

PORTFOLIO OF WRITTEN TASKS

Career Focus: Tattoo Artists

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Module: Employability and Career Development

Module code: LCLM4005

Programme: Cert HE Business Skills for the Workplace

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Assignment title: Portfolio of Written Tasks

Task 1. Compare Two Job Adverts and Identify Key Skills

1. Introduction

To understand the core competencies and professional standards required within the body art sector, I analysed two current job advertisements for Tattoo Artists in London. The first vacancy is with Lounging Hound Tattoo in Sydenham (Lounging Hound Tattoo, 2026), while the second is with Body Jewels and Ink in Romford (Body Jewels and Ink, 2026). Both roles demand highly skilled practitioners who can deliver high-quality custom artwork while maintaining exceptional standards of client care.

2. Comparison of Skills

Skill / Knowledge	Job Advert 1	Job Advert 2
Artistic creativity	✓	✓
Custom tattoo design	✓	✓
Customer service	✓	✓
Communication skills	✓	✓
Health & safety	✓	✓
Hygiene and sterilisation	✓	✓
Portfolio required	✓	✓
English language	✓	✓
Time management	✓	
Social media promotion	✓	
Existing client base preferred	✓	
Teamwork		✓
Recommend aftercare products	✓	✓

The first position places a strong emphasis on client connection management, appointment scheduling, social media marketing, and aftercare product sales, prioritising candidates with studio experience and an existing clientele (Lounging

Hound Tattoo, 2026). The second position highlights innovation, teamwork, professionalism, and high sanitary standards and requires at least three years of studio experience alongside a unique artistic style (Body Jewels and Ink, 2026).

3. Common Skills

Across both job advertisements, employers consistently seek applicants who demonstrate:

- Excellent tattooing and custom design capabilities.
- Strong communication and interpersonal skills.
- High standards of customer service and professionalism.
- In-depth knowledge of health, safety, and hygiene protocols.
- The ability to establish long-term, positive relationships with clients.

These skills are required since tattoo artists communicate closely with clients and must provide both high-quality artwork and a great client experience.

How I will apply one of my skills in my future work:

One of the most important skills is the ability to work with clients. A tattoo is permanent, so it is crucial for clients to feel comfortable and trust the artist. Effective communication helps me understand the client's vision, answer their questions, and alleviate any anxiety before the session.

In my future career, I will use my customer service skills to build long-term relationships with clients. Drawing from my customer service background at McDonald's and Wetherspoon, I have developed active listening, patience, teamwork, and resilience under pressure. In my future career as a tattoo artist, I will leverage these skills to build a welcoming atmosphere, maintain high client retention, and secure long-term referrals.

Task 2. Self-Assessment and Evidence of Readiness

1. Self-Assessment (SWOT)

A thorough self-assessment is necessary to determine personal preparation, find competitive advantages, and recognise areas that require organised professional development. The SWOT framework enables an objective assessment

of internal capabilities plus external industry factors in the body art and tattoo business (Hill and Westbrook, 1997).

Strengths	Weaknesses
➤ Creative and artistic ➤ Good communication skills ➤ Friendly and approachable ➤ Experience in customer service ➤ Strong attention to detail ➤ Able to work under pressure ➤ Good teamwork ➤ Motivated to learn new techniques	➤ Still building professional tattoo experience ➤ Need to complete GATE certification ➤ Small client portfolio ➤ Need more confidence in marketing myself ➤ Need to improve social media promotion
Opportunities	Threats
➤ Growing demand for tattoo artists ➤ Opportunity to complete GATE qualification ➤ Social media can help build my reputation ➤ Attend tattoo conventions ➤ Learn from experienced tattoo artists ➤ Open my own tattoo studio in the future	➤ High competition ➤ Changes in customer demand ➤ Economic conditions ➤ Strict health and licensing regulations ➤ Building a regular client base takes time

➤ Strengths:

