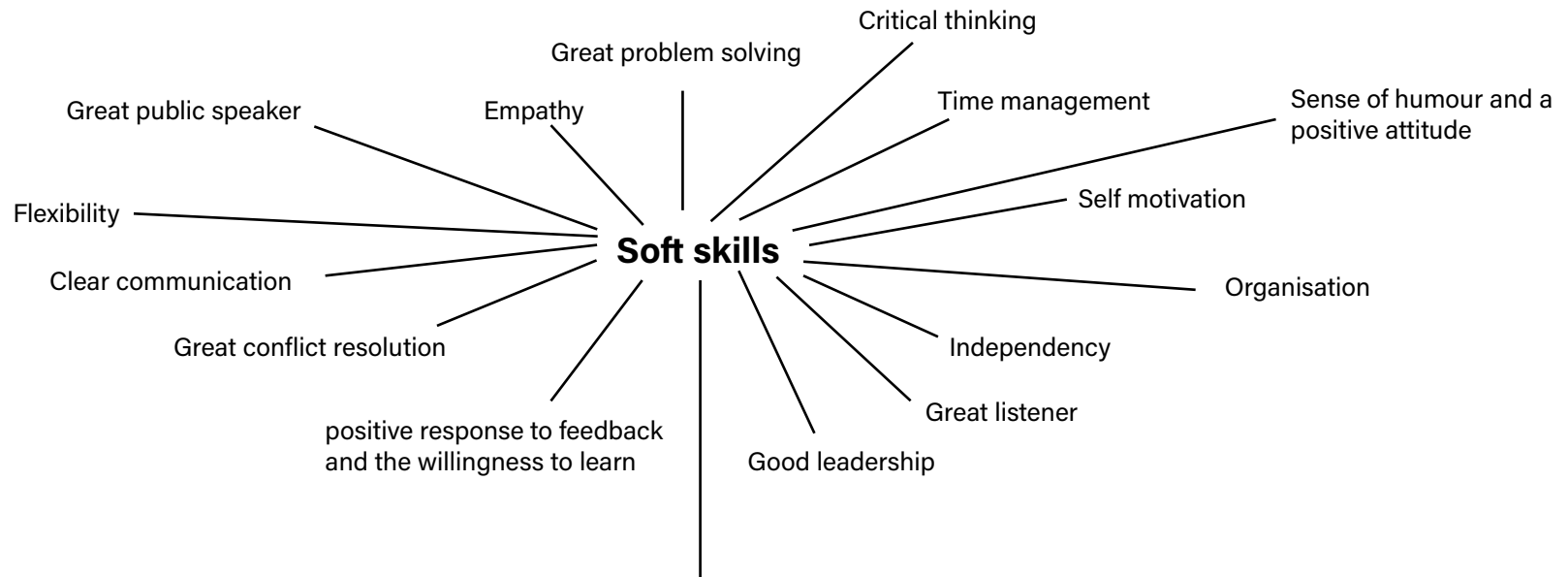




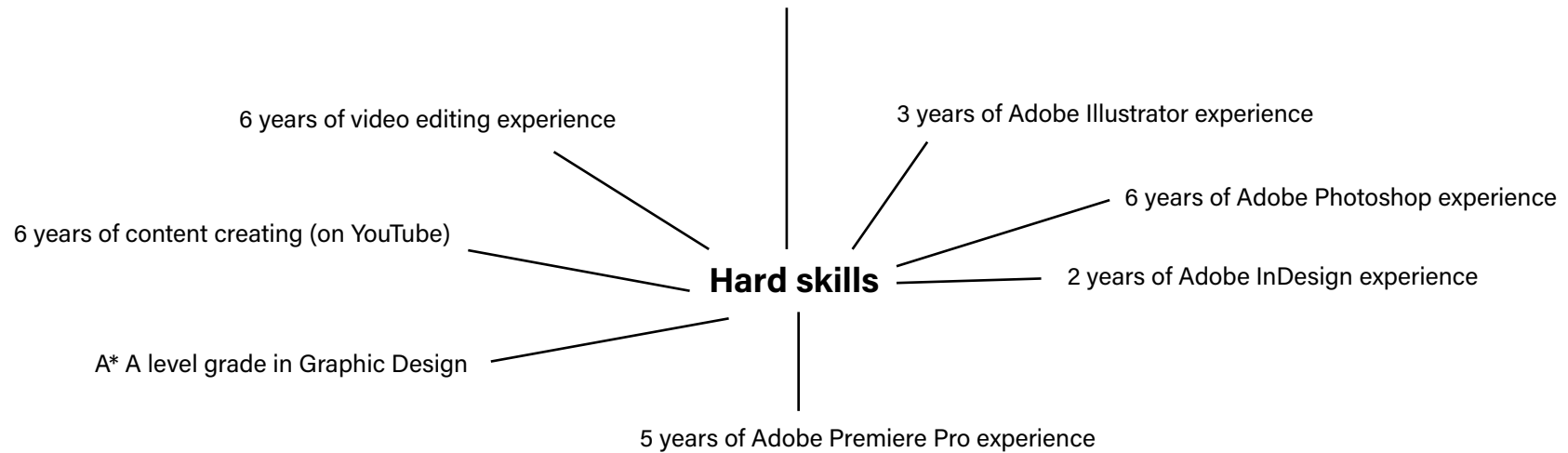
Changemakers - Assessment 2
Personal Brand Identity, Marketing plan, Skills for Employment
Summer Davies (1902034)

