

DESIGN
*a personal
brand*

STAND

BUILD
*a killer
portfolio*

FIND
*a great
design job*

OUT

DENISE ANDERSON



who you are
+ what you
want to be



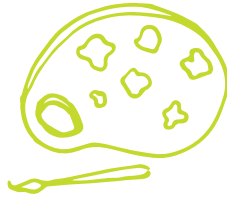
PERSONAL BRAND SELF-ASSESSMENT STUDY

values

| | | | |
|----------------|--------------------|-----------------|-----------------|
| Acceptance | Dynamism | Ingenuity | Results |
| Accomplishment | Efficiency | Innovation | Risk-aversion |
| Action | Empathy | Insightful | Risk-taking |
| Achievement | Energy | Intelligence | Sacrifice |
| Adventure | Enthusiasm | Intuition | Safety |
| Altruism | Entrepreneurship | Joy | Security |
| Ambition | Equality | Leadership | Self-awareness |
| Appearance | Excellence | Legacy | Selflessness |
| Authenticity | Excitement | Listening | Sensuality |
| Autonomy | Expertise | Love | Service |
| Balance | Expressiveness | Logic | Sharing |
| Beauty | Fairness | Loyalty | Simplicity |
| Belonging | Faith | Mastery | Spirituality |
| Calmness | Family | Obedience | Spontaneity |
| Capability | Fidelity | Openness | Stability |
| Carefulness | Financial security | Order | Status |
| Caring | Fitness | Patience | Strength |
| Challenge | Focus | Patriotism | Structure |
| Commitment | Freedom | Peace | Success |
| Community | Friendships | Perfection | Support-giving |
| Compassion | Fun | Perseverance | Teamwork |
| Competence | Generosity | Positivity | Thoughtfulness |
| Consistency | Goodness | Power | Timeliness |
| Control | Grace | Practicality | Tradition |
| Cooperation | Growth | Preparedness | Tolerance |
| Courage | Happiness | Principles | Trustworthiness |
| Creativity | Hard Work | Professionalism | Understanding |
| Credibility | Harmony | Purpose | Uniqueness |
| Curiosity | Health | Quality | Unity |
| Decisiveness | Helpfulness | Recognition | Usefulness |
| Dependability | Honesty | Reliability | Vision |
| Determination | Humility | Religion | Vitality |
| Discipline | Imagination | Resourcefulness | Volunteering |
| Discretion | Inclusiveness | Responsibility | Wisdom |
| Diversity | Independence | Respect | Work |

INTERESTS | TALENTS | PASSIONS

PAINTING



SINGING



NATURE



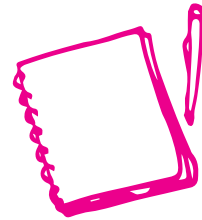
BILINGUAL



BAKING



POETRY



FASHION



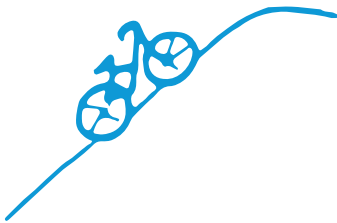
HENNA ARTIST



GARDENING



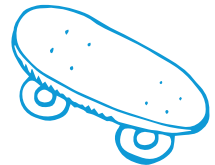
BIKING



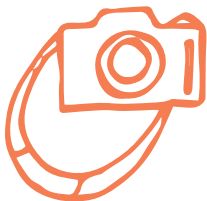
TRAVEL



SKATEBOARDING



PHOTOGRAPHY



MAKEUP



strengths and weaknesses

| Attributes | | Design Skills | |
|-----------------|------------|---------------|------------|
| Strengths | Weaknesses | Strengths | Weaknesses |
| Software Skills | | Experiences | |
| Strengths | Weaknesses | Strengths | Weaknesses |

inside self

Q1 : Who are you?

Understand your true and authentic self, and discover your core values.

- 1.
- 2.
- 3.

Q2 : What makes you stand out?

Identify your interests, talents, and passions, and learn how they connect you to others.

- 1.
- 2.
- 3.

Q3 : What are you good at?

Know your strengths and weaknesses, so you can present tangible skills to an employer.
List your strengths.

Attributes

- 1.
- 2.
- 3.

Design Skills

- 1.
- 2.
- 3.

Software Skills

- 1.
- 2.
- 3.

Experiences

- 1.
- 2.
- 3.

Q4 : Where are you going?

Visualize your life's dream, and plan how to get there.

Vision

Mission

- 1.
- 2.
- 3.
- 4.

inside self

Q1 : Who are you?