My core strengths are built upon a solid foundation of artistic education and diverse professional experience. My creativity and artistry are backed by my formal Art (Level 4) education from Mykolaiv Professional College. I have applied these skills

professionally as a Stone Artist at SoulGran Ltd, where I create personalised artwork. Complementing my art skills is my extensive experience in fast-paced customer service roles at Wetherspoon JD Restaurant and McDonald's Restaurant. These roles have equipped me with excellent communication skills, an approachable demeanour, and the ability to work under pressure. Furthermore, my background as a seamstress at Atelie Velvet Ltd demonstrates my strong attention to detail and precision when creating high-quality items. Ultimately, my ability to successfully manage multiple projects and deadlines is demonstrated by my ability to balance my current career, university studies, and family responsibilities.

➤ Weaknesses:

Despite my strong foundational skills, certain internal areas require further development. My primary areas for development include building professional tattoo experience and expanding my client portfolio. I also need to complete my GATE qualification and develop better skills in social media marketing and self-promotion to attract clients independently.

➤ Opportunities:

The growing demand for custom body art offers great career potential. Completing relevant qualifications, engaging on social media platforms, participating in tattoo conventions, and learning from experienced artists will help me build a reputation. In the long term, these factors lay the groundwork for realising my goal to open my own tattoo studio.

➤ Threats:

Key external challenges include high market competition, shifting economic conditions, and strict local licensing and health regulations (ProTrainings UK, 2026). Furthermore, building a stable client base requires significant time and consistency.

2. Evidence of Readiness for Employability

To demonstrate my readiness for personal advancement and career growth as a tattoo artist, I have categorised my achievements into academic background, practical work experience, and personal development.

Academic Evidence

My current academic journey in higher education provides essential theoretical and business knowledge:

- **Business Management Studies:** Enrolled in a business programme, I am developing foundational knowledge in enterprise, management, and operations, which is crucial for managing studio logistics.
- **Business Plan Project:** Developing a practical business plan project has enhanced my understanding of financial planning, budgeting, target marketing, and strategic growth (Burns, 2020).
- **Research and Presentation Skills:** Academic coursework has strengthened my ability to conduct thorough industry research, analyse market trends, and present visual ideas clearly and professionally.

Work Experience

My employment history has helped me build transferable, practical skills required in a professional studio environment:

- **McDonald's:** Working as a crew member developed my core customer service, adaptability, and teamwork skills. Operating in a fast-paced environment taught me how to work effectively under pressure while maintaining service quality.
- **JD Wetherspoon:** Working as a kitchen assistant reinforced my understanding of health, food safety, and strict sanitisation routines. This role improved my time management, active communication, and disciplined compliance with health regulations, which directly translates to tattoo hygiene requirements.

Personal Development

I actively engage in continuous self-improvement to prepare for professional career entry:

- **Language and Communication (ESOL):** Studying English (ESOL) has improved my communication confidence, enabling me to interact effectively with diverse clients and colleagues.

- Professional Preparation: I have focused on building a professional CV, practising interview techniques, and developing a structured career vision.
- Entrepreneurship and Business Skills: Beyond core artistry, I actively learn business planning and entrepreneurial strategies to prepare for self-employment and future studio ownership.

Summary of Readiness

Collectively, these academic, professional, and personal experiences have built my confidence, problem-solving capabilities, and industry knowledge. They provide solid evidence that I am fully prepared to step into the body art industry as a professional tattoo artist and work toward my long-term goal of opening an independent studio (Yorke, 2006).

Task 3. Employment Goals and Personal Development Plan

1. Set Employment Goals

To address the key weaknesses identified in my SWOT analysis-specifically my limited tattoo experience, pending GATE qualification, small portfolio, and lack of confidence in social media self-promotion - I have established targeted career goals:

- Short-Term Goal (6–12 Months): Complete my GATE certification, build a high-quality portfolio with at least 20–25 completed designs, and develop an active Instagram/TikTok presence to attract clients.
- Rationale: Directly overcoming my current lack of formal certification and digital promotional skills is essential for securing an apprenticeship or chair rental in an established studio (Yorke, 2006).
- Long-Term Goal (3–5 Years): Become a recognised specialised tattoo artist with a loyal client base, culminating in the opening of my own tattoo studio.
- Rationale: Studio ownership aligns with my entrepreneurial career aspirations. Studying Business Skills at UWTSD provides the management foundation needed to run a successful operation or an independent business (Burns, 2020).