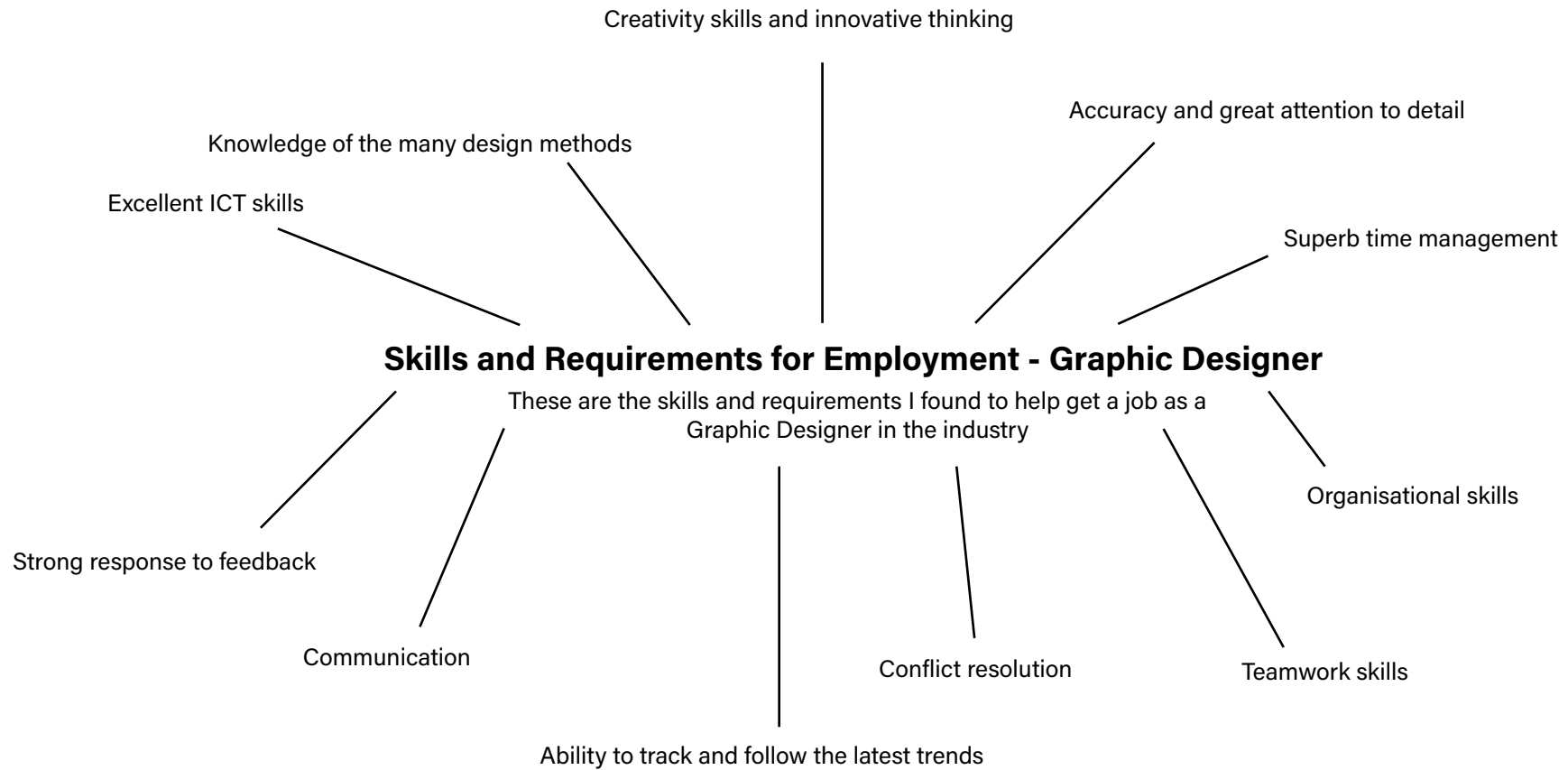
Skills for Employment



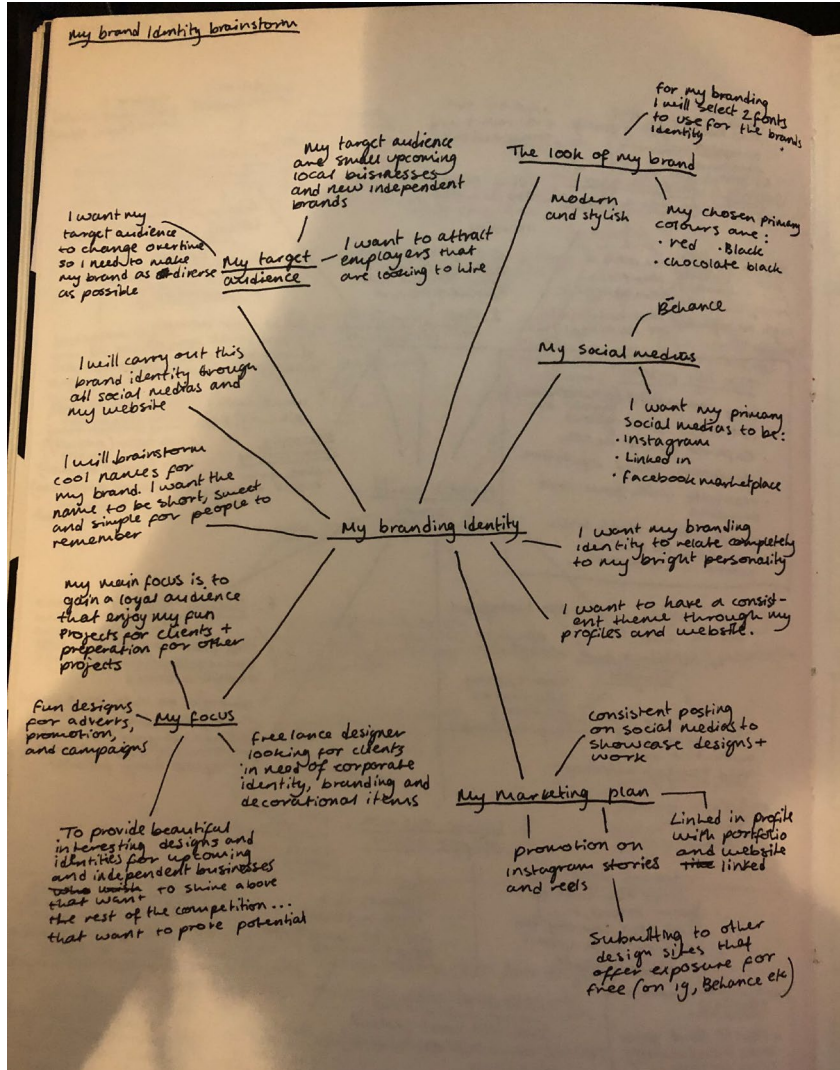
My Skills For Employment

Here are the current skills that I have gained from years of personal development

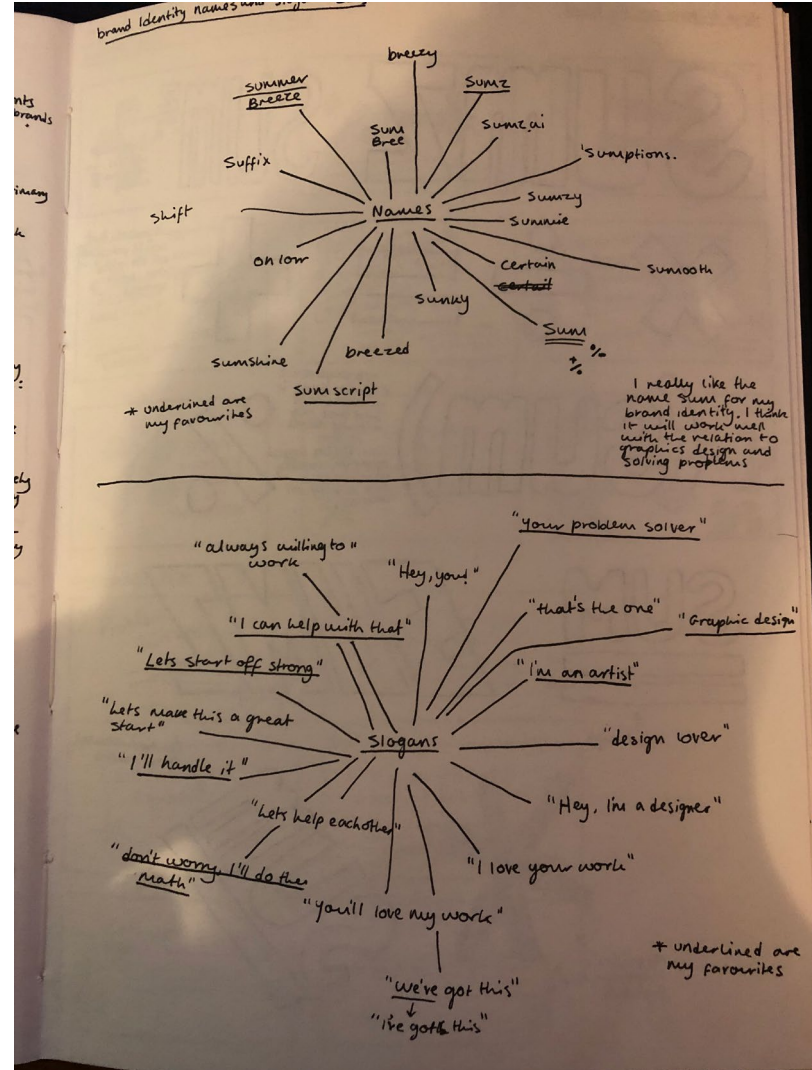




Brainstorming



I made a brainstorm about my personal brand. I wanted to summon some ideas for my brand before going straight into Adobe Illustrator and designing some logos, I had to think about different aspects such as my target audience, the overall look of my brand and my focus as a freelance designer.



Once I was comfortable to move on, I started brainstorming some names and slogans to go with my brand. I focused heavily on my nickname 'Sumz' and tied that to the reference for a math equation; 'Sum.' This led me to a great start as I already figured what slogan to go for once I had this idea solidified.

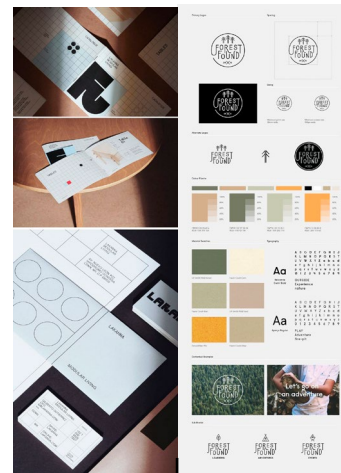
Brand Identity research



I really like the creativity in this branding identity. The utilisation of the letters H and M were really effective as it formed a hand



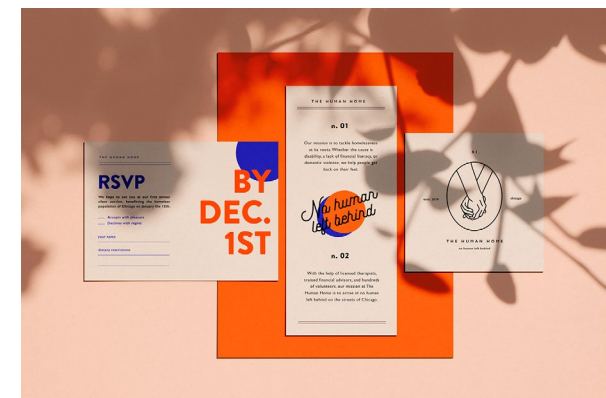
Really like the idea of having different elements of a corporate identity, perhaps I will create a poster design of my brand's offerings and design stickers and totebags as way of promotion



Although I really liked the layout for the most part in these branding identity designs, I don't feel that they suit the style I am personally going for



The creative use of symbols to support the logo design worked significantly well in gaining my attention. I feel this represents my style quite strongly in terms of colour schemes and a playful approach to branding





These business card designs are very sleek and I love the use of symbols to form a face or positive expression. The colour scheme was also an interest of mine



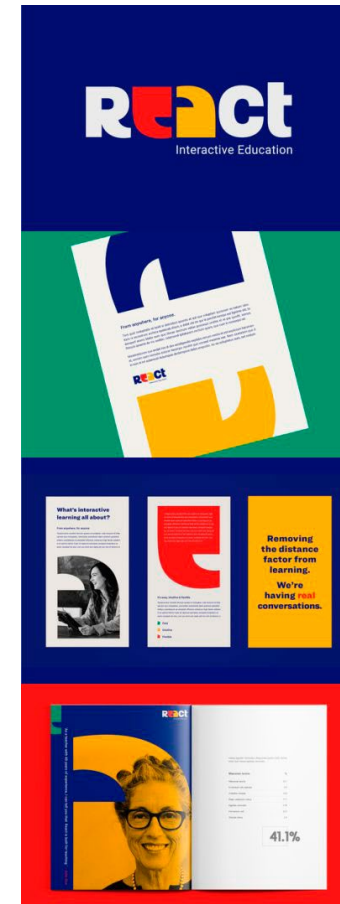
I really like the idea of portrait business cards. I will consider experimenting with this style in the design phase of my corporate identity



I really like the pastel and playful feel with this branding identity. The colour scheme is also very attractive to me and presents itself with a strong contrasting look, which is what I am looking for in my personal branding identity



The designs of totebags has sparked the idea of me having additional merch for the promotion of my brand



This colour scheme influenced me because of the very pleasing contrasting look. I love this style a lot and the incorporation of the quotation symbols