Understand your true and authentic self, and discover your core values.

1. **AMBITION**
2. **ENTHUSIASM**
3. **SENSITIVITY**

Q2 : What makes you stand out?

Identify your interests, talents, and passions, and learn how they connect you to others.

1. **BAKING**
2. **POETRY**
3. **SNOWBOARDING / SKATEBOARDING**

Q3 : What are you good at?

Know your strengths and weaknesses, so you can present tangible skills to an employer.

Attributes

1. **DEVOTED**
2. **GENEROUS**
3. **SINCERE**

Design Skills

1. **ILLUSTRATION**
2. **TYPOGRAPHY**
3. **EDITORIAL**

Software Skills

1. **ILLUSTRATOR**
2. **INDESIGN**
3. **AFTER EFFECTS**

Experiences

1. **LIVED ABROAD IN ITALY!** WORKED ON A FARM
2. **STARTED OWN HENNA**
3. **BUSINESS + CRAFT VENDOR**


Q4 : Where are you going?

Visualize your life's dream, and plan how to get there.

Vision

CREATE IMMERSIVE HUMAN EXPERIENCES THROUGH DESIGN.

Mission

2. **JOIN ORGANIZATIONS THAT HAVE A SOCIAL CAUSE, AND DONATE MY DESIGN TIME.**
3. **BECOME A MEMBER OF THE AIGA AND ADC.**
4. **OBTAIN A MFA IN DESIGN FOR SOCIAL INNOVATION AT SVA.**
5. **MOVE TO NYC!** 

who you are
+ what you
want to be



who you are
+ what you
want to be



+



what others
see

outside self

What words come to mind when you think of me?

List up to 12 qualities or characteristics that best describe my values, behavior, and personal style.

What am I good at?

What skills am I good at (strengths) and which ones do I lack (weaknesses)? List up to 3 words/phrases for each.

Strengths

- 1.
- 2.
- 3.

Weaknesses

- 1.
- 2.
- 3.

What animal best describes me, and why?

Animals come in a variety of types and temperaments. What kind of animal would I be?

What color best describes me, and why?

Colors have meaning. What color(s) best represent me?

outside self

What attributes best describe me?

List up to 10 qualities or characteristics that best describe me.

- | | |
|---------------|-------------------|
| 1. LOVING | 6. SPUNKY |
| 2. PERSONABLE | 7. INTELLIGENT |
| 3. LOYAL | 8. SWEET |
| 4. DETERMINED | 9. CREATIVE |
| 5. FOCUSED | 10. STRONG WILLED |

What am I really good at?

What skills am I good at (strengths) and what skills do I lack (weaknesses)? List up to 5 words/phrases for each.

Strengths

- THOUGHTFUL
- APPROACHABLE
- SINCERE
- RELIABLE
- FRIENDLY

Weaknesses

- SENSITIVE
- SHY
- DEFENSIVE
- EMOTIONAL
- PERFECTIONIST

What car best describes me, and why?

Cars reflect the personal style of their owner. If I were a car, what kind would I be?

A CONVERTIBLE , SO MY LONG HAIR COULD BE PUT TO GOOD USE AND BLOW IN THE WIND.

What dog best describes me, and why?

Dogs come in a variety of breeds and temperaments. What kind of dog would I be?

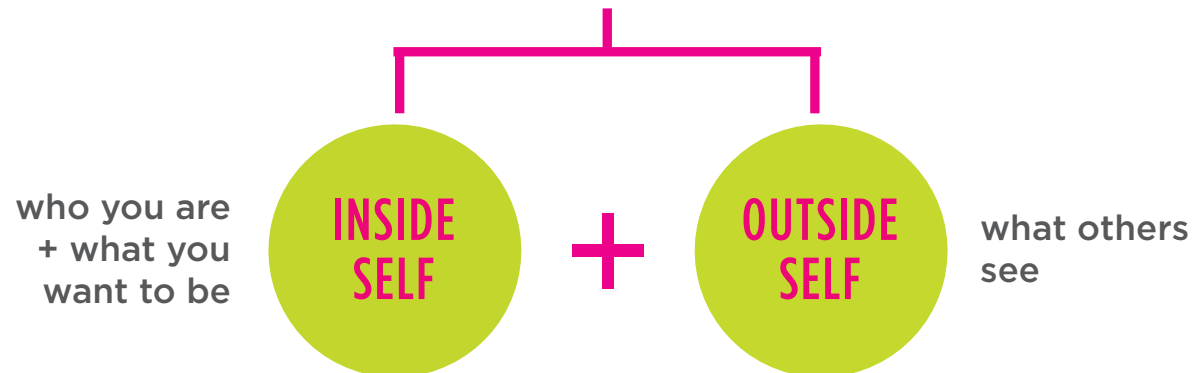
BASED ON LOOKS : AFGHAN HOUND
OTHERWISE, A COLLIE BECAUSE THEY ARE UP FOR FUN AT ANY TIME AND RELIABLE.

