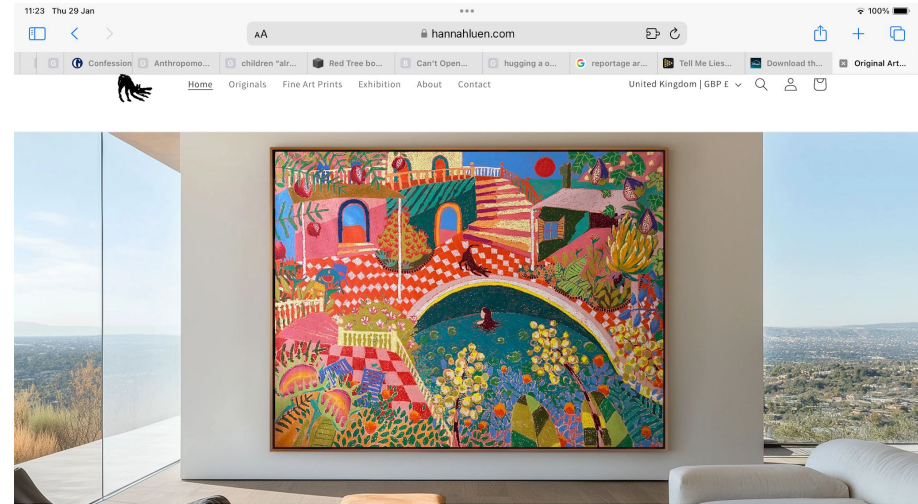
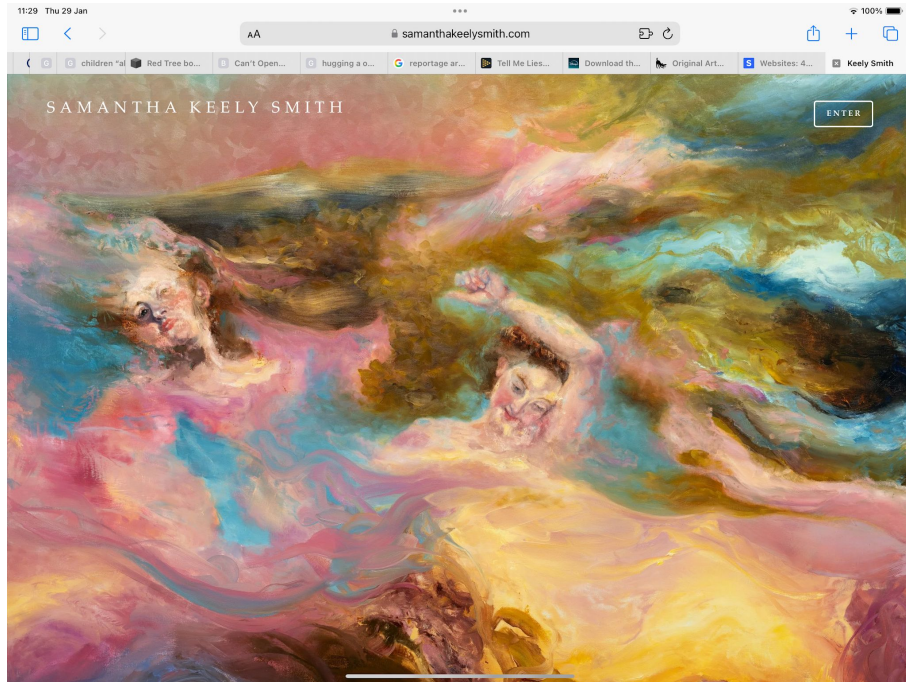


BUILDING A PERSONAL BRAND FOR SUSTAINABLE EMPLOYMENT

Perrine Roch

EXISTING ILLUSTRATOR WEBSITES

I will now look at existing illustrator websites to see what they have done and what I can learn from their layouts, also trying to find inspiration for my own website.



Collections



I like the look of these two websites particularly. I find they strike me the most as I open them up and I am met with a strong piece of work right away, it definitely captured my attention. I like the colours and boldness of these pieces too. I feel inspired to create a website first page just like these ones.