2. Personal Development Plan

	Short-Term Time Frame (Next 3-6 months)	Long-Term Time Frame (Next 2-3 years)
Section 1 - My Goals	Complete tattoo training, improve tattooing skills, build a portfolio, and gain confidence in client communication.	Secure employment as a professional tattoo artist, build a loyal clientele, and acquire business skills to open my own studio.
Section 2 - Skills and Knowledge to be Learned	GATE certification standards, advanced custom design, hygiene/sterilisation compliance (ProTrainings UK, 2026), and social media self-promotion.	Advanced tattoo techniques, client relationship management, financial planning, studio operations, and leadership abilities.
Section 3 - Next Steps	Finish GATE training, practise on synthetic skin and model sessions, update my portfolio regularly, and launch dedicated social media accounts.	Apply for studio positions, work under experienced mentors, build a client database, and attend tattoo conventions and business workshops.
Section 4 - Resources	GATE course materials, tattoo equipment, art supplies, portfolio platforms, social media tools, and mentor feedback.	Studio employment, professional mentors, advanced industry workshops, business courses, capital/financial planning.
Section 5 - Time Schedule	Monthly	Every 6 months
Start	August 2026	Year 2026
Finish	February 2027	Year 2029

Section 6 - Completion	Step 1(GATE Course): November 2026	Step 1(Studio Employment): March 2027
	Step 2(Portfolio and Models): December 2026	Step 2(Client Base Building): August 2028
	Step 3(Social Media Setup): February 2027	Step 3(Studio Business Setup): August 2029

References:

Body Jewels and Ink (2026) *Tattoo Artist – Romford RM1*. Indeed. Available at: [Tattoo Artist - Romford RM1 - Indeed.com](#) (Accessed: 2 August 2026).

Burns, P. (2020) *Entrepreneurship and Small Business*. 5th edn. London: Red Globe Press.

Hill, T. and Westbrook, R. (1997) 'SWOT analysis: It's time for a product recall', *Long Range Planning*, 30(1), pp. 46–52.

Lounging Hound Tattoo (2026) *Tattoo Artist – London SE26 5QE*. Indeed. Available at: [Tattoo Artist - London SE26 5QE - Indeed.com](#) (Accessed: 2 August 2026).

ProTrainings UK (2026) *Tattoo & Beauty Infection Control Course*. Available at: <https://www.protrainings.uk/courses/infection-control/tattoo> (Accessed: 10 August 2026).

Yorke, M. (2006) *Employability in Higher Education: What It Is – What It Is Not*. York: Higher Education Academy.



What Job title, keywords, or company

Where london

Find Jobs

Tattoo Artist

Lounging Hound Tattoo

64 Sydenham Road, London SE26 5QE

£90 an hour - Permanent, Part-time, Full-time

Apply with Indeed



Job details

Here's how the job details align with your [profile](#).



Pay

✓ £90 an hour ✓



Job type

✓ Part-time ✓ Permanent ✓ Full-time ✓

Location



Estimated commute

Add location for commute



Job address

64 Sydenham Road, London SE26 5QE

Benefits

Pulled from the full job description

- Casual dress
- Transport links

Full job description

We are seeking a talented and creative Tattoo Artist to join our vibrant team.

The ideal candidate will possess a passion for body art and a strong commitment to delivering exceptional customer service.

Unfortunately we are not looking for apprentices at the moment. We are seeking a fully qualified tattoo artist. Own clientele is preferred but not essential.

