

## RACHAEL EDWARDS



**Job:** Content Designer

**Company:** Auto Trader UK

I am a writer combined with a UX designer. It's my job to make sure that the content in our online journeys is easy to understand, easy to find and easy to use, so that everybody has a fair chance of having a good user experience at Auto Trader.

Language-loving

Positive

Curious

**The skills I use most in my job...**UX writing & microcopy writing

- UX Design and layouts
- Team work and collaboration
- Giving and receiving feedback
- User research

**The most interesting thing I've worked on in my career so far...** I had to make a really complex thing (applying for car finance) simple and easy to understand for everybody. It sounds dull, but it was extremely interesting looking for ways to translate all that horrible financial language into real, human language. It was very rewarding

**What inspired me into digital and tech...** This industry actively inspires you to ask questions, be curious and discover new things. It's vast, and has lots of career choices which you can often jump between and learn new things easily, so it's one of the most diverse and versatile career paths you can choose.

**My educational background is...** I studied Graphic Design at A level, and at Degree level. From university I moved into digital marketing as a way into a career, where I developed my writing and research skills. This, plus personal study and free online courses helped me move through SEO content writing, into Conversion Rate Optimisation, and then into Content Design.

**What advice I'd give to girls thinking about a career in digital and tech...** There are so many different roles in digital and tech, so there will always be something that you'd be good at. Don't let it intimidate you, it's a very welcoming industry, especially if you take some time to research the very best companies for team culture. Look for companies offering graduate and apprenticeship roles, these are always a great way in.