I also love the quirky little logo that Hannah uses in the left hand corner of her website, it really adds something special to this space, it is a great creative touch.



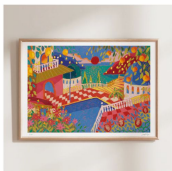
Therefore I went and scanned in a simple quick sketch I had done in a life drawing session using two pastels. I think this really represents the essence of my work; the colours, quick, unfinished look, it is bold and fun. I love this and will definitely add it to my website when I get around to creating my own.

Get updates on new artworks

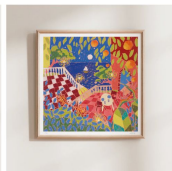
Be the first to discover new paintings and limited fine art print releases.



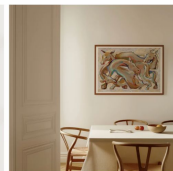
Limited Fine Art Prints



San Lazzaro - Limited Edition Fine Art Print
From £129.00 GBP



Ravello - Limited Edition Fine Art Print
From £142.00 GBP

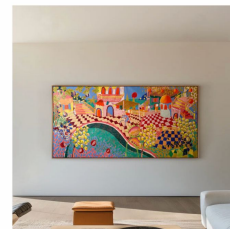


Akhal-Teke - Limited Edition Fine Art Print
From £129.00 GBP

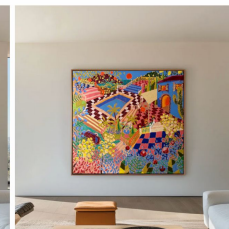
Collections



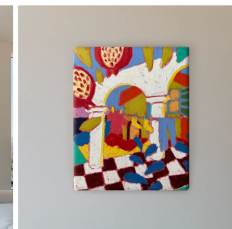
Collections



New Originals →



Large Originals →



Small Originals →

Quick links

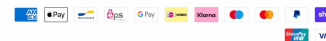
[Suchen](#) [Impressum](#) [Datenschutzerklärung](#) [AGB](#) [Widerrufsrecht](#)

Follow on shop



Country/region

United Kingdom | GBP £



The rest of Hannah's website also inspires me. It is so clean and simple, contrasting well with her colourful art. It is so easy to navigate and really compliments her work well.



Hi, my name is Hannah
Lüneburg.

I'm a 27-year-old artist from Berlin. I grew up in the suburbs with my parents and two younger brothers and later moved back into the city. I've always been drawn to collecting memories and small objects that remind me of moments I want to hold onto.

My grandparents had a small finca with a pool on an overgrown hillside by the coast in Andalusia. I spent many summers there with my family, often climbing down the old twisted staircase to the beach to collect small tile pieces that had been sanded down by the sea. That place left a lasting impression on me and still shapes how Mediterranean landscapes make me feel and how captivated I

Same goes here for her 'about' page. It is simple, yet effective. Just some information about her and a picture of herself in front of her art. It has inspired me to add a little section just like this to my own website for more client proximity.

Working on a custom painting always feels like a shared journey, and I love bringing your vision to life. If you already have something in mind, please include your preferred size or budget.

Please note that I'm currently booked with commissions until summer and will be able to start new projects around July. I'm really looking forward to hearing your idea!

Get in touch for a commission.

