

## EMMA ALDINGTON



**Job:** Content Designer

**Company:** The Co-operative Bank

I create, test and recreate content for the bank's public website, mobile app and online banking system - focusing on user journeys and making things accessible for all.

Excitable

Empathetic

Passionate

**The skills I use most in my job...**Content design

- User research
- Information architecture
- Content flow
- Journey mapping

**The most interesting thing I've worked on in my career so far...**Creating a new on-boarding journey for an exciting financial services project (watch this space!). Basically, getting people to register and sign up to a cool new bank account in as few steps as possible.

**What inspired me into digital and tech...**It's what I use everyday, from obsessively checking ASOS to furiously scrolling my Twitter feed, so it seemed like a natural thing to do. Everything is digital now - so anything we can do, can be made digital. And everyone should be able to use it.

**My educational background is...**I've loved writing from an early age so I guess I've always been a

'writer'. I did a degree in English Language & Linguistics at uni, started working as a copywriter for a creative agency and then refined my skills as a content designer at the bank.

**What advice I'd give to girls thinking about a career in digital and tech...** Don't let intimidating workspaces put you off - you'll learn from these difficult situations and apply your learnings to create a better digital space for everyone. And keep an open mind to opportunities, there's always something new to explore in digital and tech.