

COMD 4801

The Portfolio **Week 2**

Assistant Professor Diana Schoenbrun
Associate Professor Genevieve Hitchings

What will you be working on the first half of the semester?

1. Resume (writing and design)
2. Personal branding and identity
3. LinkedIn account and research industry people
4. Portfolio curation and website design (begin but not complete by mid-term)
5. Choose a social media platform and start your account

Resume

- Start design once you have your text ready.
- Your resume is designed in Indesign.
- I suggest using no more than two fonts.
- I recommend using adobe fonts or classic fonts. Choose a typeface with a font family. (book, regular, italic, bold, black, etc)
- Your resume will be something that takes time and will evolve. Lots of tweaking and adjustments will be made. It's not a quick project.
- Think of your resume as a moving part. You will be working on it simultaneously with your branding and identity system.

Resume

Write out the text or copy.

Write out all your information in a txt. file, word document, google doc, etc

What should you include?

- SUMMARY OR ABOUT ME (we'll discuss in greater detail)
- Name, website/portfolio site, email, phone
- Education-list school or schools, the years attended, location, any special projects or awards, and B.A. or B.F.A. ,etc
- Professional Experience/Experience/Work
- Social media
- list internships, jobs, freelance work experience if any and descriptions
- List languages if other than English
- Skills or Tools- computer programs you know and separate out
- Clubs/Volunteer work
- Awards

*You may not have all this criteria and that is ok. You will be working on the design over the next couple of weeks.

Resume

- Check your spelling and grammar. (word, google doc, or grammarly)
A Professor will be working with you and checking as well.
- Keep verbs consistent
- Incorporate action words



Resume writing tips

Sample Action Verbs

Brainstormed
Designed
Developed
Illustrated
Produced
Animated
Prototyped
Researched
Participated
Created
Chaired
Directed
Founded
Initiated
Led
Moderated
Contributed
Collaborated
Prepared
Partnered

Sample Bullets

- Developed identity concepts for a branding and a rebranding project
- Led the development of customized give-away collateral for a launch event
- Supported the Senior Designer in creating, designing, and producing training materials for an international branding workshop
- Collaborated with creative director, copywriters, and designers to develop a marketing campaign for a large automobile brand
- Designed web and mobile e-commerce prototypes for internal and client-facing reviews
- Developed UI mock-ups, flow diagrams, conceptual diagrams, wireframes, visual mockups, and interactive prototypes for a major fashion brand
- Participated in usability testing, developing user experience standards and requirements
- Conducted competitive analysis in fashion markets to identify emerging trends
- Assisted creative teams with photo shoots and production duties
- Participate in UX and design critiques at all stages of projects
- Attended weekly work-share meetings to present progress on the projects, share inspiration, and gain a deeper understanding of the creative process

Designing your resume

Your resume should reflect your personal brand and your design aesthetic in the choice of typography as well as an understanding of scale and layout in the way that you design the information. Your resume is one of the first pieces of design work that your future employer will see and evaluate. Make sure you choose the right typeface combinations. Consider how your information and typographic hierarchy is established in your layout, and aim for clarity in the hierarchy.

Keep it simple. Use InDesign to set up a grid that allows you to lay out the information with clear typographic hierarchy and consistent alignment. Use a legible typeface with a superfamily of weights so you can streamline the combination of typefaces without overwhelming your resume with too many. Stay away from ornate typefaces. The goal of your resume's design and typography is legibility. A successful resume design shows control over complex levels of information: headline, subheadline, location, bullet list, descriptions, captions, etc.

Resume Dos and Don'ts

DO include your personal branding in the design of your resume to show your design skills and understanding of typography, layout, color, scale, etc.

DO include your email address. Stick with a professional email address, such as MarySmith@email.com.

DO include your portfolio link.

DO create your resume in InDesign.

DO keep your resume to one page in length.

DO make multiple versions of your resume tailored to each job description and use keywords from the job description.

DO use professional convention when naming your resume file, such as MarySmith_HugeInc_Resume2018.pdf.

DO highlight your contributions to each role with action verbs.

DO use clear typographic hierarchy to create an easily-scanned flow to the information.

DO include your social media information to help employers find you on social media (LinkedIn, Twitter, Instagram).

DO test out a sample proof of your resume in color and black and white to check that everything looks good.

DO spell check your resume and ask someone else to review it before submitting it to potential employers.

DO your resume now, there is no reason to wait until graduation to work on your resume and portfolio.

DON'T use overly ornate typefaces and visuals.

DON'T overdesign your resume. The purpose of your design is to create legibility.

DON'T submit a resume created in Microsoft Word.

DON'T forget to include your involvement in design-related clubs, organizations, and any professional training you've received. This shows potential employers that you're committed to your design career and take initiative to grow professionally.

DON'T include your GPA. It's not required for designers.

DON'T include references, you can provide your references when asked.

