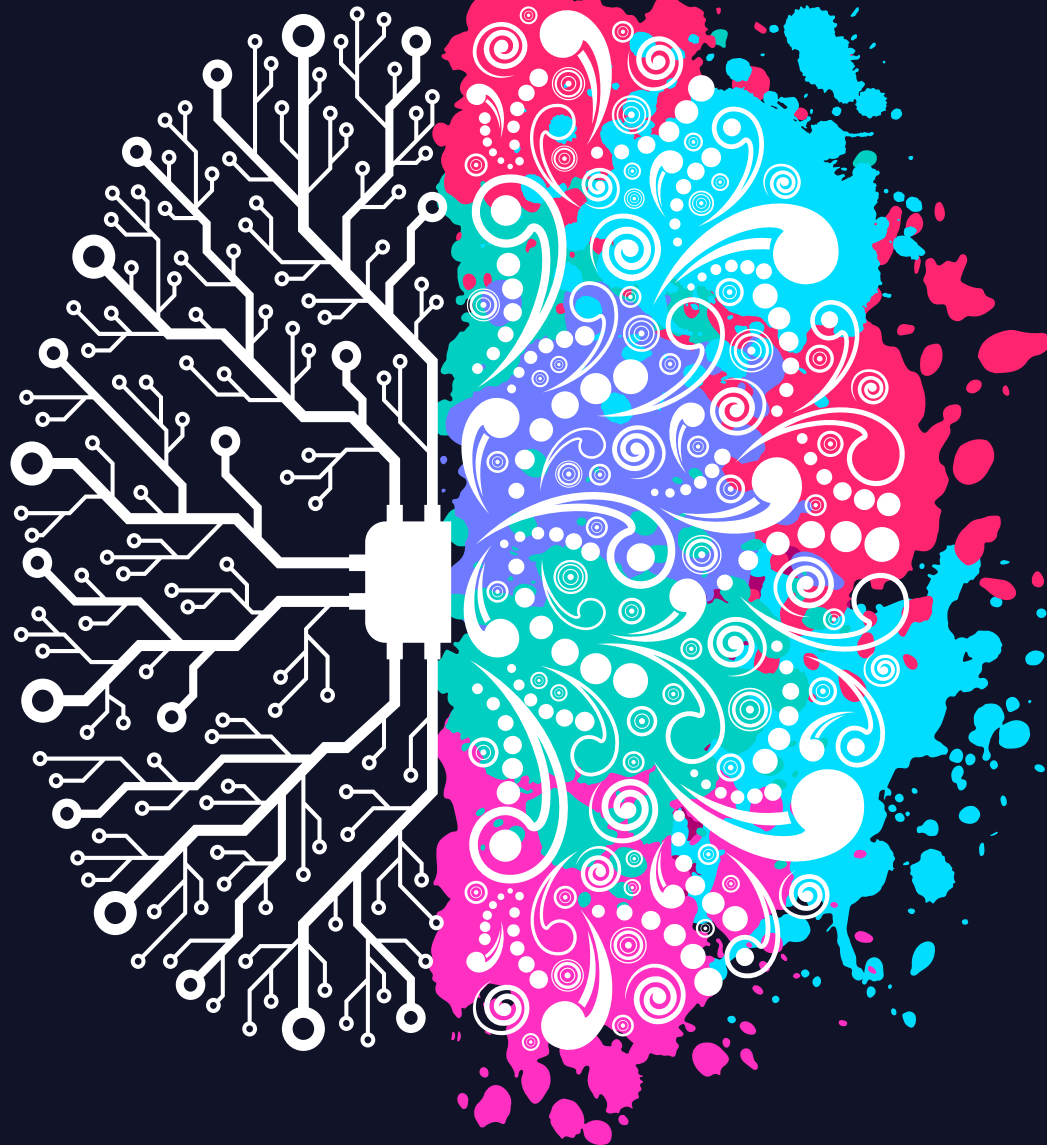


Gloria Aduth - MACA 2880

Technical Skills



Design Skills

Branding/Identity

Logo Design

Illustration

Digital Layout

Web Design

HTML5/CSS

Prototyping

Wireframing

Self Package Prep

Part One:

