inspired me into digital and tech... It was a strange progression into digital and tech for me, as I don't consider myself to have many digital skills. I really wanted a job where I could help people using the skills that I feel confident in, which led me to content design.

My educational background is...I went to university and studied Education and Communications. I worked as a teacher then freelance copywriting, which developed into UX writing. I did self-study online to enhance my UX skills.

What advice I'd give to girls thinking about a career in digital and tech... There are so many jobs in digital and tech! In my case, I loved writing and putting myself in people's shoes- who knew that could get me a job in digital in tech? No matter what your interests or strengths are, there is probably a job for you in digital and tech, it is just learning what it is!