As a Tattoo Artist, you will have the opportunity to work in a dynamic environment, where your artistic skills will shine while you engage with clients to create unique and personalised tattoos that reflect their individual styles.

Having a pre-existing client base is preferred.

Speak fluent English.

Previous Studio experience is preferred.

Responsibilities

- Consult with clients to understand their tattoo ideas and preferences, providing professional advice on design and placement.
- Create custom tattoo designs that align with client expectations while ensuring artistic integrity.
- Execute tattoos with precision, adhering to health and safety regulations at all times.
- Maintain a clean and sterile workspace, ensuring all equipment is properly sanitised.
- Build rapport with clients, providing an exceptional customer experience through friendly interaction and attentive service.
- Manage client appointments effectively, ensuring timely service delivery while accommodating walk-ins when possible.
- Promote additional services such as skincare aftercare products or touch-up sessions through effective upselling techniques.
- Engage in social media management to showcase your work, attract new clients, and enhance the studio's online presence.

Experience

- Proven experience as a Tattoo Artist or in a similar role is highly desirable.
- Strong portfolio demonstrating a range of tattoo styles and techniques.
- Excellent customer service skills with the ability to manage client relationships professionally.
- Knowledge of health and safety regulations related to tattooing practices.
- Experience in related fields such as barbering, eyelash extensions, makeup application, or deep tissue massage is advantageous but not essential.
- Familiarity with hospitality or guest services can enhance client interactions and overall experience.
- Ability to effectively manage time and appointments within a busy studio environment.

Join our team and be part of an exciting journey where your creativity meets the art of tattooing!

Pay: £90.00 per hour

Benefits:

- Casual dress
- Transport links

Experience:

- tattooing/studio: 2 years (preferred)

Work Location: In person

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Tattoo Artist

Body jewels and ink

Romford RM1

£27,031.42 - £108,148.68 a year - Full-time, Freelance

Apply with Indeed

Job details

Here's how the job details align with your [profile](#) .**Pay**

✓ £27,031.42 - £108,148.68 a year ✓

**Job type**

Freelance ✓ Full-time ✓

Location



Romford RM1

Full job description

We're on the hunt for a badass Tattoo Artist!

Got serious ink skills and a passion for turning skin into art? We're looking for a **creative, confident, and down-to-earth artist** to join our crew. If you live and breathe tattoo culture, love vibing with clients, and take pride in your craft — we wanna meet you.

At our studio, it's all about good energy, killer art, and giving every client an experience they'll remember forever.

What You'll Be Doing

- Chat with clients to bring their tattoo dreams to life — from first sketch to final wipe-down.
- Design **unique, custom pieces** that show off your own artistic style while matching the client's vibe.

- Tattoo with precision, care, and clean technique — no shortcuts, just solid craftsmanship.
- Keep your station (and our space) spotless — hygiene is sacred.
- Make clients feel chill, heard, and stoked about their new ink.
- Recommend aftercare and extra goodies we've got in the studio.
- Work with the rest of our tattoo family to keep the vibes high and the creativity flowing.

What We're Looking For

- Minimum **3 years' experience** slinging ink in a studio.
- A **portfolio that speaks volumes** — show us your range, your style, your edge.
- Strong communication game — you know how to vibe with clients and keep things smooth.
- A commitment to **clean, safe, and professional tattooing** — no exceptions.
- Must be **fluent in English** and **local enough to roll into the studio easily**.
- Positive energy, respect for your craft, and a genuine love for what you do.

Perks

- Work in a laid-back, creative space with a crew that's as passionate as you are.
- Grow your clientele and show off your art to the world.
- Access to top-tier equipment and premium supplies.
- Support, freedom, and good vibes — always.

If you're ready to make your mark (literally), **slide into our inbox** with your portfolio, CV, and a few lines about your style and story. or better still give us a call, we would love to hear from you!! 01708766055 or call Lisa on : 07956217189

Job Types: Full-time, Freelance

Pay: £27,031.42-£108,148.68 per year

Work Location: In person

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