blink

By [Sara Keats](#)

International Women's Day has a century-long history and celebrates the social, economic, cultural, and political achievements of women around the world.

In recognition of International Women's Day, we talked to some of the women of Blink about their experiences as women in tech, and the ways in which Blink supports women. Read the Part 1 in this series, which is [about the women who inspire Blinkers](#).

> *There's a Laurie Anderson quote that says something along the lines of technology being the campfire around which we tell our stories. I love how human a concept that is. We are bringing tremendous diversity of thought to developing technology experiences that are useful, inclusive, accessible, ethical, and diverse. It takes all kinds of people to identify and solve all kinds of problems and tell all kinds of stories. There's room around the fire for all.* **-Anne Vande Creek, Director of Client Services**

> *I don't think present times are particularly better or worse to be a woman in tech than the past. There have been great female engineers throughout the history of the field — think Ada Lovelace in the 1800s or Katherine Johnson, for example. I wanted to join the tech industry as soon as I discovered I was passionate about it. I didn't wait for a particularly good time to jump in; I just went for it.* **-Emilie Harris, Front-End Developer**

I often get asked what it's like to be a woman CEO in a high-tech city, such as Seattle, in the fast-growing field of User Experience. My standard answer used to be, 'It's great — why does everyone keeping asking?' until it came into focus for me just how uncommon it actually was. In 2016, I organized the first Girls Can Do conference, showcasing women in power to inspire young women and girls. Now when I get asked what's it like to be a woman CEO, I say, 'Let me tell you — it's great, and I'm in good company.' And then I give examples of the 100 other women leaders they should call next. **-Karen Clark Cole, Co-founder and CEO**

Karen will be the keynote speaker for the 2018 Women in UX Conference at the University of Washington on May 12, 2018. This event is for students and early-career UX researchers and designers. [Learn more about the conference here.](#)

[Girls Can Do](#) provides positive role models who are everyday yet extraordinary women talking about choices, determination, hardships, failure, resilience, and success. The Girls Can Do event series started with a single speaker and a small idea in January 2014. Since then, it has quickly grown into a movement with a big vision and big plans to match.

Brigitt Rains and Kristina Knaus meet in a corner table

The fact that I was able to start my career at Blink, which is over 50 percent women and has a female CEO, has had a huge impact on me personally and professionally. Right off the bat, I felt like my voice and opinions were appreciated and needed at the company. We are a powerful force in the UX industry, and I think collaboration across our diverse staff has a lot to do with that. **-Kristina Knaus, Director of HR, Diversity, and Inclusion**

It is an incredible time to be a woman in tech because, although women currently represent only 20 percent of the workforce in STEM careers, gender diversity is at the forefront of awareness. I'm inspired by all the great programs training girls to go into technology and am looking forward to working with the next generation of women in tech. Blink supports women by encouraging both women and men to care for their families and personal commitments outside of work. I haven't worked many places where I've been as likely to build a project schedule around a father's or mother's need to pick up kids after school or care for an elderly parent. Work is just part of our lives, and by supporting our ability to live sustainably in other areas, Blink enables us to bring our healthiest selves to our work. **-Serena Down, Director of Project Management**

Last May, I had the opportunity to judge for the Technovation Challenge. I was blown away by the ideas and dedication of the young women competing. They had such confidence in solving real problems and presenting their work. Sharing, educating, and learning from the next

generation is what I find most exciting about being a woman in tech. **- Lauren Werner, UX Designer**

Lauren is speaking at the International Women's Day conference next week in San Francisco. If you are attending the conference or are in the area, don't miss her talk on UX Research, "Defining Your Minimum Viable Testing (MVT)." Tickets are still available.

Join the conversation

Tell us about your experience as a woman or a person who works with women in tech. We want to hear about when it's been challenging, when it's been motivating, and when you've learned from colleagues, mentors, and friends. Tweet to us @blinkux with the hashtag #womenintech.

Kristina Knaus, Director of HR, Diversity, and Inclusion