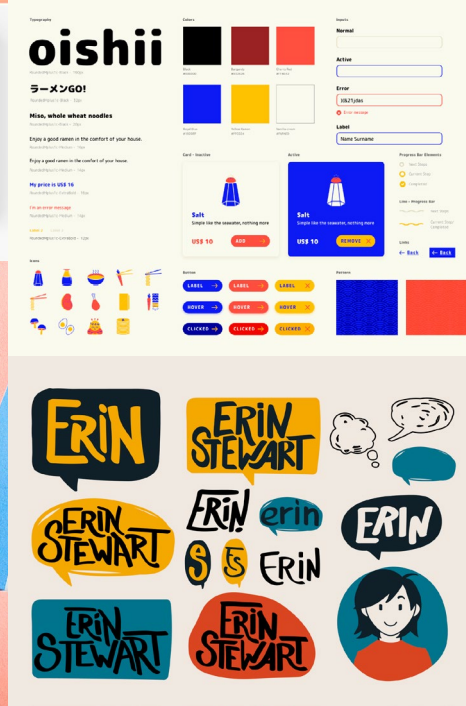
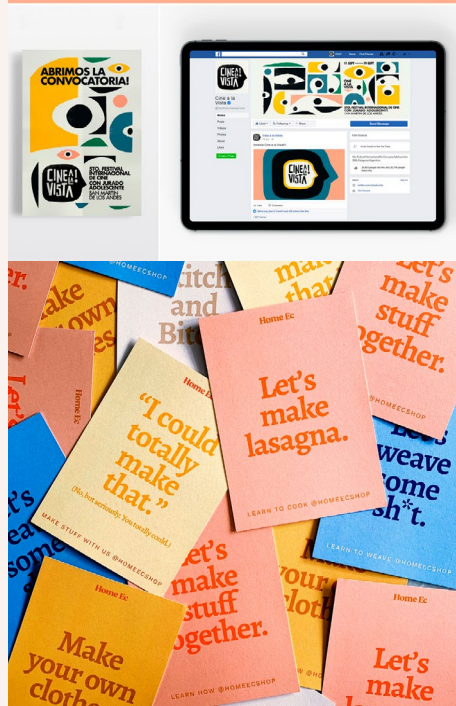
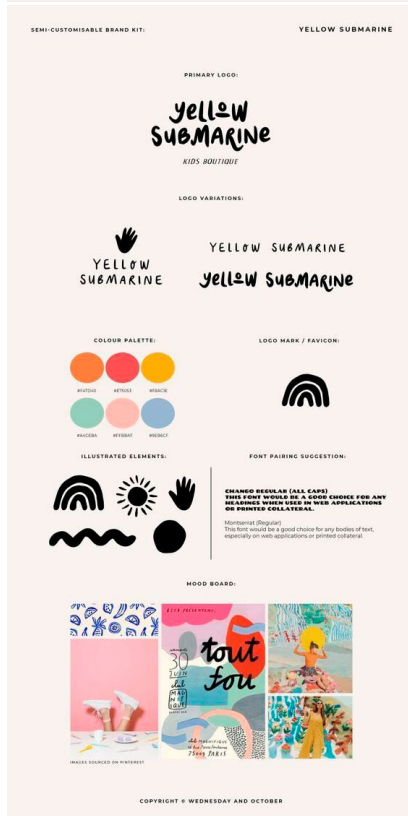
This style of branding has reminded me that not all brand identities have to have a logo that includes a symbol to represent them. I love the symbol use of a wordmark logo and recognise that this type of logo can be just as effective



I absolutely love this layout and style for promotional material, I think it would look really nice in a poster or small leaflet design that'll explain what services I offer as a freelance

I like the use of letters to form an iconography and in this case a mascot to represent the individuals brand





Research analysis and next plans...

After doing extensive research of other brand identities from companies and artists/designers, I now feel comfortable to move on by planning and focussing more on my branding identity and the elements that go with it.

I really liked the different styles of corporate identity that I have researched. I took a lot of inspiration from the "Dots .," branding identity by Alexander Dedov, "Cine A La Vista" by Leo Franchi, and some of the colourful identities that I found via Pinterest and Behance. These designs have encouraged me to take on a fun, enthusiastic style of identity that will represent me and my personality strongly. I have also been influenced to think and discover fun fonts to work with, bright colour-schemes that help showcase how lively I am, and accept the challenge of creating a short, snappy, and clever name that'll tie into a nice catchy slogan which will have great relation to my target audience.

I will now be starting my brainstorms for my personal branding, thinking about multiple elements that are significant when it comes to starting an identity online, and I will then think of my brand's name, slogan, mission statement, logo design and more. Designing these elements will have key impact to the creation of my website.

Colour scheme research (psychology)

"An interesting example of this is with fortune 500 companies — the largest companies in the world. 82% of all companies only use up to two colours incorporated in their logos!"

My favourite colour is red. I like mixing red with green, yellow and even blue. Before I make the decision of which colour scheme I want to go forward with, I will take more note on colour scheme psychology.

Colour can have an impact not only on visual aesthetics and accessibility but also on evoking particular emotions and feelings. It is important to choose a colour that reflects your brand otherwise you're most likely to choose a colour that doesn't correlate to the message you are trying to portray to your audience. This is why I found it reasonable to research more into colour psychology. I feel that it is important for me to familiarise myself with the colour spectrum and psychology within this field so that I can be more careful with my colour use in future works and, most significantly, my brand.

After reading this article, I also realised that having too many colours is not the only flaw that can be made, but it can also be that there are too many vibrant or monotone colours too. Contrast is seen as a perfect balance, the paramount. Making your design black and white is a good and useful trick to see how much contrast there is in your work, making it easier to adjust your work and remove the flaws. When it comes to how colours should be used in design, it is suggested that using one or two colours with a justifiable contrast. Use of white space is also important according to UX Planet, as it can help bring forward those bright colours and attract the audience to the colours.



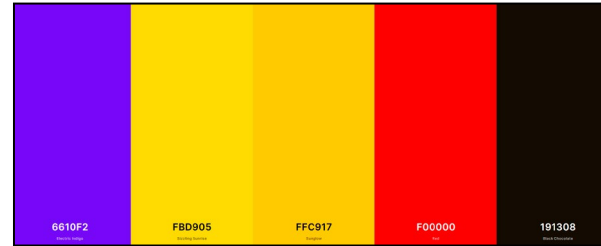
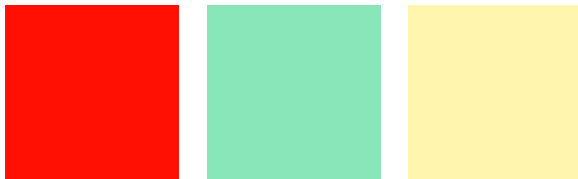
Source: <https://uxplanet.org/ux-design-colour-psychology-theory-accessibility-40c095cc1077>

Red Excitement Strength Love Energy	Orange Confidence Success Bravery Sociability	Yellow Creativity Happiness Warmth Cheer	Green Nature Healing Freshness Quality	Blue Trust Peace Loyalty Competence
Pink Compassion Sincerity Sophistication Sweet	Purple Royalty Luxury Spirituality Ambition	Brown Dependable Rugged Trustworthy Simple	Black Formality Dramatic Sophistication Security	White Clean Simplicity Innocence Honest

COLOR PSYCHOLOGY CHART



My colour scheme options - continued

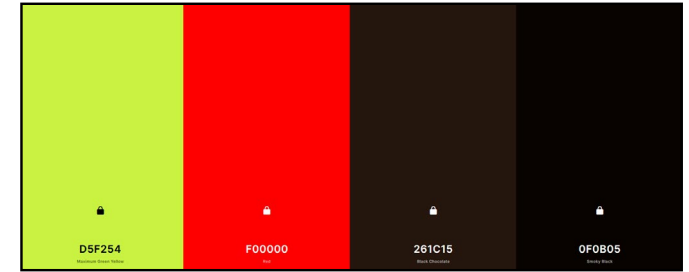
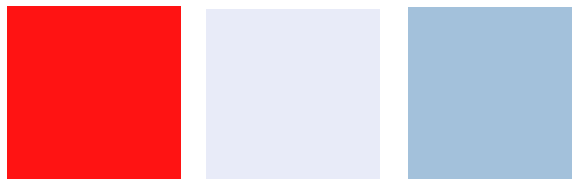


Too many colours within this palette. I did initially like this one, however, I will discard it due to this.

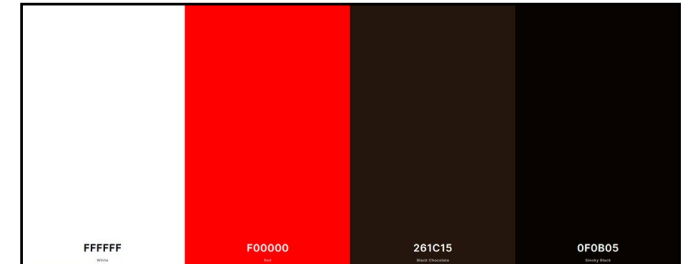


This colour palette is too bland. I want something with more contrast.

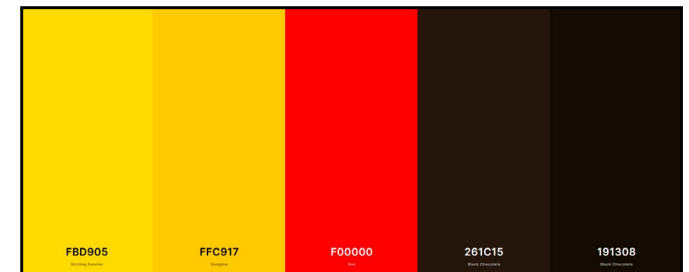
My favourite colour scheme is this one. I really like the contrast between the red and washed out/pastel yellow and the support of the navy, dark blue. The contrast between these three colours work very well, however, before I determine this colour-scheme as the one for my brand, I will experiment more in illustrator.



I really like this palette. The bright green represents growth and healthy process, and the red represents excitement, attention and power. This palette is also supported by dark colours, which is great for contrasting purposes.



Although I really like this palette since it's clean and formal, I don't feel like it represents my personality strongly enough.



Although I really liked this palette, I felt that it referred a lot to the McDonald's branding, and that wouldn't be helpful while aiming to show authenticity within my brand.