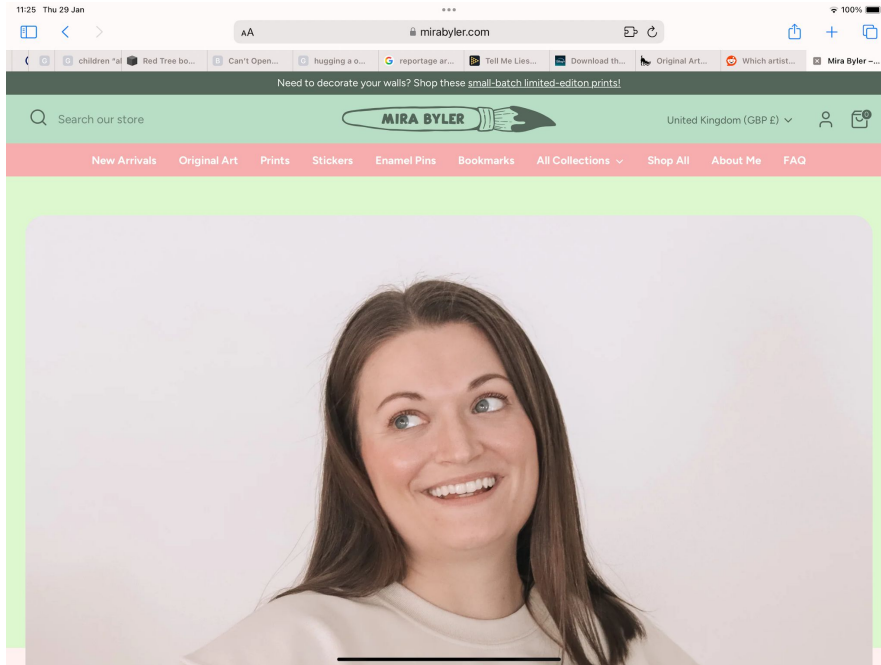
Quick links

[Suchen](#) [Impressum](#) [Datenschutzerklärung](#) [AGB](#) [Widerrufsrecht](#)

♥ Follow on shop

@ d

I will definitely also be taking inspiration for this, very minimalistic 'contact' page. It is not overwhelming and it makes it easy to just get cracking with a message. I want to avoid overstimulation around this sort of area I think.



I particularly dislike this website, everything about it is lovely and easy to navigate. However I do not personally like that the first thing I get to see is the artist portrait when I tap on the link, I would rather see her work straight away and then this could be in a 'about me' section...

B U S I N E S S
C A R D
B R A N D I N G
R E S E A R C H

Now, I will investigate existing illustrators' business cards and see what features I like to help inspire my own ideas.



Every business card that I can across which liked, had the same common denominators- they had artwork on the front and then the simple information laid out in the back. Simple and effective.

Changemakers: Building your Personal Brand for Sustainable Employment

Personal Branding

Visual Exercise

Design a business card (in the box below) for the person next to you and then give it to them.

Feather like
design from
the butterfly
piece and
the figure from
the music/
movement one.



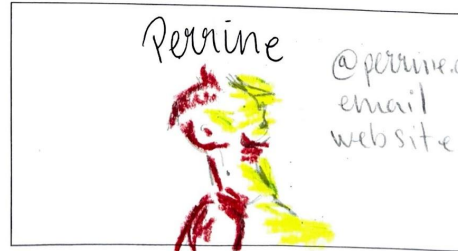
Based off
the paintings on
your art account
merged together

How do you see yourself and your skills right now? Design a business card in the box below.



this is
the front
the back will
have
contact
details.

How do you want to be seen? Design a business card in the box below.



back

Final Business Cards



Designing My Branding

Changemakers: Building your Personal Brand for Sustainable Employment
Personal Branding Exercise

What do you want to be called? Names suggestions???

Perrine

@ perrine.art

How will you visually get across you USP in your branding? Ideas and doodles

- my art is different.
- engaging content.
- traditional art medium.
- adaptability

How will you make your brand identity memorable? Ideas and doodles

- colourful, bold, just me

How will you reach your audience? Promotional ideas outline below

- instagram, I will also advertise my content to attract people to my account.
- make reels
- consistent

What will be the right promotional strategy for you? Ideas and doodles

- social media.
- advertise to get more engagement / reach more people.

4 Pillars of Branding

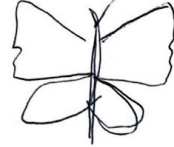
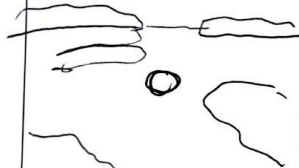
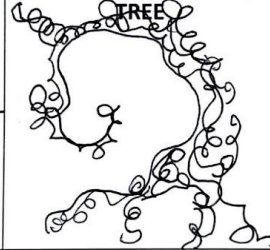
Brand Name Perrine

Narrative	Differentiation	Communication	Consistency
◦ passion ◦ big paintings ◦ art nouveau ◦ own tattoo designs ◦ sell my art ◦ exhibite ◦ Hannahluen ◦ ema. tatt	◦ big and colourful ◦ traditional ◦ engaging ◦ the 'viral' effect! ◦ stay on top of trends and posts to ~~get~~ stay on peoples feeds. ◦ work with the <u>algorithm</u>	◦ instagram ◦ short videos/ reels ◦ advertise ◦ business cards ◦ apply to exhibitions ◦ interact with other artist! ◦ meeting people	◦ continue/ refine style. ◦ repeat...

