

## FAYE LITTLEWOOD



**Job:** UX Designer

**Company:** On the Beach

I work as a UX designer at On the Beach in the product department. I solve problems through design. I improve the customer's experience on the On the Beach website by making it useable, enjoyable to use, and valuable to them.

Open

Curious

Loyal

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

- Visual Design (UI, graphics)
- User Research (User testing, competitor analysis, UX audits, etc.)
- Collaboration (Workshops, prioritisation/goals, ideation, feedback, etc.)

**The most interesting thing I've worked on in my career so far...**I have been really lucky to have been involved in lots of different projects. Working at On the Beach has been interesting as it has allowed me to speak to lots of different people in different teams and you can see the impact of your work in loads of different ways.

**What inspired me into digital and tech...** I was curious about technology from a very early age, fascinated with the web, games, and so on. I have always been creatively minded so started off down a graphic design route and decided to learn more about web design to enhance my skills during a redundancy in the recession. It was a gradual journey then to where I am today but it is so fast-moving and lots of exciting things to get involved in and learn.

**My educational background is...** Graphic Communications (Leeds Metropolitan accredited). 3 month course - Basics in web design (HTML/CSS) at Bolton University Professional Diploma in UX - UX Design Institute (Glasgow Caledonian University) Facilitating Workshops day course at NNgroup. I also enjoy attending seminars and reading articles from experts within the industry to challenge my thoughts and ideas.

**What advice I'd give to girls thinking about a career in digital and tech...** I can genuinely say it is an enjoyable and exciting industry to be in which can be very rewarding. The roles vary vastly across digital and tech but it is fast moving and there is always plenty to learn.