DON'T forget to scrub your professional social media content before you provide them to potential employers. If you're concerned about specific content, make your account private.

DON'T let your resume get stale. Continually update your resume as you gain additional experience and develop new skills.

DON'T forget to compare your resume against your LinkedIn profile and fix any discrepancies. You want your resume and your LinkedIn profile to be completely in sync.

Resume Design

- Research and look at sample resumes for inspiration.
- Depending on what job you apply to you will need to edit your resume.

Resume Design Samples

ANGELA BANG

angelabang.co angela.bang@nyu.edu 310 . 717 . 2452

Education

2014 — 2018

NEW YORK UNIVERSITY

- B.A in Individualized Study, concentrating in Design and Technology
- Minor in Computer Science
 - Honors: *cum laude* (GPA: 3.8), University Honors Scholar
 - Recipient of Santander Universities Scholarship for NYU Study Abroad Program in Berlin, Germany

Fall 2016

Experience

UDACITY

Mountain View
Summer 2018

PRODUCT DESIGN INTERN

- Worked within cross-functional teams to design products to better motivate and inform students of their progress in the Udacity Classroom.
- Conducted user research on student motivations and how they define personal progress.

AMAZON

Seattle
Summer 2017

UX DESIGN INTERN

- As part of the Amazon Video team, explored and prototyped the integration of Live Events into Amazon's streaming service.

KOINVEST

NYC
2016 - 2017

DESIGNER

- Designed UI, interaction flows, branding and website for FinTech startup, an investment app for young adults.
- A finalist of BNP Paribas's 2016 International Hackathon.

NBC UNIVERSAL

Universal City
Summer 2016

UX/UI DESIGN INTERN

- Gained experience in digital design and production working alongside NBC Entertainment's in-house UX team.
- Assisted with redesigns of show sites and cross-platform interfaces.

MOTIVATE DESIGN

NYC
Spring 2016

VISUAL DESIGN INTERN

- Worked with the in-house design team, assisting on tasks including: design research, wireframing, creating style guides, prototyping, UX/UI design, & creating presentations.

Skills

DESIGN

Research
Wireframing
Prototyping
Sketching + illustration

TECHNICAL

Adobe CC
Sketch
InVision / Principle / Framer.js
HTML / CSS / JS

OTHER

Korean (fluent)
Film photography
Hand & machine sewing

LIANG ZHAO

Creating delightful experience to fulfill users' dreams

✉ www.liangzhaoux.com
✉ liangzhao0801@gmail.com
🌐 www.linkedin.com/in/liangzhao0801
🏠 549 Riverside Drive, #6G, New York, NY, 10027

EXPERIENCE

Feb — Current
2017

Inspirity

UX Designer, Marketing Department + Technology Department

- Created wireframes and prototypes to share project vision, demonstrate UX design principles, and drive design decisions
- Improved site-wide user experience by analyzing customer behavior data and monitoring user tests across all digital conversion funnels
- Help to allocate development resources by prioritizing the severity of user problems and business problems
- Increased top-of-funnel conversion by 253% by optimizing the user experience of company blog and resource center web pages

Aug — Jan
2016 2017

Siemens PLM Software

UX Designer, Active Workspace Pattern Library Team

- Led a team of four in creating a pattern library that centralized Siemens software's visual assets, UX standards, and HTML/CSS partials
- Built and demonstrated high-fidelity Axure prototypes that successfully gained buy-in from executives and three external development team
- Created, tested, and validated information architecture of the library to efficiently communicate with designers and developers
- Improved Active Workspace performance by conducting user testing and proposing UX recommendations to executives

Aug — May
2014 2016

Purdue University

Project Manager & UX Designer, DIA2 - Infoviz Website Design

- Organized and balanced requirements, roles, and responsibilities to ensure work was performed in accordance with schedules
- Synthesized user insights into feasible design decisions
- Created sketches, wireframes, mockups and design documentation with detailed descriptions of interactions and workflows
- Assisted in coding promotional website using HTML, CSS and jQuery

Aug — Feb
2015 2016

ZLX Inc.

Co-founder & UI/UX Designer, ZLX - iOS Application Design

- Defined project goals and key features to help drive product strategy
- Created app flows, wireframes, and high-fidelity prototypes
- Produced 10 screen design, redlines and required artifacts

EDUCATION

Sep — May
2014 2016

Master of Science in Computer Graphics Technology

Purdue University, West Lafayette, IN
Focus Area: User Experience Design, Data Visualization

Sep — May
2008 2012

Bachelor of Engineering in Urban Design

Wuhan University, Hubei, China
Focus Area: Industrial Design

SKILLS

UX Design Skills

User-Centered Design
Interviews & Surveys
Information Architecture
Contextual Inquiry
Thematic Analysis
Persona & Scenarios
Wireframes & Prototypes
Usability Testing
A/B Testing
Cognitive Walkthrough
Heuristic Evaluation

Tools

HTML5 / CSS3
Adobe Creative Suite
Balsamiq
InVision
Sketch
Axure

Language

English
Cantonese
Mandarin

“Hi there! I'm Liang, a passionate UX designer. I am eager to join a UX design team where I can delve into my enthusiasm for technologies, science and art.”