Fill the boxes with notes, doodles, collage, anything you like.

Metaphor Gestalt

If my brand was a it would be

COLOUR 	ANIMAL 	TYPEFACE <i>perrine</i>	DRINK 	ARCHITECTURE 
HAIRSTYLE 	LANDSCAPE <i>sunset</i> 	TREE 	FRUIT <i>fig</i> 	SMELL <i>fresh cut grass</i>
TRANSPORT <i>walk</i> 	SHOE 	JACKET  <i>trench ?</i>	SINGER <i>lana-del-ray</i>	ARTIST <i>kennah luen</i>

Evaluating My Strength And Weaknesses

- i'm good with social media
- social / easily make links in the industry.
- I know what I want to do
- have a reliable part time job
- I have original style

strength weakness

S

W

- confidence / anxiety
- time management
- I don't know how to tattoo yet
- need to develop tattoo designs.

- I travel a lot and meet loads of new people
- Fiji
- help from people in tattooing industry.

O

T

opportunities threats

reliant on social media platforms

- need clients
- trends fluctuate
- bills / pressure
- All to some degree
- competitive

Perrine

Email- perrine.art1@gmail.com

Mobile- 07484101102



About Me

Hi, I'm Perrine and I am a French artist who's been living in Wales for over 10 years. I always knew I would pursue a career in the creative industry of some sorts. I love to experiment with any traditional medium, especially when I can mix them! My favourite technique I've developed is tissue paper with an acrylic layer on top. I like to create big, colourful and intricate, abstract paintings. My inspiration is sourced from women and nature mainly, I love life drawing and creating art that makes women feel empowered. I love to fill the room with an abundance of colour and joy!

Experience-

Custom Art

During the first covid lockdown I was 15 and I started my own shoe customization business. I ran this through websites such as Depop at first and then my instagram art page once I had become 'trustworthy' enough. I generated a full time income worth of revenue for a couple of months doing this. Fun fact: I somehow managed to hide this from my parents entirely for a while until I couldn't anymore due to the significant amount of parcels that were being received at the house. I was so passionate and didn't want anyone to either stop me, or help me as I felt perfectly capable of doing this by myself. The skills I developed doing this were incredible, lots of responsibilities, time management, working with deadlines, communicating with clients, branding, marketing, money literacy... the list goes on.

Exhibitions

My work was exhibited in 2022 at The Turner House Art Gallery in Penarth. Two of my art installation pieces were picked to be exhibited for around 2 months, alongside many other artists. This was such a valuable and satisfying experience; seeing others' reactions when seeing my work gave me a sense of purpose within my creative journey.

In 2025 I was also picked for a trip to Wuhan and Lanzhou in China to participate in an exhibition alongside other Chinese students. I met so many other artists and talked about my art while representing my University. This felt like a huge achievement and helped me develop more confidence as my every angle was being recorded to document this incredible cultural exchange.

Education

I completed an Art and Design Foundation at Cardiff and Vale College Of Art.

Currently I am studying BA Illustration at Swansea Trinity Saint David's College Of Art.

Existing Fine Art/ Creative Jobs

jobs that weren't around 40 years ago

- influencers / money from social media / youtuber
- AI related jobs
- streaming platforms developer - netflix - disney +
- talent scouts
- tech related jobs
- apple / iphone developer and techs
- gaming industry - game design
- 3D animation
- streamers
- delivery amazon
- ~~shoo~~ deliveroo / uber

Future of Employment Task

Technology is moving faster day by day and the advertising industry is changing with it. It may be that when you graduate you could be applying for job roles that don't even exist yet.



