

## FIONA ALAMANOU



**Job:** UX Designer

**Company:** Heywood Pension Technologies

I design journeys based on qualitative and quantitative research and data that are usable, easy to navigate and as enjoyable as a pensions product can be. I collaborate with product, development and QA to make sure our products are as accessible as possible.

Factual

Curious

Empathetic

**The skills I use most in my job...**Problem solver

- Accessibility champion
- Storyteller
- Collaborator
- Empathetic and curious designer

**The most interesting thing I've worked on in my career so far...**I worked on an 'outfit builder' concept. It was an idea the company wanted to do based off what competitors were doing. After

research and data analysis we realised it's not exactly what our customers wanted, they wanted to be inspired in different ways. It was so interesting.

**What inspired me into digital and tech...**My dad worked in tech, he worked from the bottom and grew his company which I was really inspired by. I remember he bought us our first computer, the dial up seems like another world away now. But I've always been really intrigued by how they work and how people use them.

**My educational background is...**I studied Advertising at University, an aspect of the course was design where I found my love for graphic design. I realised there was something missing within my work, talking to users, understanding how it made them feel... that's when I found UX was my calling.

**What advice I'd give to girls thinking about a career in digital and tech...**Explore your options, speak to the community, and don't settle for less. Don't ever think you're not good enough and just because you think you might not be qualified for a role... doesn't mean you're not. I wouldn't be where I am today if I didn't take the leap.