Font choices

Dokdo
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Just Me Again Down Here
ABCDEFGHIJKLMNOPQRSTUVWXYZ

POPPINS
ABCDEFGHIJKLMNOPQRSTUVWXYZ

 Covered By Your Grace
ABCDEFGHIJKLMNOPQRSTUVWXYZ

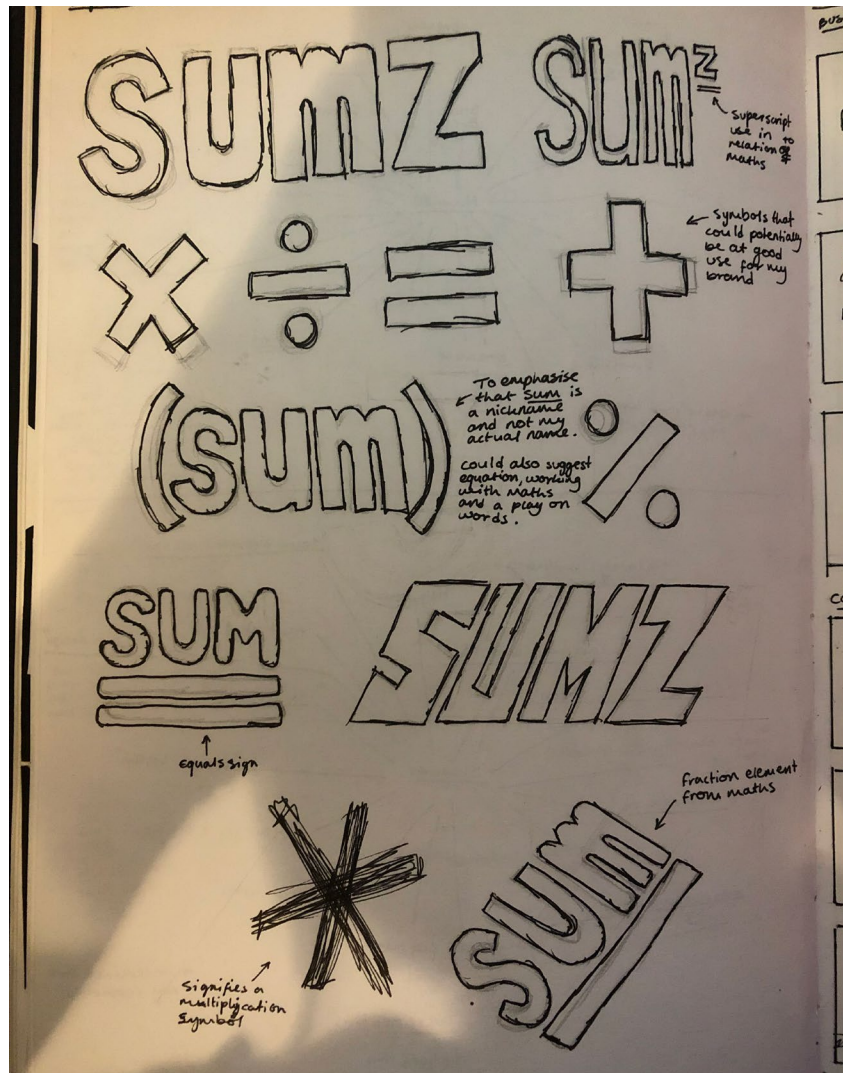
Gamja Flower
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Righteous
ABCDEFGHIJKLMNOPQRSTUVWXYZ

 **DM Sans**
ABCDEFGHIJKLMNOPQRSTUVWXYZ

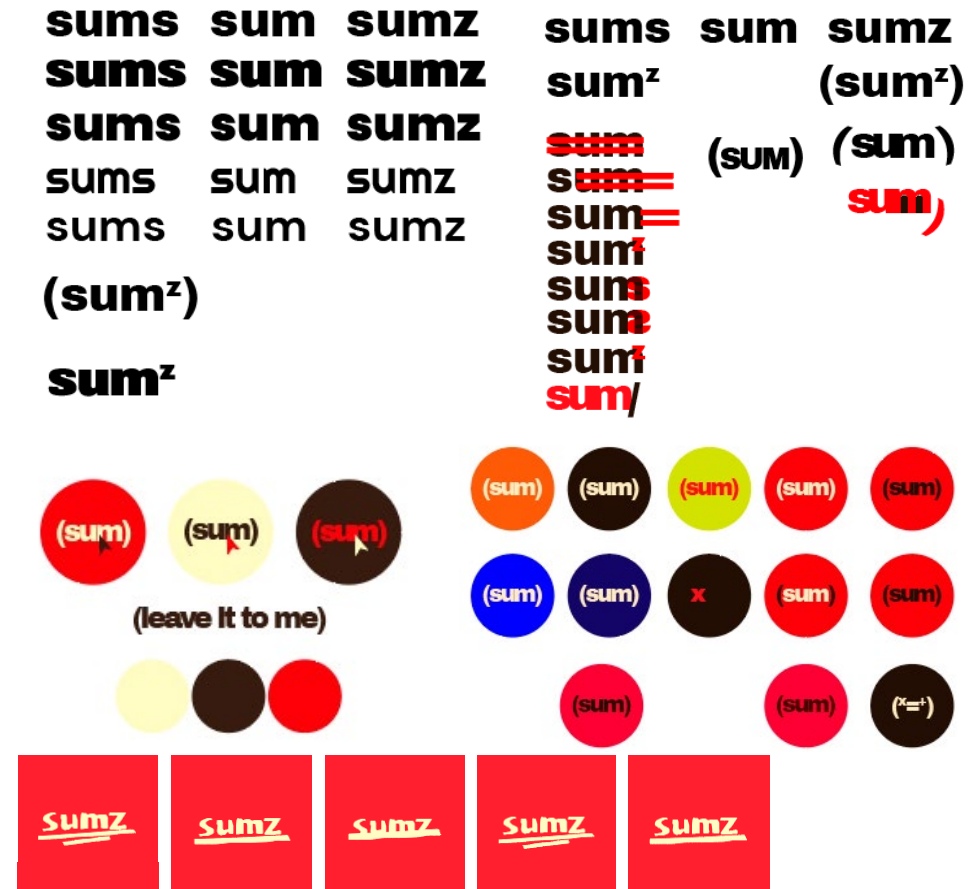
These were the choices I shortlisted for fonts to use in my brand. As stated in the Assessment 1 process, I was looking for a slightly decorative/colloquial font that matched my lively personality the best. After experimenting with these fonts, I decided the fonts I will go for are DM Sans (for body text) and Covered By Your Grace (for the headings/capture text)

Logo design development



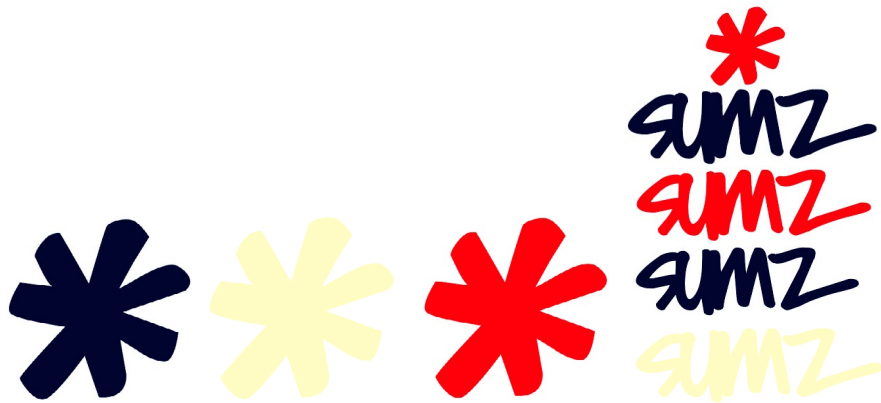
I started sketching some basic ideas for a potential logo design. These were my ideas at the beginning, I wanted to incorporate some symbolisation of mathematics since design is about problem solving, so I tried adding some aspects of maths to my logo design. I really liked the meaning behind the asterisk symbol, but wanted to experiment more before making a final decision.

Digital logo drafts



These are the digital logo design drafts that I went through. I started out by experimenting with different fonts and their symbols by stretching out the equals sign, implementing a superscript to the 'z', and using brackets (which clarifies the order in an algebraic expression). I eventually found out that the asterisk symbol was used to define a multiplication symbol in mathematics, so I designed my own version of the symbol using Covered By Your Grace as influence.

Logos developed



I then continued to refine my logo designs by implimenting the asterisk above the wordmark logo and center aligned. I came up with this design and was happy with how it looked.

The logo's colour scheme can change between the three colours depending on background colour.

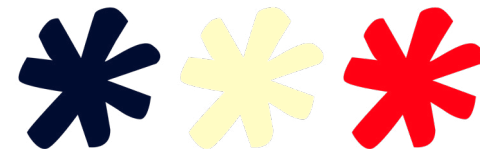
Official logo



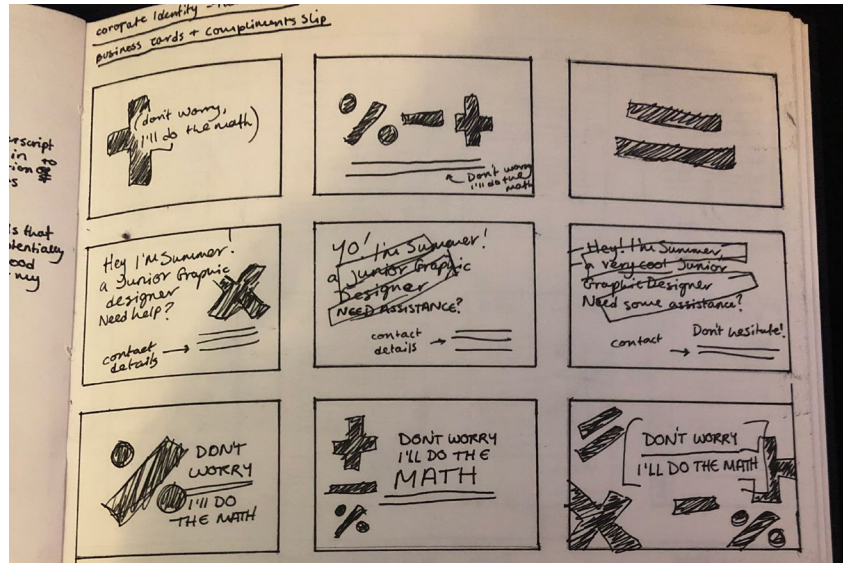
Wordmark logo variations



Logo symbols/Iconography



Business cards development



Once I was confident with my current logo design, I moved onto creating the business cards for my corporate identity. I wanted to put most emphasis on the symbols at first, and this style appealed to me the most during the thumbnail design and experimentation phases.