What color best describes me, and why?

Colors have meaning. What color(s) best represents me?

MAGENTA : LIVELY, BRIGHT, A LOT OF SPIRIT & ENERGY
MIMICS THE ATMOSPHERE I BRING TO A ROOM.

true and authentic self



inside self + outside self

COMMONALITIES

DIFFERENCES

You

Others

INSIGHTS

inside self + outside self

COMMONALITIES

IMAGINATIVE
DISCIPLINED
COMPETITIVE
PASSIONATE
SPIRITED
GENEROUS

DIFFERENCES

You

ORIGINAL
GENEROUS
EMOTIONAL
OPEN MINDED

Others

INFLEXIBLE
REBELLIOUS
PERFECTIONIST
HARDWORKER

INSIGHTS

WHEN PEOPLE THINK OF ME, THEY THINK OF DANCING.

I BRING STRONG PASSION AND A ROBUST SPIRIT TO EVERYTHING I DO.

MY NEED FOR PERFECTION CAN SOMETIMES INHIBIT ME FROM
COMPLETING TASKS QUICKLY.



creative brief |

TARGET AUDIENCE (Where you want to work)

Field of interest:

Type of company:

Company location:

Company size:

Type of job:

VALUE PROPOSITION (What you can offer the target audience)

1.

2.

3.

4.

5.

BRAND STATEMENT (What your brand stands for)

BRAND PROMISE (Your unique differentiating proposition)

BRAND CHARACTERISTICS (Qualities that best describe you)

-
-
-

-
-
-

creative brief | AMANDA

TARGET AUDIENCE (Where you want to work)

- Field of interest:** BRAND IDENTITY AND DIGITAL DESIGN
- Type of company:** FULL-SERVICE DESIGN STUDIO OR UI/UX COMPANY
- Company location:** PREFERABLY NYC, BUT WILL RELOCATE TO ANY LARGE US CITY
- Company size:** SMALL ENOUGH THAT I KNOW EVERYONE'S NAME
- Type of job:** GRAPHIC DESIGNER OR DIGITAL DESIGNER

VALUE PROPOSITION (What you can offer the target audience)

1. DRAW INSPIRATION FROM LIFE EXPERIENCES TO KEEP IDEAS FRESH AND FLOWING
2. SELF-MOTIVATED (WORKING INDEPENDENTLY) AND HIGHLY COLLABORATIVE (WORKING WITH A TEAM)
3. OPTIMISTIC AND JOVIAL; ORGANIZED AND NIMBLE
4. EFFECTIVE AND EFFICIENT PROBLEM SOLVER; ADEPT WITH ADOBE SOFTWARE
5. MAINTAIN COMPOSURE REGARDLESS OF PRESSURE

BRAND STATEMENT (What your brand stands for)

MY NAME IS AMANDA AND I AM GRADUATING WITH A DEGREE IN GRAPHIC DESIGN. WHEN I'M NOT DESIGNING, I EXPRESS MY CREATIVE SIDE THROUGH DANCE. FOR ME, DANCE AND DESIGN SPRING FROM THE SAME SOURCE, AND REQUIRE THE SAME KIND OF DISCIPLINE AND COMMITMENT: BOTH FEED MY COMPETITIVE SPIRIT AND REQUIRE A TREMENDOUS AMOUNT OF FOCUS. WHETHER I'M DANCING OR DESIGNING, I CAPTURE AND CONVEY THE EXCITEMENT AND MOVEMENT THAT I FEEL PULSING THROUGH LIFE.

BRAND PROMISE (Your unique differentiating proposition)

DESIGNS THAT DANCE AND PULSE WITH LIFE

BRAND CHARACTERISTICS (Qualities that best describe you)

- PASSIONATE
- DISCIPLINED
- SPIRITED
- IMAGINATIVE
- GENEROUS
- COMPETITIVE



- MOODBOARD
- LOGO
- BUSINESS CARD
- STATIONERY

BRAND IDENTITY



true and authentic self



+



who you are
+ what you
want to be

what others
see

