**LBB Pro User Interview: Expert Eye**

*This series is all about allowing you to showcase your creative skills and expertise, and what really makes you unique and special as a creative collaborator. It’s also a chance to advise and inspire people with less experience looking for a way into the field.*

*Please submit your answers along with a photograph of yourself. It can be a normal headshot, but if you have something of you in action, great. If you have additional related images that you wish to share (and you own the IP), we’re happy to include them.*

*If you have a biography that you can share with us, that would also be helpful!*

What do you do?

What would you say are the most crucial skills that you depend upon to do what you do?

When you were starting out, what training did you do (either on specific courses or on the job!)

Have you had any mentors who played an important role in the development of your expertise?

Are there any new skills that are entering your field - perhaps due to changes in technology or client need? If so, what are they and how have you approached keeping up to date with these evolving skills?

What are some of the more subtle, softer skills that are also important in your role and how have you developed those?

Tell us about a project/campaign that really put your skills to the test! How did you apply your skills and how did they impact the final project?

What advice would you give to someone entering your field right now?