KAREN SONG

Product Designer | User Experience designer

xsongkaren.com
xuansongkaren@gmail.com
415-539-7600

EDUCATION

CALIFORNIA COLLEGE OF THE ARTS
SAN FRANCISCO, CA | 2015- May 2018 (anticipate)
BFA, Human Computer Interaction

CHINA ACADEMY OF ARTS
HANGZHOU, CHINA | 2012- 2014
BFA, Landscape Design

SKILLS

Software

Photoshop
Illustrator
InDesign
Premiere
After Effects
Sketch
Keynote
Principle
Origami
Fusion 360
SketchUp

Design

Design Research
Design Strategy
User Interface
Web Design
Service Design
Storytelling
Scenario Design
System Design
Prototyping
Video Editing

Programming

Processing
Arduino
Particle Photon
HTML/CSS
Python

Others

Business Strategy
Marketing
Illustration
Storyboarding
Model Making

AWARDS

Totem Keychain:

Best Potential Development

CCA Hybrid Lab & Qualcomm Exhibition 2016
Team members:
Henry Bacon, Elissa Welsh, and Vergil Shi

Academic Excellence Scholarship

The landscape design program student
selected for the 2012 China Academy of
Arts scholarship.

LANGUAGES

English
Chinese

EXPERIENCE

Feb 2018
Present
THE WRECKING CREW | SAN FRANCISCO, CA
Interaction Designer (contract)

- Refine prototype of the MVP Business Support Membership
- Illustrations of service/experience concepts
- Presentations to T-Mobile leadership
- In-channel MVP launch plan and 2018 strategic roadmap

June 2017
Sept 2017
MICROSOFT (Office team) | REDMOND, WA
UX Designer Intern

- Illustrated the future user journey, storyboard for Office's new service: Office Intelligence Network(PIN)- a service for enterprise users to connect with resources, people, contents effectively
- Brought the successful metric to PM team and executives by helping them come up with the plan for a high fidelity video and final mockups for Q3 and Q4 stage.

Sept 2017
Present
BAX Group Travel | SAN FRANCISCO
CMO, Co-founder

- Responsible for advertising, market research, brand management, and acquiring and maintaining new customers.
- Work closely with CEO, CFO and CTO to run company's app and website. Implements company's long and short term goals

Nov 2016
Dec 2016
FORD MOBILITY COMPANY | SAN FRANCISCO
Project Interaction designer

- Collaborated with Ford Motor Company and the city of San Francisco to design the future of mobility
- Developed insights, design provocations, and a video culminating with a presentation at Ford in Palo Alto

Sept 2016
Dec 2016
THE CENTER FOR INVESTIGATIVE
REPORTING | SAN FRANCISCO, CA

Researcher/Animator for Reveal mutiplatform

- Led team to research the housing issue in the Bay Area
- Generated innovative documentaries for CIR and ENGAGE at CCA

May 2016
Sept 2016
SECRET PROJECT | SAN FRANCISCO & TAIWAN
Interaction Designer

- Utilized the "Think Wrong" methodology within a design blitz format to create positive change in Taiwan Toucheng Leisure Farm Hotel and drove long-term social impact
- Collaborated with farmers and interdisciplinary subject experts to prototype how to bring rural life and into community

ENEZIA
MOORER

SUMMARY

An educated and experienced Graphic Design Intern with skills in advertising, marketing and project management. Able to work independently and in a team environment to accomplish company goals at Lacoste.

SKILLS

Adobe CC Software

Illustrator
InDesign
Photoshop
After Effects

Microsoft Office

PowerPoint, Excel, Word
MAC + PC proficiency
Hand coding in HTML5, CSS

EDUCATION

New York City College of Technology, CUNY
Bachelor of Technology,
Communication Design Management Major
Honors Scholars Program (2011 - Present)
Expected date of Graduation, December 2015

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MOBILE 516.428.8451
EMAIL vamoorer@gmail.com
LOCATION Far Rockaway, NY
WEBSITE veneziamoorer.squarespace.com

PROFESSIONAL EXPERIENCE

Digital Content Intern

NBCUniversal - USA Network
02/15 – 05/15 • New York, NY

- Prepare photos and video clips for use on usanetwork.com.
- Track key competitors and major industry press updates.
- Cooperate with Digital Content team for video and graphic production.

Web Design Intern

Paper Magazine
02/15 – 05/15 • New York, NY

- Formatted magazine stories on website through MovableType.
- Optimized and resized high-quality photos for the web.
- Created graphic images and GIF's for papermag.com.

