

## 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.