GABRIELLA JOHNSON

Job: User (UX) Researcher

Company: Auto Trader

My role is to deliver the best possible experience for the users of our website, to make it as straightforward to use as possible. As well as researching user behaviour and preference, I also research the content of the website and consider design elements such as colours, text and images.

Systematic	Analytical	Conscientious

The skills I use most in my job... Analytical

- Working collaboratively
- Data driven mindset
- Understanding the design process

The most interesting thing I've worked on in my career so far...I'm working on something quite exciting right now. We're researching how we can help users to buy their next vehicle totally online! We're still at the very early stages but it's interesting to learn more about our users and their attitudes to buying online.

What inspired me into digital and tech... When I finished University, I knew I wanted to join a digital, forward thinking business which is why I chose to apply for a role at Auto Trader. Working for a digital business is exciting and means the nature of my work rapidly changes, which I love. We're currently looking at how we can help users to buy their next vehicle online which means we have new digital and

technical challenges to research and solve.

My educational background is...I studied a mix of A Levels in Economics, Spanish, Art, and Maths as I really didn't know what I wanted to do in the future. Even when I chose my degree subject, I still wasn't sure. I chose Business Management as I thought it would be a good all-rounded degree and always knew I wanted to go to University. I initially joined Auto Trader as a Graduate in Business Management in the Customer Experience Team. I quickly developed a passion for customer and user experience which lead to the role I'm in today as a User Researcher. I am currently learning a lot virtually through the Interaction Design Foundation as well as spending time with Designers across the business.

What advice I'd give to girls thinking about a career in digital and tech... It really is so much fun and just remember not every role in a digital business has to be technical. There are so many types of roles and career paths available, it really is worth looking into as there's definitely something for everyone. The team I work in is hugely diverse and made up of people from different backgrounds and career paths. It's what helps us collaborate and come up with the best ideas. The industry is constantly evolving and creating new roles too, there will definitely be something to suit you!