1. Art Director
2. Web Designer
3. Front-end Developer
4. UX Designer

Job Description	Qualifications I meet	Qualifications I don't meet	Other requirements
<p>Web Designer/Developer</p> <p>Cynerge Consulting inc.</p>	<ul style="list-style-type: none"> • 2-4 years work Experience • Ability to create designs across a variety of styles • excellent written and verbal communication skills • experience with languages such as CSS and HTML 5 • Detailed knowledge of Adobe Creative Suite • Self starter • Ability to multitask 	<ul style="list-style-type: none"> • Experience with usage of Github or Git version control Systems • Experience working in a development environment 	<ul style="list-style-type: none"> • Photography • Wordpress • Mockups
<p>Web Designer</p> <p>Waltonen</p>	<ul style="list-style-type: none"> • Bachelor's degree or 3-5 years experience in Digital Design • Experience in HTML and CSS • Proficient in Adobe Suite • Have design portfolio with web or mobile design examples 	<ul style="list-style-type: none"> • Experience across disciplines (marketing/advertising, direct marketing, interactive) 	<ul style="list-style-type: none"> • Experience with Javascript • Motion Graphic Experience • Video Editing Experience • SEM Strategy (retargeting and remarketing) • Familiarity with social platforms • Copywriting skills

	<ul style="list-style-type: none"> • Understanding of CMS websites (Joomla! or Wordpress) • Strong conceptual and design skills • Understand responsive design 		<ul style="list-style-type: none"> • Familiarity with 3D CAD systems
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<https://www.glassdoor.com/Job/jobs.htm?suggestCount=0&suggestChosen=false&clickSource=searchBtn&typedKeyword=UI%2FUX&sc.keyword=UI%2FUX&locT=C&locId=1134741&jobType=>

Job Description: Vitamin T is currently in search of a UI/UX Designer to join a high-growth, energetic organization in the metro Detroit area. The successful applicant must have excellent design, communication, and leadership skills. The UI/UX Designer works closely with our clients creative and development teams to produce effective, user-centered designs for various aspects of current and new web products. This position's main responsibility centers around user interface design for the various digital products and services such as microsites, business portals, landing pages, and credit applications. This role requires a keen attention to detail, ability to meet tight deadlines, logical reasoning and a sharp understanding of users' needs and behavior. This role is ideal for a hand-on designer and problem solver who is looking to move to the next level in their career.

How interested would you be in the job: VERY. If my portfolio didn't need a complete overhaul, I would apply right now. But it isn't ready. My resume is a match. OR so says indeed and glass door. 😊

Do you match the job descriptions? ALL of them.

What do you need to do to apply for the job? Technically, I could apply right now, but my online portfolio hasn't been updated in some years and needs an overhaul. I would never apply with it the way it is now.

Part two:

A:

<https://www.glassdoor.com/Job/jobs.htm?suggestCount=0&suggestChosen=false&clickSource=searchBtn&typedKeyword=graphic+design+agency&sc.keyword=graphic+design+agency&locT=C&locId=1134741&jobType=>

B: This agency works as integrated partners with clients to plan, execute, and achieve their graphic design and marketing goals.

C: Robert Half, Creative Circle, Aquent, Vitamin T. Most of the ones I mention work specifically with creatives.