My main idea was to include a colloquial phrase in my business card to make me stand out more as a freelance designer. I decided to go with this phrase

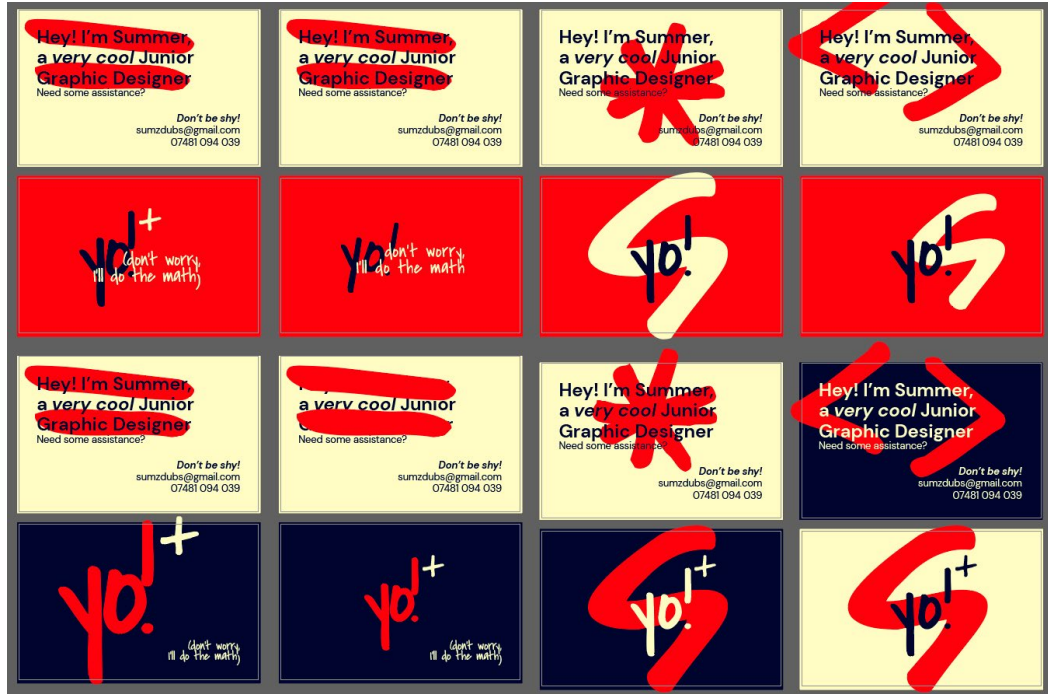


Here are the first four drafted designs of my business card. I decided to experiment with the Dokdo font to help give my brand a less formal flair.

I also used a mix of symbols and the catchy phrase 'Don't worry, I'll do the math' for the back of the business card - to make the overall design look more interesting for my audience.

My intended purpose for the business card was for the back to be placed face-up, encouraging the audience to flip over the card. This is why I chose to include a catchy phrase. Despite liking where the corporate design was going for my brand, I thought the font itself wasn't quite what I was looking for when representing my brand's corporate identity.

More business card drafts



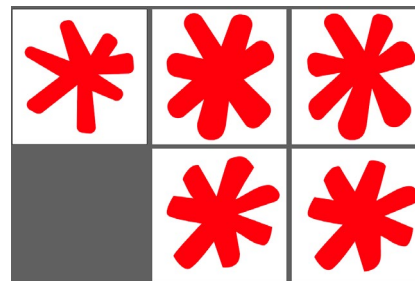
These are the rest of my business card drafts for the front and back. I continued experimenting by changing the fonts from my choices and experimented with symbols relating to mathematical equations. I was really liking how the Covered By Your Grace font was working with my business card designs, and finally decided that this is the font I will use.



Covered By Your Grace asterisk

I also experimented with moving the asterisk symbol around my designs and eventually went into a separate Adobe Illustrator document and designed different variations of the symbol inspired by the Covered By Your Grace font.

My asterisk designs



I was pleased with how these designs were looking so far. After receiving some feedback, I decided to make some further changes to my business card designs. I realised that there were too many messages within my business cards, causing it to potentially confuse the reader.

I thought the phrase on the front was unnecessary and instead, a more equal hierarchy would make more sense (more emphasis of the logo design and connection with the slogan)



I went back into Adobe Illustrator and started making these changes. I came up with these designs and was leaning more into the 5th and 6th designs. I thought the 5th design looked more minimal and professional and made the most sense for a corporate brand, but I still enjoyed the slightly playful feel of the 5th design. Since I couldn't decide, I sent both in for more feedback.

Final business card draft

Front



* Actual size

After further feedback on these new drafts, I was confident with how they were working. My lecturer thought this design worked the best and I chose this business card design after choosing between the two.

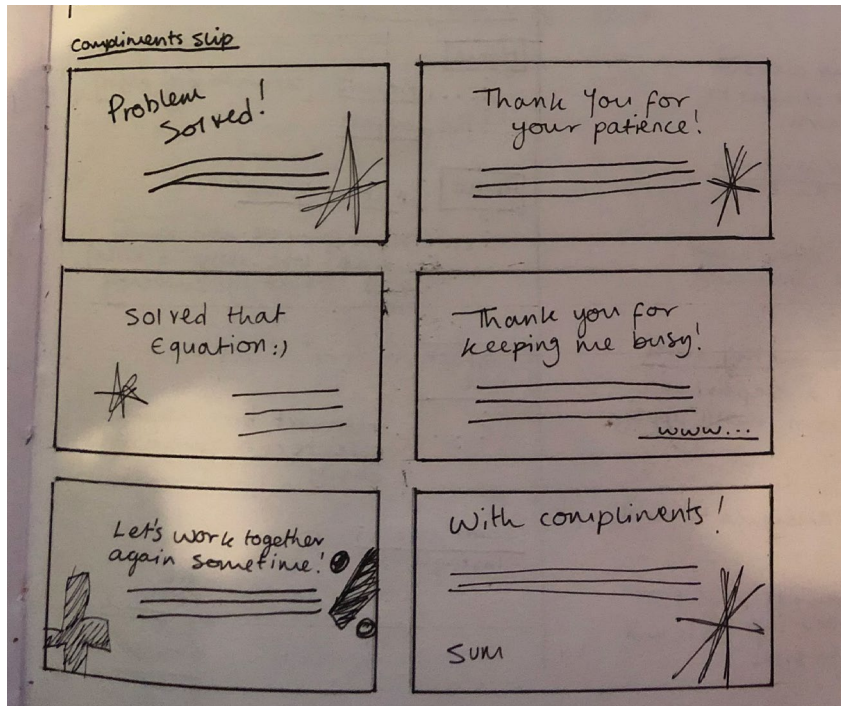
Back



* Actual size

As for the back of the business card design, I went with the 'sup!' message as it didn't look too overwhelming but also had influence and could easily catch the eye when placed in an appropriate environment.

Compliments slip development



I then started developing my compliment slips and took influence from my business card designs. I readjusted the layout used in my business cards and thought it was already coming together nicely as my brand was strongly carried over.

Draft 1



Draft 2



Draft 3



These were the three drafts I carried over from my business card designs, draft 1 and 2 were made prior to my first feedback session, and draft 3 onwards were created after my following feedback session.

Draft 4



Draft 5



Draft 6

These drafts were made after the second feedback session. I made many changes to make the corporate identity tie in well with the business card designs by adjusting the layout and putting more emphasis on the brand's logo. I eventually went for the third draft after revision as it strongly reflected consistency with the business card designs.

Thank you for keeping me busy!

