LLARA GEDDES



Job: Solutions Director

Company: AND Digital

I work with clients to help develop solutions to their business problems. That might be focussed in research and design, or could be guidance on the data they need to generate insight for personalisation or focussed on process and internal improvement or business optimisation.

Colourful	Pragmatic	Creative

The skills I use most in my job... Design and Research

- Analysis
- Stakeholder Management
- Problem Solving
- Listening

The most interesting thing I've worked on in my career so far... Every piece of work is interesting in its own way. Because my entire career has revolved around human behaviour, there's always something to be fascinated by.

Real Role Model

What inspired me into digital and tech...I actually fell in somewhat by accident, but it was absolutely driven by curiosity. I wanted to make tech work better. I wanted to see what I could achieve.

My educational background is...I went straight into work from school and spent time in retail and customer service, before moving to marketing and eventually UX. I am currently doing a postgraduate degree in senior leadership, showig both that you don't need to go to uni, AND that it's never too late!

What advice I'd give to girls thinking about a career in digital and tech... Do it. This isn't a man space, it's a human space. We design and build products and services for humans of all different types. We can only properly bake in diversity, when those products and services are designed and built by diverse teams.