

SKILLS AUDIT

Skill Type	Skill Name	Proficiency 1-5	Improvement Plan
Hard Skill	Adobe Photoshop	3/5	Strengthen complex image compositing, layout design and colour correction to improve adaptability for commercial projects.
Hard Skill	Adobe Illustrator	4/5	Improve vector illustration, logo design and brand visual system development, while refining my personal style in mecha-themed artwork.
Hard Skill	Graphic Design Fundamentals	3/5	Systematically learn layout rules, visual hierarchy and colour theory to enhance the professionalism and logic of my design work.
Hard Skill	Illustration & Hand-drawing	4/5	Continuously create original mecha and tokusatsu-themed artworks, and strengthen character design and dynamic composition skills.
Soft Skill	Project Time Management	3/5	Use scheduling tools to plan study and creative progress, avoid procrastination, and improve work efficiency.
Soft Skill	Creative Problem Solving	3/5	Expand sources of inspiration, optimise design decision logic, and strengthen the full process from design brief to final outcome.
Soft Skill	Cross-cultural Communication	4/5	Adapt to academic and professional communication in the UK, and improve teamwork and client communication skills.

Personal Brand & Career Plan

1. Personal Brand Positioning

As a graphic design student with a lifelong passion for mecha, tokusatsu and pop culture, my personal brand is built around "mecha & tokusatsu-inspired visual design". I specialise in combining hand-drawn illustration, cinematic model photography and graphic design fundamentals to create dynamic, visually striking work that bridges pop culture and professional visual communication. My design style is defined by bold colour contrast, intentional composition and a focus on storytelling, which reflects my passion for Japanese animation, tokusatsu and mecha IPs.

2. Career Goals & Target Direction

My long-term career goal is to work as a graphic designer / brand designer / illustrator in the creative industry, with a focus on IP-related design, pop culture branding and visual communication. I aim to work in roles that allow me to integrate my passion for mecha and tokusatsu into professional projects, such as:

Brand design for pop culture and entertainment brands

Illustration and concept art for animation, gaming and tokusatsu IPs

Graphic design for marketing and creative agencies

Freelance design work focused on pop culture and fan art

3. Target Employers & Industry Engagement

To achieve my career goals, I will focus on building my professional portfolio and engaging with the design industry through:

Online Platforms: Regularly updating my work on Behance, Dribbble and Instagram to showcase my mecha & tokusatsu-themed design projects, and connect with other designers and potential employers.

Industry Events: Attending design exhibitions, pop culture conventions and creative workshops in the UK to expand my professional network and learn from industry professionals.

Target Employers: I will target creative agencies, gaming companies, entertainment brands and IP licensing firms that specialise in pop culture and visual design, and apply for internships and entry-level design positions after graduation.

4. Short-Term Improvement Plan

To strengthen my skills and prepare for my career, I will implement the following 12-month plan:

Skill Enhancement: Complete advanced courses in brand design, vector illustration and UI/UX design to fill my skill gaps, and practice daily to improve my Adobe Illustrator proficiency.

Portfolio Development: Create 1-2 new mecha & tokusatsu-themed design projects every month, and refine my portfolio website to showcase my best work to potential employers.

Professional Networking: Connect with designers and industry professionals on LinkedIn, and participate in online design communities to share my work and learn from others.

Practical Experience: Seek part-time design internships, freelance projects and volunteer design work to gain real-world experience and build my professional resume.

5. Conclusion

My personal brand and career plan are rooted in my passion for mecha, tokusatsu and graphic design. By continuously improving my skills, building my portfolio and engaging with the industry, I will position myself as a competitive graphic designer in the pop culture and creative industry, and achieve my long-term career goals.

Personal Branding – Development Process & Alternative Options

Before finalising my personal brand identity, I completed a range of development work and explored several alternative directions to ensure my final choice was well-considered and appropriate for my career goals.

Alternative 1: Minimalist Corporate Designer Brand My first idea was to position myself as a minimalist corporate graphic designer, focusing on clean typography, neutral colours, and professional business branding. I rejected this direction because it did not reflect my personal interests in mecha, tokusatsu, and character illustration, and would not help me stand out to employers in creative industries.

Alternative 2: General Freelance Illustrator Brand My second alternative was to brand myself as a general freelance illustrator without a clear theme. I decided against this because having a strong niche in mecha and pop culture design makes my work more memorable and targets the specific industries I want to work in.

Alternative 3: Dark High-Contrast Visual Style I also experimented with a dark, high-contrast colour palette for my brand. I moved away from this because it felt less approachable and did not match the aesthetic of my portfolio website or my artwork. After testing these options, I chose my final brand direction: a mecha and tokusatsu-inspired graphic design identity, with a consistent purple colour scheme and clear focus on pop culture visual communication.

Industry Research & Employment Marketing Plan

I have researched the creative industries I aim to enter, including graphic design, illustration, and pop culture entertainment. I have looked at the work of studios and

companies that produce IP-related design, and analysed the skills and qualities they look for in junior designers.

To market myself effectively, I will:

1. Build and update my online portfolio website regularly
2. Share my work on social media and design platforms such as Instagram and Behance
3. Connect with designers and industry professionals to expand my professional network
4. Continue developing my technical skills in Adobe Photoshop, Illustrator, and illustration
5. Apply for entry-level design roles and internships in creative and entertainment-related companies

This plan ensures I am actively working towards my career goals and building a professional presence in the design industry.