Graphic Design Intern

Kenneth Cole Productions
10/14 – 12/14 • New York, NY

- Collaborated with Art Directors for KCNY + Reaction campaign concepts.
- Ensured brand and design guidelines were met across every platform.
- Retouched and prepared campaign photos for production.

Graphic Design Intern

Hip Hop Closet
02/14 – 07/14 • Brooklyn, NY

- Designed editorials and daily email blasts for the company's campaigns.
- Maintained and updated images on website.
- Generated content for social media, advertising and digital promotions.

Customer Service Representative/ Gourmet Food Prep Associate

Dean & DeLuca
07/12 – 07/14 • New York, NY

- Ensured customer satisfaction by accepting and fulfilling food orders.
- Maintained a clean and sanitary workstation.
- Displayed and maintained merchandise neatly presented in its showcase.



EDUCATION

New York City College of Technology
BFA Expected 2022
Communication Design
Associates In Applied Science
GPA: 3.813
Dean's List

SKILLS

Adobe CC Software
Illustrator
InDesign
Photoshop
Premiere Pro
Dreamweaver
Microsoft Word
Microsoft Powerpoint
Clip Studio Paint
Paint Tool Sai
Photography
Advertisement

INTERESTS

3D Modelling
Ad Design
Animation
Brand/Product Design
Character Design
Comic Book Making
Digital/Traditional Illustration
Story Boarding

Jaweiwang150.wixsite.com/website
Jiaweiwang150@gmail.com
(917)-346-6771
Brooklyn, NY

WORK EXPERIENCE

Light and Love Home (Summer Youth Employment Program)
May-July 2018

Graphic Design Team
• Worked with Design team on posters, cards, and certificates for sponsors.

May-July 2016
General Affair Team

- Maintained a clean and safe environment at the site.
- Provided meals for staff and people on the site.
- Ensured the staff's and student's safety.

May-July 2015
Fellowship Team

- Worked with the team on prepping presentations for students.
- Collaborated with staff on event planning, activities, and trips.
- Designed and prepared photos for presentations and projects.

ON CAMPUS INVOLVEMENT

The Ink Club (Member)

- Collaborated with other artists on digital and traditional illustration by giving each other insights and criticisms.
- Expanded and developed my illustration skills and learned from experienced staff and professors.
- Communicated and learned other member's skill when prepping for a convention and learned how to promote ourselves.

JAVION BAILEY

ILLUSTRATOR • GRAPHIC DESIGNER

W: javionbailey09.myportfolio.com/
E: Javionbailey12@gmail.com
T: +1 914-689-6496

STATEMENT

My name is Javion Bailey and I am an Illustrator/ Graphic Designer currently attending New York City College of Technology. My focuses are character design, concept art, typography and narrative illustration

SKILLS

Photoshop
Illustrator
Sketchbook Pro
Indesign
Word
Powerpoint

COURSES

- Communication Design 1
- Communication Design 2
- Design Studio
- Design Team
- Graphic Design Principles 1
- Graphic Design Principles 2
- Intro To Video
- Raster and Vector Graphics
- Type and Media
- Typographic Design
- Web Design 1

EDUCATION

2016-2022
COMMUNICATION DESIGN
New York City College of Technology
Bachelor of Fine Arts

EXPERIENCE

2016
RES4 ARCHITECTURE
Intern

Observed and shadowed coworkers on projects and worksite visits. In addition, Attended company meetings with the different clients they brought in.

2018-2019

SEARS
Sales Associate

Worked closely under the manager of my department handling different jobs when needed. Moved fixtures, cleaned specific areas of the store, hanging signs and organizing merchandise on the floor. etc.

2019-2020

JCPENNEY
Sales Associate

Organized merchandise, stocking and restocking product, and unloading shipments.



Resume-Summary or statement section

- Do you need one?
- Gives the employer a quick sense of who you are and your identity
- This should be a brief statement and can be used or edited for LinkedIn
- This is different than your writing About Me for your website which we'll work on later.

Resume-Summary or statement section

Examples:

Art Director and designer with a background in branded content, identity, and editorial. Web, print, and beyond.
Interested in joining a collaborative inter-disciplinary team to concept and create meaningful experiences.

Visual Designer with experience in creating high-quality visuals across a variety of media, including mobile apps, web, television production.

Storyboard artist and character designer seeking to explore the limits of visual storytelling and the art or animation.

An educated and experienced Graphic Designer with skills in advertising, marketing and project management. Able to work independently and in a team environment to accomplish company goals at_____.