Summer Davies
Junior Graphic Designer

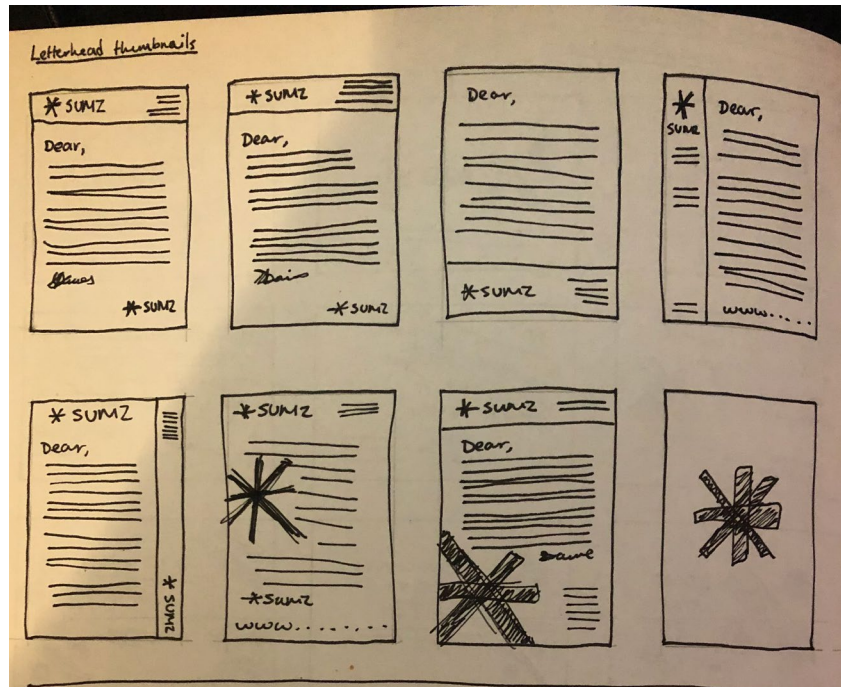
www.sumzgd.com
sumzgd@gmail.com



* Actual size

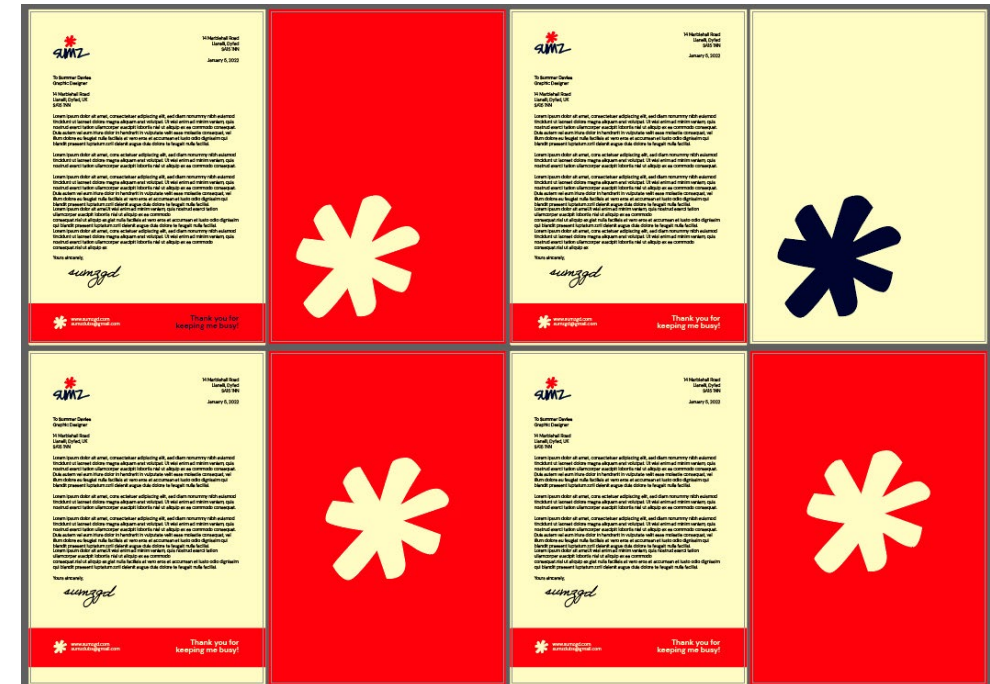
After receiving feedback from my lecturer, I decided to not include the back of the business card design because it was unnecessary and would only cost me more to print.

Letterhead development



Once I got to the letterhead, I thought having a more formal approach to design would be most appropriate.

Draft 1

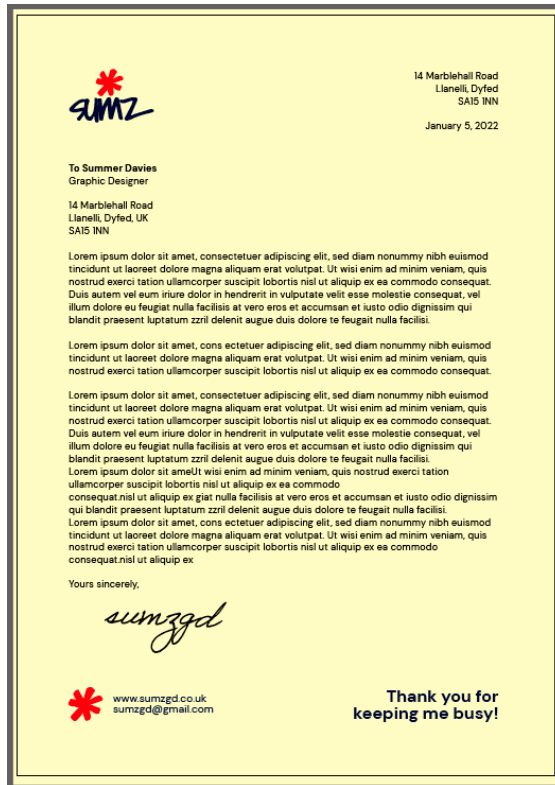


Draft 3

Draft 4

Here are the various letterhead designs I drafted. I decided to put less emphasis on the asterisk symbol and instead keep the focus on the actual written elements since that's the main purpose of the letterhead. I did however want to include the asterisk at the back of the letterhead just to add to the brand's identity, I was most confident with the fourth draft, and sent it in for feedback.

Draft 5



After taking some criticism, I thought it would be best to remove the design of the back of the letterhead. Just like the compliments slip, the back would have no importance and would only cost me more money to print, so I decided to scrap the back design. I also went back into Adobe Illustrator and removed the red line at the bottom to make the information flow with the letterhead as one, as it is a part of the design.



* Not actual size (shrunk to fit document) - Actual size A4

Freelance services research



GRAPHIC DESIGN PRICING LIST

GRAPHIC DESIGN SERVICES PRICING LIST

Logo Design.....	\$375
Banners.....	\$150
Business Cards.....	\$199
Web Design.....	\$500-\$5000+
WordPress Theme Design.....	\$500-\$2500+
Postcard Design.....	\$599
Product Packaging.....	\$1075
Infographic.....	\$100-\$1000+
Clothing.....	\$499
Book Cover.....	\$749
Landing Page.....	\$874
Illustrations.....	\$874
Flyer.....	\$599
Email Templates.....	\$749
Powerpoint.....	\$599
Menu Design.....	\$599

The prices shown here are averages for fixed design costs. Remember that scope of work, designer experience, platform, and a number of other factors can impact your project cost.

I like that this design shows prices of each service, however, I will not be doing this since I am still at an early stage of setting up my freelance brand. Instead, I plan to list the services and my contact information below



I like that these designs show the artist, it gives more connection between the potential client and person that would be designing the work for them

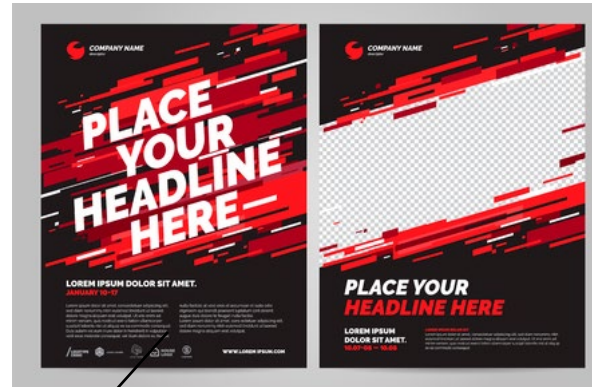


I really liked the layout of this poster design, I might adapt a similar layout to my poster or, I may construct a CV using this layout in the future

After looking at these designs for freelance services, I noticed the content they all have in common:

- Title of profession & name of artist
- Service offerings
- Contact details

Poster layout research



I like the layout of these posts because it focuses on the heading, I do like the idea of having my headline play the part of capturing the audience's attention, however, I think more emphasis needs to be brought upon the text below as it'll showcase my services

These poster layouts make more sense to me for graphic design services. I really like the heirarchy used and think the layout is distributed more fairly in comparison to the others above, I will consider taking influence from these poster designs in the process of my graphic design services poster process

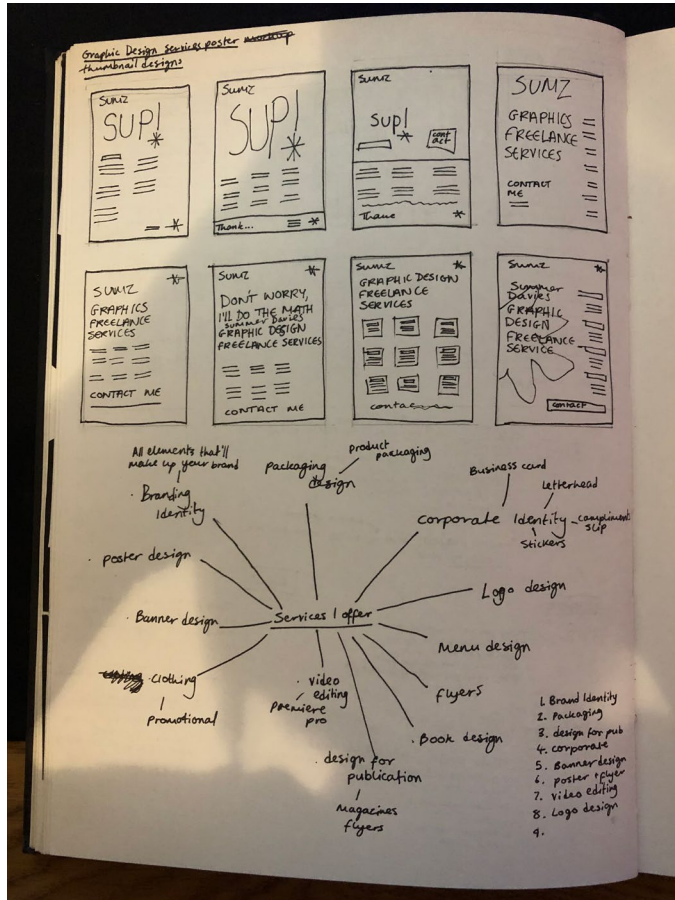


I do like the uniformed layout in this infographic. Having the services sectioned off in boxes would make sense if I were to give more detail about each service - however, I don't think I will be doing that since most people understand the titles of each service



I like the use of illustration as the focal point here. I also liked the placement of the text as it's not seen as vastly less important

Freelance services poster development



I started out by brainstorming the services I provide and sketched some thumbnails of my freelance services poster design layout. I really liked the last thumbnail but wanted to experiment more with other thumbnail designs in Adobe InDesign.

Draft 1



Draft 2



Draft 3



Draft 4



Here are the four drafted designs of my freelance services poster. At first I decided to stick with the left aligned text to help the reader with the flow of the poster. I also put less emphasis on my brand's logo by dominating the 'Freelance Services' text instead.

