

NATALIE CROOK



Job: Senior User Researcher

Company: Auto Trader

I work with designers and developers at Auto Trader to help build and improve our consumer experience. I do this by conducting both qualitative and quantitative research with our consumers to understand their needs and wants. We use some pretty cool tech to do this, such as eye tracking technology which helps us understand where people expect to see information on our website.

Approachable

Curious

Determined

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

- Research skills
- Data analysis
- Behavioural psychology
- Eye tracking analysis

The most interesting thing I've worked on in my career so far... In the past I have worked for

businesses such as Coca Cola, Amazon and Jet2 - doing research to help them improve the online journeys for their customers. Working for such influential companies has been a really exciting part of my career so far. This is still ongoing as working at Auto Trader has meant that I am helping guide the future for the consumer experience at the largest automotive marketplace in the country.

What inspired me into digital and tech... I have always been interested in technology from a young age and realised quite early on that this was something I enjoyed learning about. I think the fact that I enjoyed working with technology so much helped me progress throughout college and university until I found a specific area that I could focus on.

My educational background is... I studied a BTEC IT course in college and went on to Manchester Metropolitan University, where I studied digital media and communications. It wasn't until my 2nd year at university that I was introduced to UX and realised that this was something that I had a real passion for.

What advice I'd give to girls thinking about a career in digital and tech... If you enjoy using technology and find yourself getting curious about how it all works, then a career in tech might be for you! I think if you find something you have a genuine interest in then it helps a lot when it comes to studying and working in that area. I also think it's really important that we have more women working in tech to make sure the products and services we are building are inclusive for the audience they are being aimed at - and your voice is so important in making sure that happens!