Additional Resume Design samples

Resume samples 1
Resume samples 2
Resume samples 3

Personal Branding and Identity

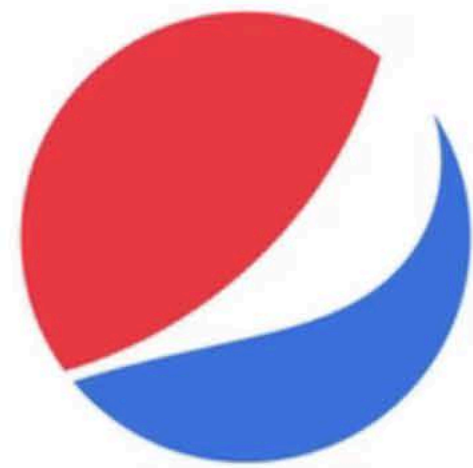
- Create a personal branding system that can be used across all channels.
(resume, cover letter, business card, etc)
- logo/monogram, and signature
(You can design both or just one. Depending on your work it may make sense to design both or one. I'll show some examples.
Or design them together.)
- portrait or avatar
- color palette that creates unity

Logo or monogram

- logo

We are going to use the term logo in a broad sense. (A logo, monogram, word mark in graphic design can be defined more specifically)

Abstract mark



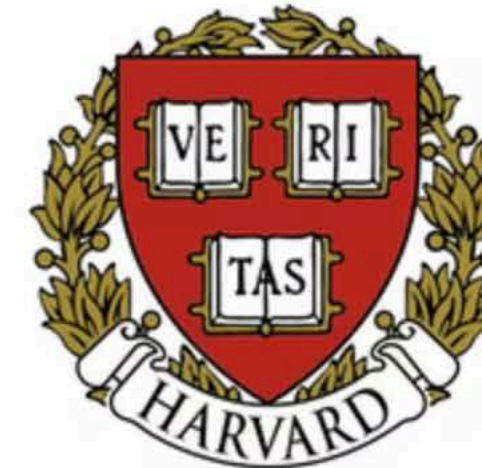
Mascot logo



Combination mark



Emblem logo



Lettermark

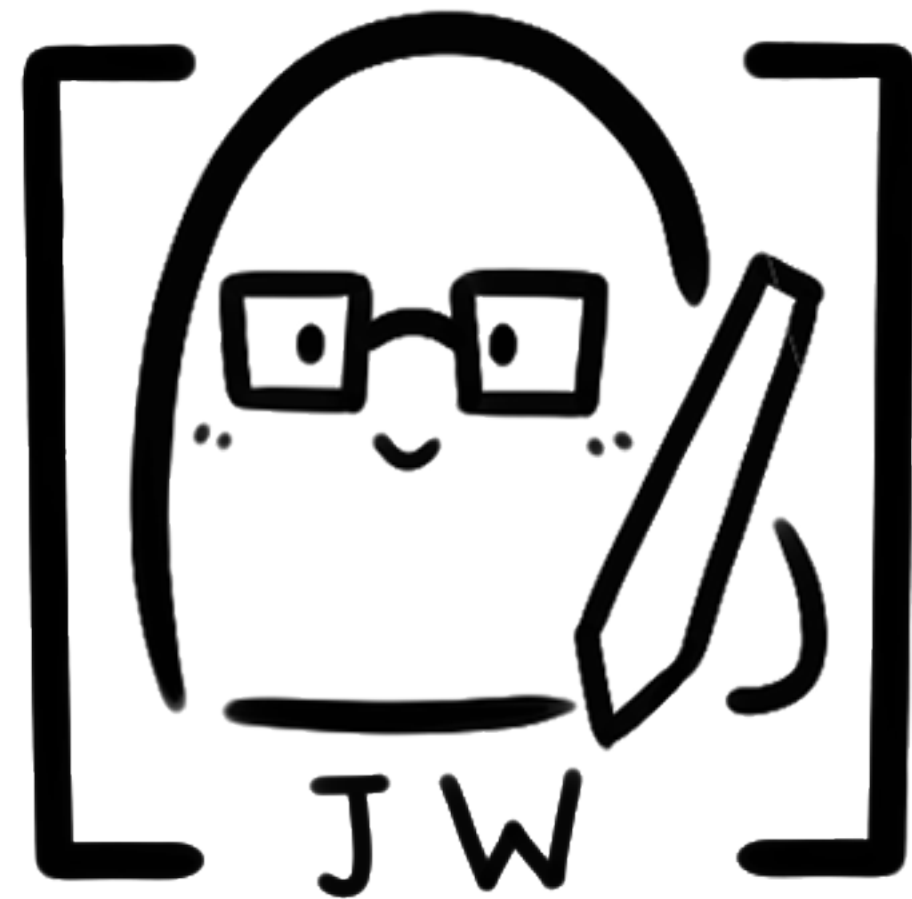


Pictorial mark



Wordmark

Student logo samples



Signature samples

- Your signature can be lettering or typeface.
- This can be used on your website, resume, cover letter, business card, etc.