The other side of the coin is that some job roles won't exist (or available to humans); think automation and the way machines are taking over from people in traditional industries.

Martin Ford, futurist and author of *Rise of the Robots: Technology and the Threat of a Jobless Future*, explains the jobs that are most at risk are those, which "are on some level routine, repetitive and predictable".

While being in a creative or people-focused industry may keep your job safe for the next 10 years or so,

it's very hard to predict what will happen 20 years into the future. Thirty years from now, you may be working at a job we can't even imagine today.

So that is exactly what I want you to do.

Think of a job that doesn't exist yet; what is it? What will you be doing? How will you be doing it? Where will you be doing it? What skills will you need?

- robot services
- enhancement surgery / deenhancement
- space police

As my aim is to become a self employed artist and also tattooist, LinkedIn is not really the place for me to find work for these fields. I plan on building my business and reputation alone, potentially working in a parlour that I will have to contact once I have the adequate level of practice. Therefore these are just options of work I wouldn't mind doing, they are not my first plan but more of a backup as I like to know what opportunities I can potentially have in case I change my mind or want change. This is for knowledge purposes, they are not illustration oriented particularly.

Bourne Education Trust

→

...

Art & Design Technician

Bourne Education Trust · Basingstoke...

Apply

Save

...

On-site

Full-time

Apply

Save

Your profile is missing required qualifications

Show match details

BETA · Is this information helpful?

About the job

We are seeking an Art & Design Technician to join The Arnewood School part of Bourne Education Trust.

Bourne Education Trust ('BET') is a successful multi-academy trust made up of twenty four schools (plus eight further associate schools), across primary, secondary and specialist school phases.

BET's strapline 'Transforming schools... changing lives' reflects our shared belief that all children, regardless of context or background, deserve a great education. Together we are committed to developing sustainable and ethical environments, promoting social justice and maintaining the highest standards in our behaviours and values. We learn without borders and we are relentless in our efforts to support our pupils through new and innovative ways by embracing new technologies. Digital education is at the forefront of our joint approach and we are resolute in our belief that digital innovation has the ability to enrich and transform - reimagining the future of education in our schools.

Details

Position: Art & Design Technician

Contract: Term-time, permanent.

Start Date: ASAP

Hours: 37 hours per week, 37 weeks per year (term time), Monday-Thursday 8 am-4 pm, Friday 8 am - 3.30 pm

Salary: Support Staff - (National- Hamish's Membership Details / £27,779-£30,564 FTE, actual salary £

Art & Design Technician

→

...

Art & Design Technician

Bourne Education Trust · Basingstoke...

Apply

Save

...

Benefits

- Condensed school year with two week half term in October
- Ongoing training, learning and development opportunities
- Recognition policies for exceptional performance and long service
- Well-being support, including 24/7 online GP access, Employee Assistance Programme (EAP), online wellness support and free eye tests and flu vaccinations
- Access to savings on your everyday spending including groceries, homeware, entertainment and holidays, through My Staff Shop benefits platform
- Work-life balance, and family friendly policies and processes
- Free on-site parking and cycle to work scheme
- Occupational sick pay

Key Responsibilities Include:

- Maintaining equipment, materials, facilities and ensuring that the art classrooms and technology workshops are in good condition.
- Managing the storage of artwork, materials, equipment and consumables.
- Supervising, through collaboration with teaching staff, the ordering and control of consumable materials and equipment as required by the department and maintenance of an inventory

Essential

- GCSE A-C/9-4 English & Maths Interest in subject background
- Good communication skills and ability to establish good working relationships

For full job description and requirements, please see applicant pack on our careers website.

Our Culture

At Bourne Education Trust, We Value Colleagues Who Are:

- Reflective, optimistic and aspirational
- Collaborative and innovative
- Committed, engaged and professional
- Advocates for equality and inclusivity

How To Apply For This Role:

Please click 'Apply' to complete our online application form. Please note CVs without a fully completed application form will not be considered.