Leading onto the third draft, I decided to swap out the title and replaced it with 'sup!' instead, which appears on my business card and website. I liked this heading more as it would appeal the target audience more than the previous design. I also re-adjusted the layout and in draft 4, the layout was making a lot more sense to me.

Services poster development - continued

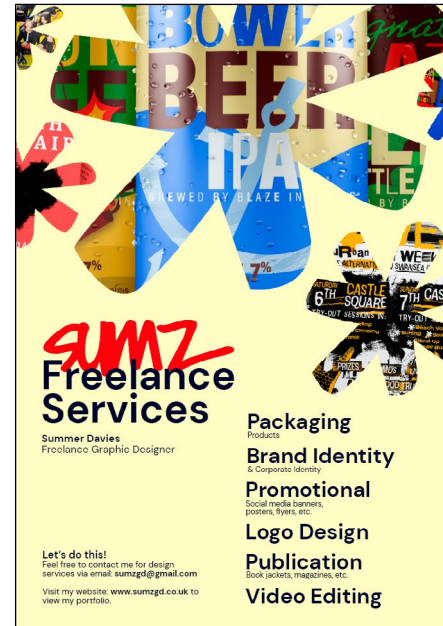
Draft 5



Draft 6



Draft 7



Draft 8



After taking a step back and reviewing my work, I noticed the over-use of type. I started to think about ways I could improve this poster design by adding elements of my work so that the audience isn't left completely blind. I thought adding a clipping mask of my work into the asterisk shape would provide a nice tease of my work to the audience, so I experimented with this by incorporating some of my projects into the asterisk symbol.

I then began to re-arrange the symbols to make it fit nicer within the poster and put more emphasis on my proudest designs. I also experimented with changing the colour scheme (draft 6), however, I thought the poster would work better printed in lighter ink despite the increase of contrast when put up against a darker background.

Once I changed the background colour back to the light faded yellow, I decided to remove the asterisk symbols that appear on the services titles since they didn't showcase their purpose well anyway. By the 8th and final draft, I re adjusted the text and changed the margin and columns, making the text fit more within the poster rather than on the edge. I was pleased with this draft and considered it the final draft of my poster design.

Freelance services final poster design



* Not actual size (shrunk to fit document) - Actual size A4

Sticker designs development



Here are the drafted sticker designs for my freelance brand promotion in the real world. I thought it would be cool to include some stickers to promote my brand's presence offline since it's just as, if not, more important to maintain.

At first I chose to surround the asterisk symbol with my contact details, slogan and name, but thought this design didn't look too interesting. I then moved onto putting more emphasis on the slogan and including relevant information there, however, I thought there should've been more symbolisation to my brand.

I experimented by replacing the asterisk with my iconic sup! text, but still wasn't keen on having my important contact information surrounding it. I thought of removing the information and just keeping the 'sup!' text there as it appeared to be quite trendy isolated, but I still wanted to focus on promoting my brand by including my contact information.

This resulted me to develop some designs where I incorporated both. The use of a tagline and the relevant information formed a great heirarchy.

Final designs



* Not actual size (shrunk to fit document) - Actual size 5x5cm

I decided to go with these six variations of the sticker designs (three using the 'sup!' tagline, and three with my brand's logo). These final drafts were perfect and were developed strongly from the first draft.

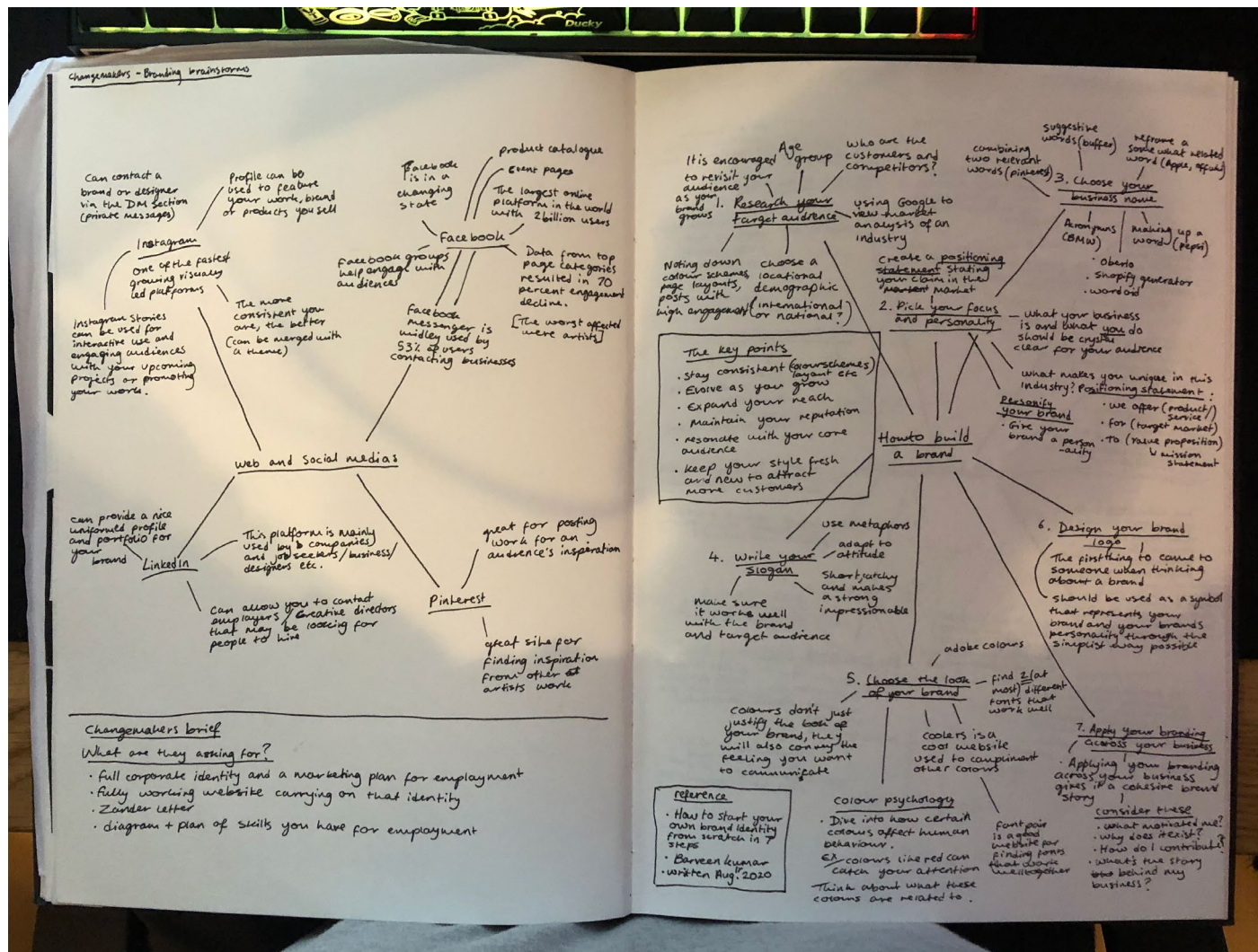
These stickers can be used in the real environment; given to clients to stick on whatever they want, used to stick them onto signs or poles to promote my brand, and more.

Full Corporate Identity





Marketing plan



I did a lot of research before constructing my brand and corporate identity. I looked at different social media platforms and their qualities for growing a brand and for marketing purposes, and was falling more into Instagram as a platform to promote myself as a freelancer/graphic designer.

To get more knowledge on how to build a brand, I watched a video on Shopify: <https://www.shopify.co.uk/blog/how-to-build-a-brand> And dissected each step to get a better understanding about how to market myself as a brand in the future.

Personal Branding Identity

Personal branding is very important to market yourself as a freelancer for freelance work and potential hire or job offerings from companies. I plan to market myself mainly from the social media platform; Instagram, however, I will use other platforms such as Behance, Dribbble and other portfolio websites to promote my brand and myself as a freelancer. I plan to use LinkedIn to connect with people of the same profession and creative industry employers.

Social Media

It is vital that I promote my brand via my social media, Instagram is the most desired platform for me because of the apps' focus on visuals. Instead of constantly directly promoting my brand and it's offerings, I wish to develop a strong design profile on Instagram that'll work as a portfolio to showcase to my audience. I will have set dates where I will promote my brand and offerings/commissions via Instagram stories, but, I'll keep it quite subtle and use other ways such as the bio 'Email' features on Instagram, my website referral in my social media bios and the use of my corporate items such as a business card to promote my brand offline to smaller businesses and clients.

Connections and Networking

Expanding my network is very important to me so I aim to join multiple communities across the internet and engage with people both online and in the real world by joining clubs, workshop sessions, and going to design events. I also wish to gain more knowledge about the workforce, what skills are required, and how to approach an interview for specific companies within the desired industries I wish to be part of. I plan to email and interview employers and employees of certain companies that interest me to get a better insight about the industry and perhaps their role.

Pricing

As a freelancer, I will need to know what I charge clients for any design work. Having set prices for commissions makes your business very reliable and well established. I plan to have set prices for separate services based on time spent. I will also work out my hourly rate based on experience and how much I'll need to cover monthly personal expenses.



It's important to have a marketing plan as it encourages brands to have a stronger vision of their future and to solidify and establish their brand for the world of work. After years of building my portfolio of freelance work, I wish to make my way into the entertainment industry and eventually work for video game companies as a Graphic Designer - preferably in the marketing department. Before getting to this point, I know that it is important I develop my skills in-line with the required skills of the desired role.

There are many companies I have in mind offering in-house Graphic Designer jobs within the entertainment industry, however, I do still have a backup plan or secondary goal, which is to perhaps work in a design agency. I would probably see myself working in an agency before advancing onto scoring a position within an entertainment company, as this will encourage me to grow skills and experience.