Jessica Hische

 Yuko Shimizu 

DANIEL ZENDER

johnjayart.com

JOHN  HENDRIX

ROZ CHAST



Yinfan



Carson Ellis

christian
robinson



You can animate your signature as a gif.

**Let us know if you need help with that. You might want to do this later
once your website is up and if you have time.**

Daniel Zender

Yinfan Huang

Portrait or avatar

- Why make one?
You can use it on social media such as twitter, instagram, etc and for your **About Page** on your website or behance page
- It showcases your creative skills and personality
(portraiture, character design, caricature, color,etc)

Portrait / avatar samples by other illustrators

Roz Chast



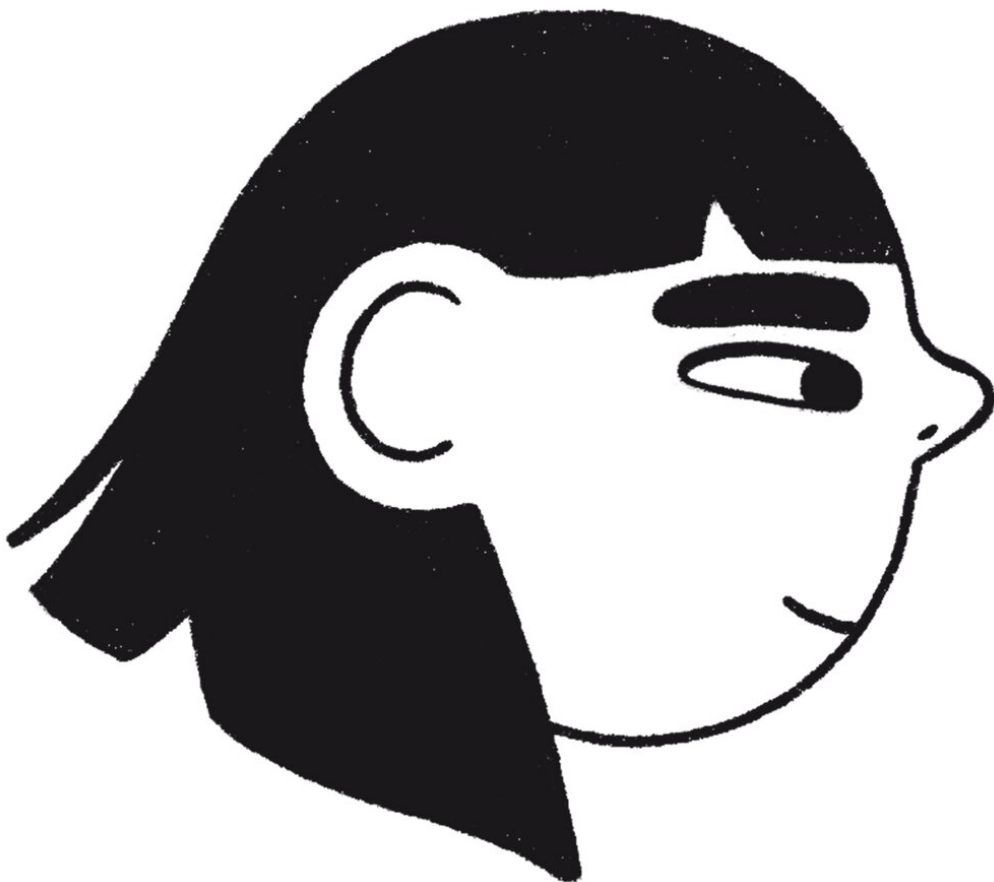
Bianca Cabagnarelli



John Cuneo



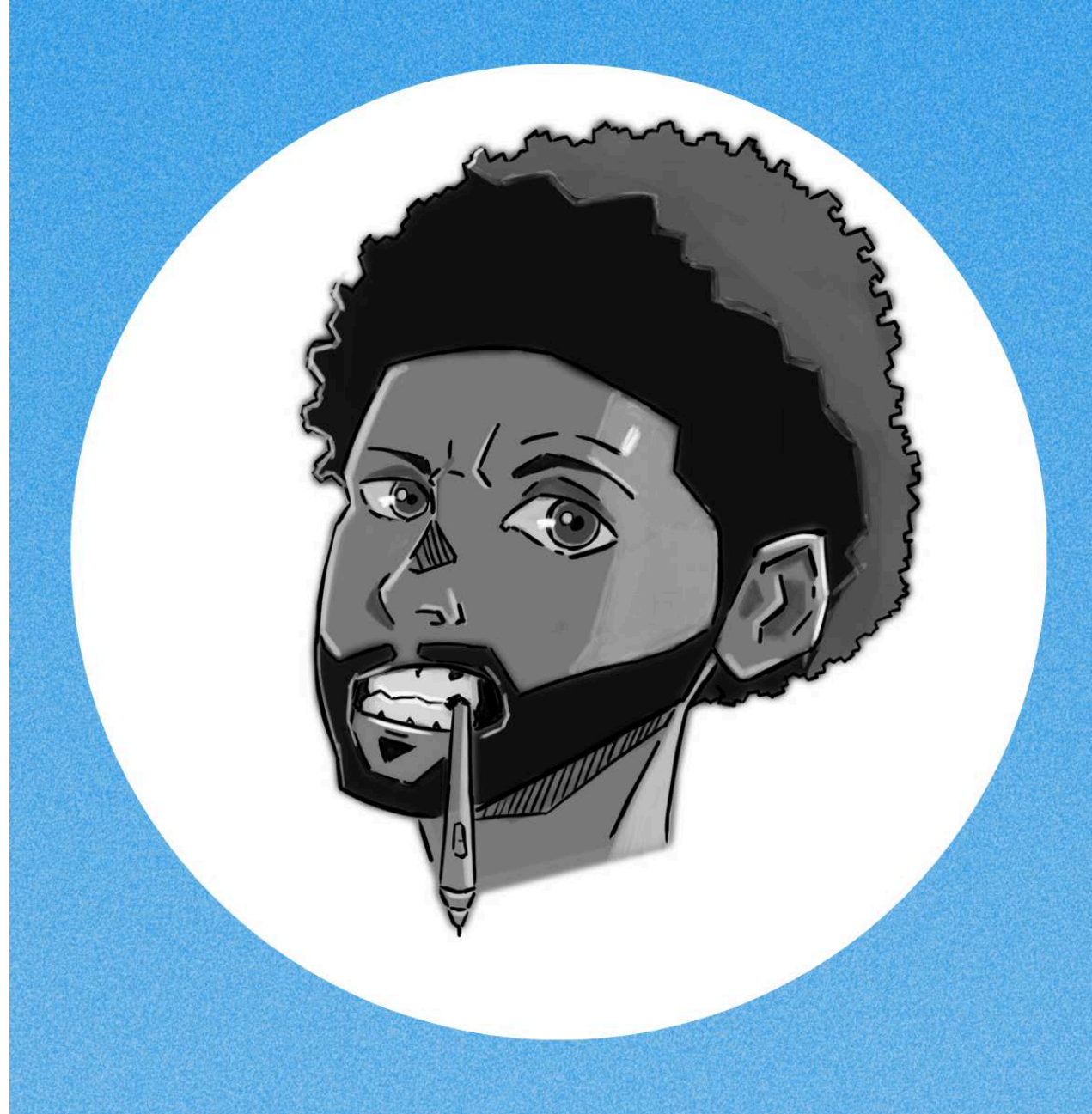
Janice Change



Leland Foster



Portrait or avatar student samples

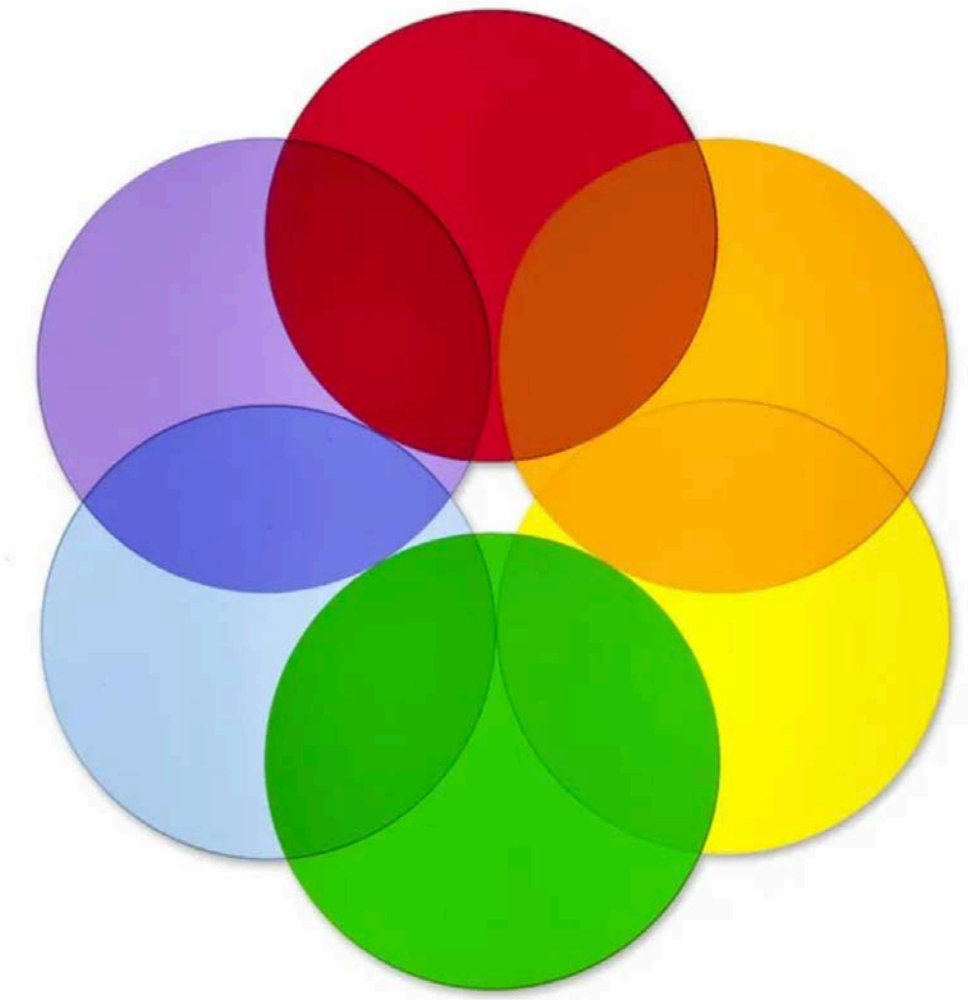


*Be experimental and have fun.
Showcase your skills and interests.
If you like portraits create a portrait.
If you prefer character design do character design of yourself.
If you are a sculptor make a mini sculpture and photograph it.



Color

- Use one or two colors, most likely one on a resume.
- See previous examples.
- Add color to your resume with your name or headings.
- Use color for background on a website.
- Color should be subtle and create unity in your branding.
- Color should make sense with the type of work you create.
- Your art already has lots of color so use color in your branding more as a highlight or to add focus to your work.



Personal Branding and Identity

- Show the Professor your sketches and any work in progress during meetings. You do not need your work to be all finished for an appointment.
