

KIRAN SEAHRA



Job: Digital Designer

Company: Apadmi

I work with clients to explore, define and design their idea with the end result being an app, usually for mobiles. I conduct market and customer research and explore using sketches, and develop them into wireframes, visual designs and prototypes. Along this process I often test the designs with users to see how it can be improved. I also participate and facilitate idea generation and customer experience workshops.

Analytical with briefs

Feedback and outcome focused

Imaginative

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

- Prototyping
- Wireframing
- Persona Creation
- User Testing

The most interesting thing I've worked on in my career so far...Working with Big Life Group to

create and design Street News. Street News is filled with impactful analysis and authentic stories, regularly updated and written by the people at the heart of the issues. This idea took lots of market and customer research, idea generation workshops, sketching, brand definition, user testing and more! It was an exciting journey and it was a pleasure to work on defining and designing this product. It's now in the Apple and Google Play stores so do check it out!

What inspired me into digital and tech...When I was at Tech City Stars, a design leader from Market Gravity presented their UX Design apprenticeship vacancy and it sounded really exciting to be part of making change to users and creating new products.

My educational background is...Developed passion for arts and crafts at a young age, studied Graphics Design at GCSE and went on to study A Level Product Design at Uxbridge High School 6th Form. The Product Design class began with 10 students but they all dropped out over the course because it was too much research and theory - I was the last woman standing and I completed the whole 2 years with an A! Uni wasn't for me so I studied with Tech City Stars before landing a UX Design Apprenticeship with Market Gravity in Waterloo, London. And that's where my passion for designing and crafting mobile app experiences began.

What advice I'd give to girls thinking about a career in digital and tech...There are no limitations in this industry because there is so much to learn. Almost 5 years in and I'm still learning. The most exciting stages are when you're getting feedback from real users on your product and also when the product finally launches! Try it out! You'll be surprised where it can take you.