

RHIAN COX



Job: UX Director

Company: Uplift

My role is to oversee our UX offering at Uplift, managing a team of Strategists / Researchers, UX Designers, and Developers to increase conversion rate and web performance for our clients. My background is in UX design, creating intuitive and accessible digital experiences through user-centred design.

Empathetic

Creative

Passionate

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

- Empathy
- UX Design
- Problem-solving
- Communication and Storytelling

The most interesting thing I've worked on in my career so far...Ah there have been so many that I've loved... I think people would expect me to say the 'glossy' brands but probably the most interesting

was working on a website for a housing association, it might sound dull but the user research was fascinating and I really enjoyed the challenge.

What inspired me into digital and tech... I loved being able to pair creative design with psychology and empathy. I'd never heard of UX, but it married areas I was truly passionate about and I was smitten straight away. I was fascinated by how many career options there were and that there is always something to learn.

My educational background is... I studied a BTEC in Multimedia in college which covered Photography, Film, and Graphic Design. In my second year I specialised in Graphic Design and went on to study Graphic Communication in University. Both courses gave me a solid foundation in understanding the fundamentals of design - Such as typography and colour theory. Not only that, but they forced me out of my comfort zone and I gained confidence by meeting new people and regularly having to present my work.

What advice I'd give to girls thinking about a career in digital and tech... Make connections, work hard, and be nice! People often underestimate the power of being a good person. Ask lots of questions, be genuinely interested and curious about other people and the world around you. Finally, work on being resilient - Feedback and criticism are important parts of your learning.