Benefits:

Generous pension and holiday entitlement, training and development, recognition policies, wellbeing support, occupational sick pay, discount platform, work-life balance, free eye tests and flu vaccinations

art-K Limited

→

...

Art Assistant, art-K Oxford

Oxford, England, United Kingdom · 6 days ago · 5 people clicked apply

Responses managed off LinkedIn

On-site

Full-time

Apply

Save

About the job

art-K Oxford is an art club for children aged 6 to 16 based in Oxford. Using a wide range of mediums and learning techniques, the club aims to teach children a diverse range of artistic styles as well as 3D projects.

With over 50 branches across the country and 8000+ students - art-K has a tried-and-tested programme that's proven to work in teaching children core artistic skills and techniques. art-K cares very deeply about sharing their love of art with our students and we're looking to find a like-minded, motivated, friendly and practical Art Assistant to join our team!

Role includes:

- Mixing paints and preparing materials
- Encouraging children in their projects
- Assimilating art skills
- Setting up and tidying up after sessions

Training will be provided

Requirements

- Art GCSE at 7-9 grade
- Knowledgeable of artistic techniques, including good knowledge of tone and perspective
- Experience working with children is preferable
- Positive and proactive attitude

Desirable

- Working towards art A level, Foundation or Art degree
- Someone who lives within 30 minutes of the branch

Schedule

We are currently looking for a part-time, self-employed Art Assistant (zero-hours) to cover the following sessions:

Monday 17:45-19:45pm,

Outside of the school term (half terms and school holidays), work is offered on an as-required basis and scheduled in line with workshop delivery and studio requirements.

During school holidays, the studio operates Monday-Friday, 9am-5pm, with typically **two workshop sessions per day**, depending on student

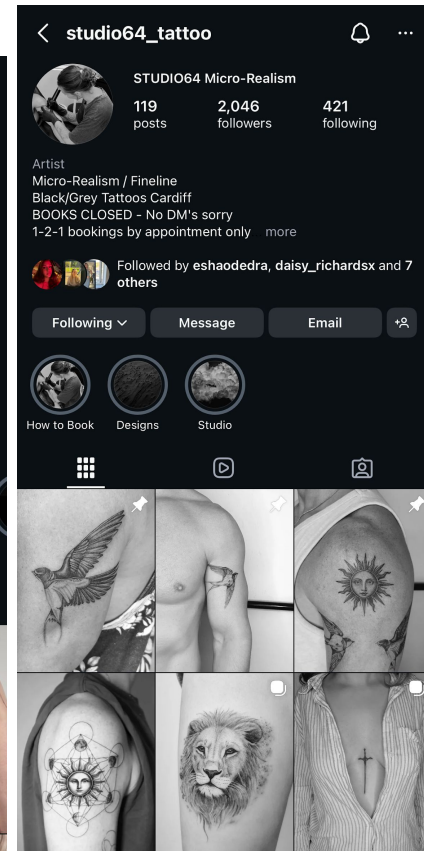
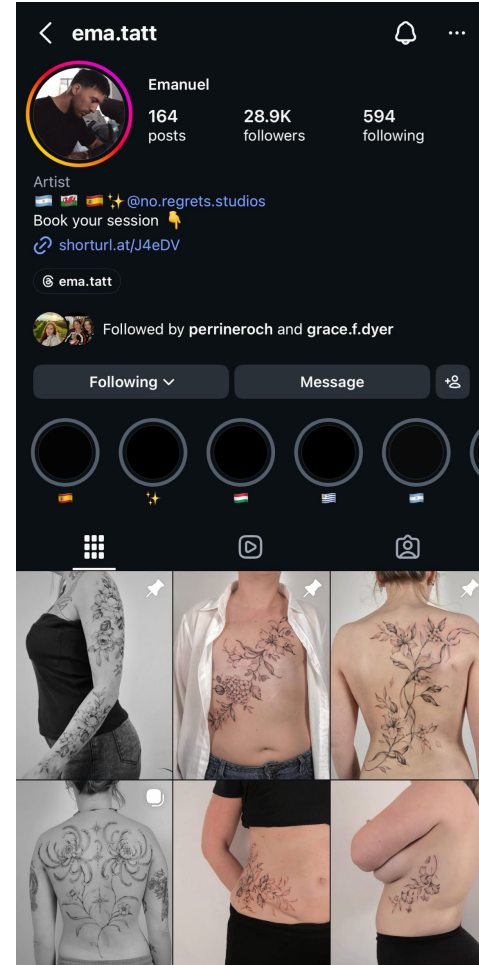
I should definitely improve my digital skills as it would increase my employability

