

VERONICA HUMPHRIS



Job: Digital Designer

Company: Apadmi

My role as a Digital Designer is really varied, but mainly I work with cross-functional teams to develop and design the User Interface and User Experience for digital products: mainly websites and mobile apps.

Energetic

Aesthete

Playful

The skills I use most in my job...Facilitating (creating and running workshops with clients)

- Planning and Researching (to find out about different industries, design guidelines, competitors products)
- Sketching and Wireframing (to formulate ideas and solutions to problems)
- UI and UX Designing (the look and feel of the product)
- Written and Verbal Communication (meetings with clients, internal teams)

The most interesting thing I've worked on in my career so far...I created the app designs for a new bespoke tablet for Wattbike: doing the user research for that was really fun as we got to interact with professional athletes and consider how they would use it.

What inspired me into digital and tech... The scope for creativity in my day to day is great. The people in the team are friendly and so incredibly talented. And finally, I just love how flexible the working culture is. Moving into tech has allowed me to work remotely and carve out a really enviable work/life balance (something that my colleagues from the arts and culture sector can only dream of!)

My educational background is... I studied English Literature, and worked as a Theatre Producer in London for the first part of my career. I then took a career gap and travelled the world for a year. When I got back I retrained in Digital Design and worked up a portfolio to bag my first position. I developed my skills in UI / UX design on the job.

What advice I'd give to girls thinking about a career in digital and tech... Go for it - we need more women to steer the ship and there are lots of opportunities to mould a really exciting career.