Profile: Andrea Reck

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Describe your early background:

I grew up in Kitchener-Waterloo. I went to St Mary’s High School, then off to Wilfrid Laurier University (WLU) for my undergrad in Cultural Anthropology. I ended up getting my bachelor’s and chose to take some time off before completing my degree at the honours level. I moved to Banff, Alberta and worked in the hotel industry for two years, saved some money and came back to Kitchener-Waterloo and WLU to complete my honours degree. I started applying to grad schools to continue my anthropology education but quickly learned that career prospects and grad school spaces were few and far between. I chose to continue my education at the University of Western Ontario to get my MLIS.

What (or who) influenced you to pursue a career in libraries?

My best friend since grade four completed her MLIS degree at Western and spoke highly of the program. After visiting her on campus and learning about her experiences, I thought it would be a good fit.

Where are you working now, and what do you like best about your current job?

I’m working at a digital strategy and experience design consulting firm called Delvinia in downtown Toronto. I’m involved in experience design, and when our team begins a project (website, app, digital strategy, etc.) we take on a customer-centric approach where the first goal is to ensure that the users are being given the best customer experience we can offer.

What I like about my job is that it is creative, and I can use my anthropology background in all aspects of it. I have to put myself into the mindset of the customer: what they want/need, how our design can deliver it, and what are some innovative ways we can design to make sure our customers are happy and getting a great experience. We deal a lot with technology (mobile phones, tablets, touch screens, etc.), so we are always learning and evolving and never get bored.

Name something interesting you’ve read or learned about recently. What appealed to you about it?

One thing I like to do while I’m working is listen to talks on Ted.com. There are so many different topics and varieties of speakers ranging from food, to medical, to animals to
pretty much whatever you can think of. I recommend Ted.com to anyone as a source of inspiration and as a way to expand your own personal knowledge.

**What accomplishment are you most proud of?**

I'm proud of my career and my evolution in this field. My job started as a six-month internship right after I graduated. I was testing the waters and trying to see what career would be a good fit for my personality, skills and education. That six-month internship turned into a full-time job, and I've advanced to become a senior member of the team here.

**If you could travel anywhere in the world, where would you go?**

I'd like to go to Turkey.