Professional Statement

1. A designer is a problem solver. However, they need to solve the problem before them with only the available materials that they have. So, based on what materials you have to work with, that will dictate the kind of designer that you are: web, industrial, furniture, etc. A designer understands goals. Any design task that a designer undertakes must serve an ultimate goal. A designer must first ask why they are undertaking a certain task. If the designer cannot answer that question, there will be no end result. If they can answer the question, then they must set the necessary steps that it takes to achieve that goal. The designer must then gather information. Who? How? Is there a need? What available tools are there? Who else has succeeded or failed? All of these ideas must be put into order to achieve the final goal. The designer MUST have really good communication with the client. Does the client understand what you are trying to do? How many times have they come back with changes (particularly that the designer doesn't agree with?) The designer must be ready to sell their work and take credit for the good work that they do. The designer is essentially a gatekeeper. They carefully choose the projects that they take on and hope to improve upon the world with them. The designer is responsible for the work they put into the world. They must be the advocate for the person who will buy, use or experience their designs.
 2. I feel like google's new term Visual Designer is kind of all-encompassing and a little vague. I feel like a lot of different designers can fall into this category. I feel like they are pushing user-centered design, but I also feel like that's what the design world is about now. Especially since we live in a digital world now. I feel like I'm definitely more suited for a visual designer with my graphic design background and now web design. The job that I aspire to be qualified for some kind of UX or UI position.
- A: Designer Job Description: Prepares work to be accomplished by gathering information and materials. Plans concept by studying information and materials. Illustrates concept by designing rough layout of art and copy regarding arrangement, size, type size and

style, and related aesthetic concepts. Obtains approval of concept by submitting rough layout for approval. Prepares finished copy and art by operating typesetting, printing, and similar equipment; purchasing from vendors. Prepares final layout by marking and pasting up finished copy and art. Ensures operation of equipment by completing preventive maintenance requirements; following manufacturer's instructions; troubleshooting malfunctions; calling for repairs; maintaining equipment inventories; evaluating new equipment. Completes projects by coordinating with outside agencies, art services, printers, etc. Maintains technical knowledge by attending design workshops; reviewing professional publications; participating in professional societies. Contributes to team effort by accomplishing related results as needed.

Web Designer: Plans site design by clarifying goals; designing functionality. Develops site navigation by categorizing content; funneling traffic through content. Develops site content and graphics by coordinating with copywriters and graphic artists; designing images, icons, banners, audio enhancements, etc. Prepares site by installing and configuring server software; installing programming language using authoring and formatting tools; ensuring cross-platform compatibility; establishing links. Establishes locatability by registering with search engines. Upgrades site by updating content and graphics; monitoring performance and results; identifying and evaluating improvement options; introducing new technology; maintaining links. Protects site by designing and installing security precautions. Maintains site appearance by developing and enforcing content and display standards; editing submissions. Updates job knowledge by participating in educational opportunities; reading professional publications; maintaining personal networks; participating in professional organizations. Provides information by collecting, analyzing, and summarizing data and trends. Keeps equipment operating by following operating instructions; troubleshooting breakdowns; maintaining supplies; performing preventive maintenance; calling for repairs. Accomplishes information systems and organization mission by completing related results as needed.

UX/UI Designer: Evaluating existing applications and evaluating their UX (user experience) effectiveness. Measuring the human-computer interaction (HCI) element of a design. Using online tools, such as screen readers to determine effectiveness of media. Conducting user testing of applications, software and websites. Creating and implementing interaction models, user flows, and user interface specifications. Communicating scenarios, end-to-end experiences, interaction models, and screen designs with other members of the team. Developing and maintaining design wireframes and specifications of best practices to share with design team as new projects begin.

My unique values are that I have a very broad skillset and many years of experience. I'm creative and have a fun imagination. I'm also adaptable and able to pick up new techniques quickly. I'm always looking to learn the newest trends and advances in design and computer technology.

Portfolio: Where are You?

Since I have been working in the design field for the last 10 years, I have a pretty solid portfolio of my work. The hardest part at this point is picking out the strongest work to showcase because I have so much. However, since I want to transition to a more web-centered industry, I'm going to have to re-think my storytelling and my approach to each piece that I'm showcasing. I want to be able to highlight the projects that show my approach to how I handle the problem and my strategy towards creating the solution. Specifically such as the Full Design Project that shows my step-by-step process from Branding to finished product. I also want to showcase my broader skillset and show that I know how to use Wordpress and some of my bootstrap builds. I plan on continuing to improve upon my portfolio pieces so they are the strongest they can be and really showcase who I am and my journey to becoming a better designer and a stronger web designer.