- For example if you are working on a design for your portrait or avatar, first draw thumbnails and color sketches. Present those. Try working on everything in stages so everything is moving along. You don't want to just have just a finished logo to show in a meeting and nothing else started.

LinkedIn Account

- Open your LinkedIn account
- Edit your profile
- Do you have a professional photo?
- Add professors, friends, family, grow your network
- Do a search for types of jobs you are interested in. **Find three people** whose profile interests you because of their work experience. How do people write about themselves? Review the places they worked at and skills they have. Do you have these skills or program knowledge? Make a list of those places. Start researching companies and make a list of possible employers.
- Be ready to discuss these three people, job positions, and possible employers you found at your next meeting with your professor.

Portfolio

- Once you have narrowed down your work start working on your website
- First take some time to decide where to host your site
- Website platforms often offer the first month free so you can test out the templates
- Many offer student discounts
- Website paid platforms typically charge about \$8-\$12 monthly to host a website.
- As working professional these costs can be tax deductions so that is good.
- You may want to buy your website domain name or use the free one.
For example your website name could be janedoe.com or jandoeillustration.com
- Most website platforms offer a way to link up the name to the platform. Feel free to set this up later.
- Most importantly find a hosting platform that offers good design templates.

Website platforms

Where can you host your website?

*Adobe MyPortfolio

*Squarespace

