

VICTORIA FINCH



Job: Creative Director

Company: Digital Finch

I am a business owner, I create animations and produce design for video and animation. It's quite varied, but really my job is to take a written piece of work and make it communicate it effectively in a visual way, through digital design.

Talkative

Problem solving

Driven

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

- Design
- Animation
- Typography

The most interesting thing I've worked on in my career so far...I've been lucky to have so many great projects, I'm not sure if I can pick one, because what I truly like is the variety. One day it'll be video editing for quite a corporate job, the next I'll be illustrating characters for a cute animation.

What inspired me into digital and tech...I've always loved art, but I'm also very nerdy, so I wanted to bring my love of art into a modern environment. This work is a perfect blend and I love the challenge of a brief and helping customers with their goals.

My educational background is...I went to college for A-levels (Art, French, Maths, Business, IT, Graphics), did Art Foundation, and 1 year of University studying Visual Communication at Leeds Art University. I then went to work in a creative studio for 6 years before taking the leap with my own business.

What advice I'd give to girls thinking about a career in digital and tech... I would say keep trying, I have seen my field be a bit of a 'boys club' but over the years I can see real change, and I feel that I have a voice. I think a digital career is quite exciting, nothing stays still!