

## HAYLEY ROBERTS



**Job:** Lead Digital Designer

**Company:** Clicky Media

My role of Lead Digital Designer at Clicky is very varied, I work alongside multiple teams and on a variety of different projects from UX design to branding and digital marketing. My passion really lies with UX and UI design. Creating and maintaining engaging websites with great user experiences.

Organised

Creative

Motivated

**The skills I use most in my job...**UX and UI (User experience and user interface design, mainly for websites)

- Branding (Creating names, logos and brands for companies)
- Digital Marketing (social media ad design, Google display ads, email templates)

**The most interesting thing I've worked on in my career so far...**Some of the branding projects I've worked on have been so interesting and exciting. I love being able to help build a brand for a client, it's so satisfying when you see it rolled out across everything and come to life.

**What inspired me into digital and tech...**My first job was in print. It was around that time digital and tech was becoming huge, although I enjoyed my job in print there was so much more opportunity in digital and I was excited to get involved with it.

**My educational background is...**I did a 2 year Foundation Degree at Sheffield College in Graphic Design and I also did quite a bit of work experience so that I could build up my portfolio as this is really

want employers want to see.

**What advice I'd give to girls thinking about a career in digital and tech...**It sounds like a cliché but the future really is digital and there are so many different opportunities in digital and tech. You don't always need to come from an educated or technical background and many skills can be learnt on the job.