

## LIV BRADBURY



**Job:** Business Analyst

**Company:** Deloitte Digital

I am currently working as a business analyst on an app development team in the Public Sector. I help to shape requirements to improve the app and build new features. I then break these down technically, to create actionable work for the developers to pick up.

Supportive

Ambitious

Passionate

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

- Organisation
- Attention to detail
- Communication

**The most interesting thing I've worked on in my career so far...**I am currently on a team working on an app which anybody in the UK can use. I'm amazed that the team can work on something one week, and the next week the changes are out there, improving the user experience for so many people.

**What inspired me into digital and tech...**During my degree I became very passionate about the

ethics of AI and I learned a lot about tech's impact on society. I wanted to make sure that any technological advancements are done responsibly, sustainably, and with the end-user in mind.

**My educational background is...** I studied BSc Maths and Philosophy at the University of Leeds, and then MA Philosophy of Artificial Intelligence at the University of York. I also did a year abroad at Aarhus University in Denmark.

**What advice I'd give to girls thinking about a career in digital and tech...** My best advice is to not be put off, thinking you don't have the right educational background. Tech is so far-reaching and impactful that almost all experiences can be applied to it, and there are so many roles out there, suiting such a wide range of skillsets.