*Wix

*Wordpress

CargoCollective

Weebly

PortfolioBox

Fabrik

SmugMug

Carbonmade

Format

* indicate popular templates most students used

Student sample websites

Julie Bradford

<https://saltyjules.wixsite.com/design>

Nhi Vuong(design)

<https://nhivuong06.wixsite.com/portfolio>

Karen Ensaldo

<https://karenensaldo.com/>

Justine Lee GD

<http://www.justinealee.com/>

Dacia Rojas

<https://rojas-design.myportfolio.com/projects>

Elijah Lugo

<https://elijahlugo.com/>

Ayano Morishima

<https://ayanomorishima.myportfolio.com/work>

Lu Xue

<https://luxue.myportfolio.com/>

Tashi Wangdu

<https://rikpa.cargo.site/Work>

[Jerry Wei](#)

<https://jiaweiwang.myportfolio.com/>

Amanda Worrell

<https://amaraworrell7.wixsite.com/website>

Stephen Alneus

<https://www.stephenalart.com/>

Squarespace templates that may be useful for illustration and design

A few suggestions of templates

- Matsuya
- Novo
- Beaumont
- Pazari
- Nevins
- Talva

You can always alter the templates as you go.

*Remember we are here to help but we do not know every website hosting platform design.

You will need to learn how to edit your website. This is part of the learning process. Most templates offer Q & A sections and have tutorials if you get stuck. Take a break and come back later if you get stuck on something.

Work on it a little a time.

Where else can I can post my work or use social media?

Instagram

Facebook Pages

Twitter

TikTok

Behance

ArtStation

DeviantArt

Tumblr

Flickr

Dribbble

Social Media

- Start your social media account and set it up
- Do at least one post
- Keep it professional
- Professor will review your account and make suggestions
- If you have Instagram you may want to open a Linktree account

Good Luck!
Now get to work.