Rockstar Games - Graphic Designer

Rockstar Games is one of the primary companies that I wish to work for in the future. I am really mesmerised by their graphic design and advertising/marketing promotional content. Rockstar Games posts job listings via their own website in the careers section. When taking a look I found a Graphic Designer role and was able to see what skills the company is looking for and a brief summary of the role. Reading these skills and qualifications, I know that to prepare for this job I definitely need to develop my experience. In order to exceed expectations, I wish to learn 3D, work on campaigns, expand on my typographic skills and learn how to work as a part of a larger team.



ROCKSTAR NEW YORK . MEDIA ASSET CREATION GRAPHIC DESIGNER

At Rockstar Games, we create world-class entertainment experiences.

A career at Rockstar Games is about being part of a team working on some of the most creatively rewarding and ambitious projects to be found in any entertainment medium. You would be welcomed to a dedicated and inclusive environment where you can learn and collaborate with some of the most talented people in the industry.

Rockstar Games is seeking an experienced and talented Graphic Designer to be based in our NYC headquarters. The successful candidate will be responsible for design and development of creative concepts primarily for the marketing department.

WHAT WE DO

- The Creative Services team at Rockstar works on projects that include a wide variety of creative assets to promote and support the brand and our games.
- We make creative assets for company branding, print & package design, and advertising campaigns.
- We also create promotional materials, assets for events, in-game creative, and other marketing materials to support all of our games.

RESPONSIBILITIES

- Work collaboratively with a team of in-house designers, illustrators, and animators to develop creative materials from concept to final artwork.
- Continue to push and evolve Rockstar Games' heritage of innovation and unique brand creative.
- Work closely with the marketing team to effectively manage our creative projects.
- Work on multiple projects simultaneously to realize the organization's creative marketing goals.

QUALIFICATIONS

- Strong Photoshop, Illustrator, and In-design skills. 3D skills are a plus, but not essential.
- Graphic design experience in creative conception, illustration, and campaign development.
- Knowledge and understanding of print and production processes.
- A strong Interest and passion for art, design, games, music, film and contemporary culture in general is essential.
- Strong typographic skills.

SKILLS

- Highly conceptual, with the ability to communicate ideas clearly and effectively.
- Ability to be proactive, to identify new creative ways to help support the brand and the games.
- Very detail orientated.
- Ability to work autonomously as well as a part of a larger team.
- Ability to prioritize and manage multiple projects at the same time.

PLUSES

Please note that these are desirable skills and are not required to apply for the position.

- 3D skills are a plus, but not essential.
- The ideal candidate will have previously worked with entertainment properties or appropriate lifestyle brands.

Qualities I already meet

<https://www.rockstargames.com/careers/openings/position/4728932003>

Epic Games - Graphic Designer

What makes us Epic?

At the core of Epic's success are talented, passionate people. Epic prides itself on creating a collaborative, welcoming, and creative environment. Whether it's building award-winning games or crafting engine technology that enables others to make visually stunning interactive experiences, we're always innovating.

Being Epic means being a part of a team that continually strives to do right by our community and users. We're constantly innovating to raise the bar of engine and game development.

Discipline at Epic:

Psyonix is a video game developer best known for Rocket League, the award-winning game that combines soccer, driving, and highly competitive and addictive gameplay. As part of the Epic Games family, we are an industry-leading game studio rooted in a crunch-free philosophy that emphasizes an amazing employee experience, located in the heart of San Diego. For nearly 20 years, we have been a driving force behind some of the most successful games in the industry, including Gears of War, Mass Effect 3, XCOM: Enemy Unknown, Bulletstorm, Unreal Tournament III and Unreal Tournament 2004.

We are looking for a creative and versatile Graphic Designer to join our team. You will work closely with an array of teams to create graphic assets for video games. Our ideal candidate must be collaborative and self-driven.

Role and Responsibilities:

- Work with existing graphic designers, esports, marketing, and production teams to determine and plan the scope of a visual project
- Create assets that embolden and glorify Psyonix and its brands
- Develop graphics for product promotion, logos, websites, social media outlets, in-game branding, print, and internal projects
- Produce still and animation-ready graphics for use in video (live and taped), movies, television, and internet broadcast
- Select colors, images, text style, and layout for multiple applicable mediums
- Present design and layout ideas to marketing for approval and execution
- Incorporate changes recommended by marketing into future and already-established designs
- Review designs for errors or additions before approval, publishing, and/or print. Maintain a continued archive of images, logos, photos, and related items
- Prepare instructions for coworkers that equip them with the information necessary to recreate your work
- Work closely with the graphic design team throughout execution of an idea or initiative.

<https://gamejobs.co/Graphic-Designer-at-Epic-Games>

After some searching on multiple websites, I found a past job offering from Epic Games - another video game focused company. After reading the requirements, I noticed that I fit more requirements already, however, I do know that I need to advance my work experience skills and perhaps work within the design industry so that I am more confident and prepared for the role.

Qualifications & Requirements:

- Proficiency in Adobe Photoshop and Adobe Illustrator
- An obvious talent for artistic design and a penchant for creativity
- Superb time-management skills that allow you to work on multiple projects at the same time
- Strong analytical skills that allow you to imagine how our players and fans would perceive your artwork and messaging
- Excellent communication skills that will allow you to effectively confirm and express information to the marketing and production teams
- A working knowledge of page layouts, both print and web
- A passionate understanding of Rocket League, Psyonix, and our products
- Strong interest in the video game and graphic design industries; marketing, trends, and innovations.
- Knowledge of the Unreal Engine is a plus.
- A bachelor's degree or equivalent experience in graphic design or related field

Like what you hear? Come be a part of something Epic!

About Us

Epic Games spans across 12 countries with 32 studios and 1,800+ employees globally. For over 25 years, we've been making award-winning games and engine technology that empowers others to make visually stunning games and 3D content that bring environments to life like never before. Epic's award-winning Unreal Engine technology not only provides game developers the ability to build high-fidelity, interactive experiences for PC, console, mobile, and VR, it is also a tool being embraced by content creators across a variety of industries such as media and entertainment, automotive, and architectural design. As we continue to build our Engine technology and develop remarkable games, we strive to build teams of world-class talent.

Epic Job + Epic Benefits = Epic Life

Our intent is to cover all things that are medically necessary and improve the quality of life. We pay for 100% of the premiums for both you and your dependents. We offer coverage for Medical, Dental, Vision HRA, Long Term Disability, AD&D and Life Insurance, 401k. Additionally, each year, we celebrate the Epic family with company-wide paid breaks, generous paid time off, and recognize individuals for 7 years of employment with a paid sabbatical - we think our people are pretty awesome

Qualities I already meet

Google - Visual Designer

Visual Designer, Brand Studio

Share Save

Google In-office: San Francisco, CA, USA New York, NY, USA Portland, OR, USA + 1 more location

Apply

This role may also be located in our Playa Vista, CA campus.

Note: By applying to this position you will have an opportunity to share your preferred working location from the following: **San Francisco, CA, USA; New York, NY, USA; Portland, OR, USA; Los Angeles, CA, USA.**

Minimum qualifications:

- Bachelor's degree or equivalent practical experience.
- 4 years of experience at a creative studio, interactive agency, or in-house interactive team.
- Experience with design tools (e.g., Figma, Sketch, Adobe Suite, etc.).
- Experience with developing and designing digital experiences (e.g., websites), and graphic design (e.g., typography, layout, and art direction).

Preferred qualifications:

- Experience working with web platforms and/or design systems.
- Experience in creating prototypes (e.g., Figma, InVision, Adobe After Effects, etc.) to express ideas.
- Experience coding for the web (e.g., HTML, JavaScript, CSS, etc.) and/or mobile apps.
- Knowledge of design and technology trends.

<https://careers.google.com/jobs/results/100927490265883334/distance=50&q=graphics>

Since I mentioned working in the entertainment industry, I thought it would be appropriate to look for jobs within Google. I found a Visual Designer role which is another name relating to Graphic Designer, the design tools mentioned do not fit within my experience at all so this leads me to believe the job is more focused on web design and UX design. Perhaps in the future I will lead to this niche, however, for the time being I am more interested and comfortable working in advertising, marketing and promotional material departments.

About the job

By embracing user insights, strategic thinking, and beautiful design, we strive to create intuitive and inventive experiences that will define Google's brand.

As part of this team, you will help to create experiences through interactive storytelling, filmmaking, brand identities, and product experiences.

As a Visual Designer for Brand Studio, you will work with creative leadership and marketing partners to tell product/program stories. You will contribute to the development of interactive experiences, and the design language that captures the character of Google's brands. You will work with a variety of teams (e.g., Information Architects, Strategists, Marketers, Project Managers, Writers, and Developers) to deliver designs, campaigns, or experiences.

Know the user. Know the magic. Connect the two. At its core, marketing at Google starts with technology and ends with the user, bringing both together in unconventional ways. Our job is to demonstrate how Google's products solve the world's problems—from the everyday to the epic, from the mundane to the monumental. And we approach marketing in a way that only Google can—changing the game, redefining the medium, making the user the priority, and ultimately, letting the technology speak for itself.

Responsibilities

- Craft visual designs and experiences for Google's brand and design by utilizing established design systems.
- Partner with designers, writers, strategists, engineers, marketers, and other agencies.
- Communicate ideas for content and audience needs by developing visual designs, storyboards, mockups, prototypes, and more.
- Manage several workstreams and deliver conceptually based experiences.
- Understand how to design for the web across browsers, screen sizes, and audiences.

Apply



Conclusion

I thoroughly enjoyed this part of the project because it helped me understand more about growing a personal brand and creating my own professional online (and offline) identity. I did a great job building my corporate identity and feel I did a lot of research on how to build a brand, what social media platforms work the best for growing a brand, and thinking about how to market myself as a freelancer in the future.

I still have a lot to learn about growing a brand but I'm grateful to have been given the opportunity to research more into these subjects and gain more knowledge about many aspects of creating a brand. I'm excited to see where my brand will be within the next 5 years after now having this knowledge and gaining more along my journey, and can't wait to see how much I have matured within that time.