Contacting people in my desired field: Tattooing

I am very much, not shy and I have no problem engaging conversations, networking with people that I meet in person. Therefore most/all of my information comes from real conversations.

After having many discussions with successful tattoo artists I know, they mostly all think that an apprenticeship is not needed now for this career pathway. Most of them are self taught and have encouraged me to do the same, especially given that I am already an art student they think I already have applicable skills that will make it simpler.

Most of the advice I have received has been from Emmanuel, we quickly became friends and he has even offered for me to come along and watch him while he works as a practicing tattooist in a popular tattoo parlour. I also got some amazing advice from studio64_tattoo, I got to analyse her tattooing me and she was so helpful with telling me what kind of machine she uses, formations she did and how she set up her own independent studio in Cardiff with no previous experience tattooing.



ellielorenstwdio

190

posts

2,836

followers

4,484

following

Illustrator

AOI Spotlight Award Winner 2025

Illustrating all things wellbeing and mindfulness to uplift others

South Wales, UK

ellielorenstwdio.com

Followed by

chloe.art89,

sunny_illustration29

and 15 others

Following

Message

Beddau RFC

Stamps

Patterns

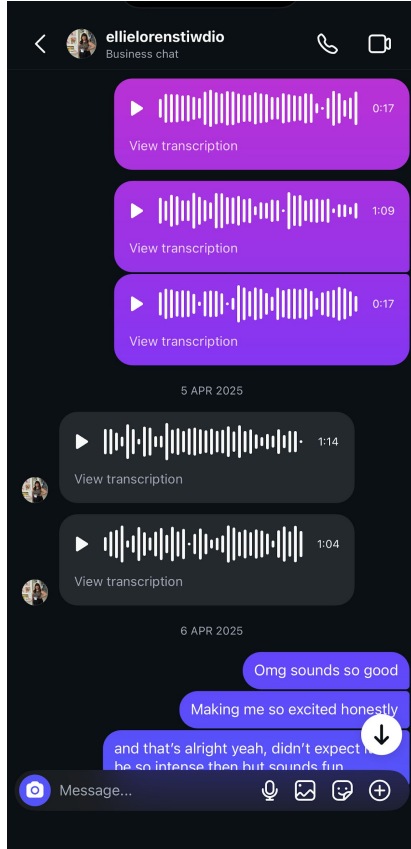
Challenges

Wild Ones

New

UK Illustration Graduates to Watch', 2022

graduates to this year's (Illustration graduates)



I have been in touch with other illustration students that just graduated from uwtsd to get help with setting up/ getting to know what to expect once I am out of university. Ellie Ball and Ellie loren have both been amazing with advice, both in person and on message!

