NAOMI WINTER

Job: UX Designer

Company: Foolproof

User experience design can be a tricky role to articulate, but my description is "designing the end-to-end experience and usability of digital products and services". I aim to understand and empathise with customers and users to design digital products and services that cater to their particular needs and requirements.

Curious	Empathic	Passionate

The skills I use most in my job... Logical thinking - Mapping user journeys and flows

• Research analysis – Supporting researchers to understand insights from stakeholders, customers and users

• Empathy – Using research insights to put myself in the users' shoes to see the experience from their perspective

• Collaboration – Working with creative and non-creative team members and stakeholders to create a solution that suits everyone

• Visual and interaction design – Turning research insights into tangible designs

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INSPIRE & EMPOWER

The most interesting thing I've worked on in my career so far...I designed a video review tool for endovascular surgeons to playback their surgeries. The users (surgeons) needed to extract clips as small as 2 minutes from 4-hour+ surgeries. The tool uses AI technology to create automatic markers, helping users find important moments to create their own spotlight reels.

What inspired me into digital and tech...I have been creative and interested in technology for as long as I can remember. My Dad works in the technology sector, and we built a computer together when I was about 10. During education I always enjoyed nurturing a synergy between two seemingly unrelated fields and experimenting with outcomes.

My educational background is...I studied Fine Art, Photography and Computing at A Level and then worked as a professional Graphic Designer. I then took 3 years to explore other avenues and travel until I started education again and attained a First-class BSc (Hons) User Experience Design degree at Norwich University of the Arts.

What advice I'd give to girls thinking about a career in digital and tech...GO FOR IT! Try things, make mistakes, find your own path, and enjoy the process. Don't get caught up in the end goal because the journey is so much fun. Always listen to others, be open to new challenges, and never stop learning about the world and everyone in it.