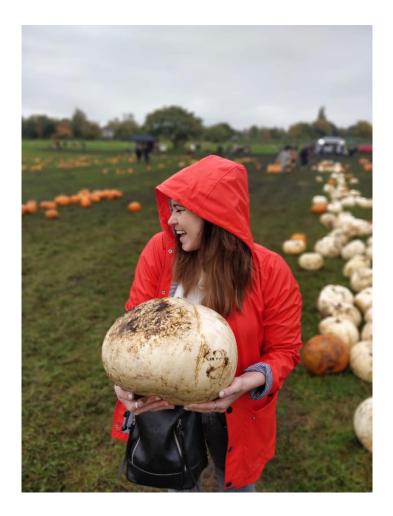


YEKATERINA MCDONOUGH



Job: Senior Consultant Company: Deloitte

As a senior consultant I help the clients to reach their goals in developing solutions, specialising in platform engineering and back end developing. I also am keen on team building, architecture and work with people on purpose initiative.





• People and Purpose

The most interesting thing I've worked on in my career so far... I worked on various projects throughout my career, from government, banking to retail. The most interesting one, I'd say, would be the time where I developed the first ever image recognition and recommendation tool for one of the big fashion retailers.

What inspired me into digital and tech...My dad, who is my best ally: I was always in art and thought that I want to be creating things. He said to me very inspiring words "engineering is like art - you create things that people enjoy".

My educational background is... I have studied History of Arts initially specialising in theatre and contemporary art, but then switch my focus to Computer Science later, completing both BSc and MSc in it. I also worked as a Teaching Assistant from my 2nd year at university, which was an amazing experience - I was the only female TA at that time and supporting girls and inspiring them was very rewarding.

What advice I'd give to girls thinking about a career in digital and tech...Be brave. No one ever will tell you are not capable. There's so much support around you. You are more than able to do ANYTHING that you want to do.