

get
a <design>
gig

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why am I here?

- + students aren't taught how to get a job
- + it's tough out there
- + I like you

who is this guy?

- + Alex Diener, Creative Director, Pensar Development
- + Industrial Designer for SonoSite Ultrasound, Ziba
- + WWU ID alumni '00

my path:

- + word of mouth, alumni networking › SonoSite Ultrasound
- + focusing on the work I wanted to do › Ziba Design
- + professional network › Pensar Development

what I see:

- + the same mistakes over and over
- + passion, but lack of direction
- + people giving up

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develop a game plan

- + what industries is going to make me happy?
- + what are the prospects?
- + do I have the right skills?
- + if not, how do I get them?
- + expect changes- it will evolve

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tailor your message

- + what is important to them?
- + how can I address that?
- + think design + business

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develop cohesive materials

- + the resume, portfolio, and teaser sheets should be unified
- + keep it simple (and imho, small)
- + no NAME LOGOS!

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be everywhere

- + use online portfolios (Behance, Core77, Design Related),
- + galleries (NotCot)
- + forums (industry specific sites)

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share some ideas

- + get exposure by sharing good ideas
- + (think long and hard about sharing the best ideas)

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do the work you want

- + if you want to work in a certain area, show us
- + you'll find work where you look

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get constructive criticism

- + people other than designers
- + informational interviews
- + friends that can tell you the cold, hard truth

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use spell check

- + noobdy likse a bad speler
- + NAIL THE SIMPLE STUFF!

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make it about them

- + finding a “good experience is nice, but they have a business to run...”
- + generic letters deserve generic responses

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know what you want

- + you can't teach passion
- + you'll find opportunity where you look

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be a specialist

- + being the expert puts you at the top of the list
- + fewer jobs, but better chances

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carry a business card

+ you never know when you're going to need it

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get out of your comfort zone

+ relocation is a great experience

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track who got what when

- + you'll be sorry if you don't
- + keep a spreadsheet of your efforts

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look beyond the classifieds

- + want ads and job postings attract high volume
- + initiate communication with people you want to work for, regardless of their immediate needs

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pick up the phone

- + email can't do everything
- + keep it short, simple, and courteous

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be respectful

- + don't email everyone in the company
- + minimize the size of attachments
- + golden rule

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grandma's advice

- + on-time
- + look like a pro
- + tell the truth...

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follow up

- + if you don't know, just say so
- + then follow up with the answer
- + send a thank you note

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come ready to play

- + know something about their business
- + know the competition
- + have ideas
- + have questions

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start with a conversation

- + put your portfolio to the side until they ask for it
- + you're interviewing them, too
- + did I mention have questions?
- + listen and adapt

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polish your speaking

- + if it feels awkward, it is
- + repetition will smooth it out

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value your ideas

- + back your ideas up, explain your thinking
- + be humble– let the work make the impression

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expect adversity

- + you'll find your place, but it will take hard work
- + if you don't have it the right stuff, get it

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take risk

- + you're your own worst critic
- + don't let your insecurities hold you back
- + what do you have to lose?

questions?

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