< hannah_luen

Hannah Lüneburg

393 posts 234K followers 501 following

Artist

Based in Berlin

Commissions via DM or shop

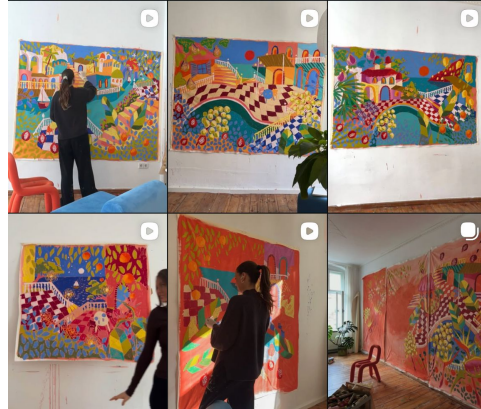
↓ Originals & prints

hannahluen.com

Followed by perrineroch

Following Message Email

Shop Exhibition



< hannah_luen Business chat

hannah_luen

234K followers · 393 posts

You've followed this Instagram account since 2026

View profile

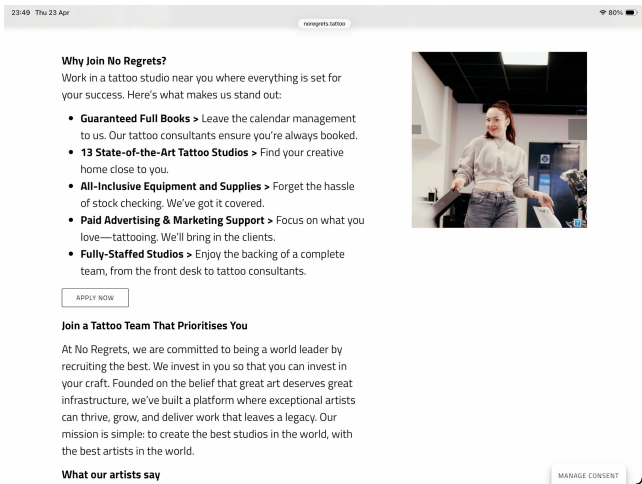
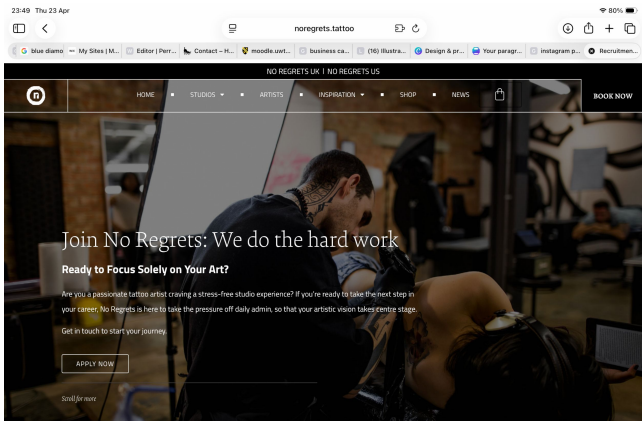
23:05

Hi there Hannah, my name is Perrine. I am an art student and aspiring full time artist. I'm just popping a message to firstly acknowledge how much I love your work, truly I have followed your journey for quite some time now and you are such an inspiration for me! I am graduating next year and I would love some advice from you on how you got started, any tips you think really got you to where you are now? I'd especially like to know in terms of making it work full time? Id really appreciate any advice, thank you 😊

Message...

I also sent a message to Hannah. She is my main inspiration as I started to follow her at the start of her journey and now she is very successful. I would love her advice as it would be extremely valuable to me since I dream of having a career like hers once I graduate.

Potential employers I would like to work for



I've tried finding what I need to be recruited by a tattoo parlour and it is all just pretty much... my work. I need to build a strong portfolio of work to then apply, or set up my independent studio.

I would love to with No Regrets Tattoo parlour, as they have many studios all around the uk and are great with their advising. They are so good that I actually found them that way and booked a couple tattoos with an artist they were marketing... therefore I know first hand how good their process works in favour of their artists.

23:49 Thu 23 Apr

no regrets tattoo

80%

Take the Next Step in Your Tattoo Career

Join our mission to redefine the tattoo industry. Be part of our legacy. Apply today to secure your place in one of our 13 world-class studios and enjoy the limitless tattoo artist benefits we offer.

Ready to make your move?

Apply Now and Transform Your Tattoo Career.

APPLY NOW

Resident Artist Application

No Regrets is dedicated to elevating the craft of tattooing, making us the go-to for tattoo artist recruitment. We know that great art deserves great support. Why wait? Start your journey towards artistry excellence with us today.

Name

Email

Your Instagram Handle

Your Tattoo Style

Years of Experience

Current Studio Name

MANAGE CONSENT

Contact list:

Tattoo-

Ema.tatt

studio64_tattoo

Illustration/freelance-

Ellielorenstwdio

Gallery-

The Turner House Art Gallery

Lewis Prosser (cultural development officer)

Email: lprosser@penarthtowncouncil.gov.uk