

Building a personal brand for
sustainable employment

4 Pillars of Branding

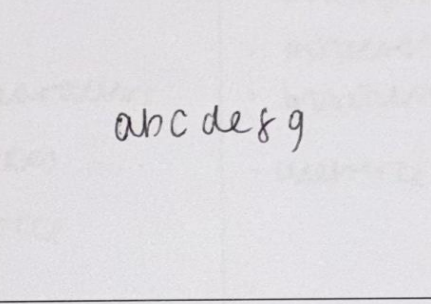
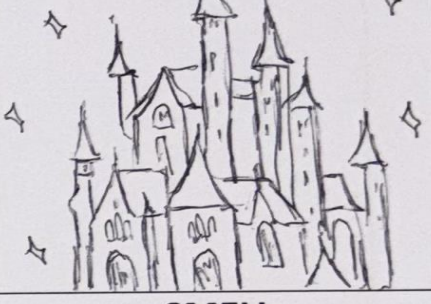
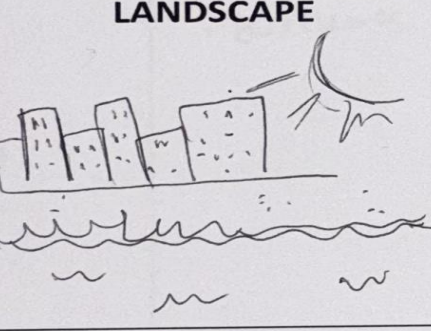
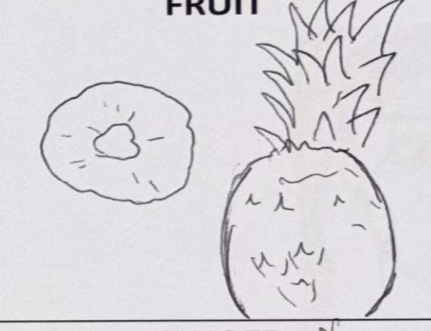
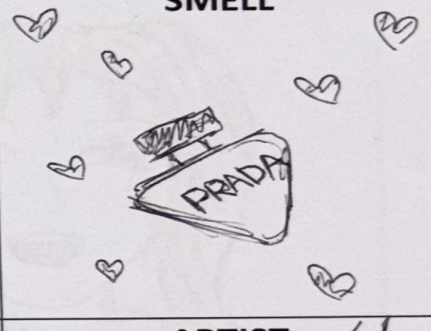
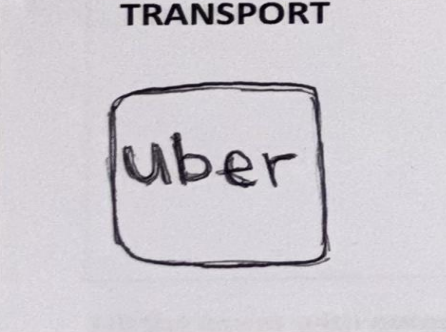
Brand Name Mae Green Illustrations

Narrative	Differentiation	Communication	Consistency
◦ passion ◦ talking about important topics ◦ thinking about deeper conceptions. ◦ enjoyment ◦ advertising ◦ designs of packaging - ◦ telling a story ◦ studio ghibli Hayao Miyazaki	◦ unique style ◦ animated characters ◦ colour palletes ◦ tone of voice ◦ textures	◦ instagram ◦ pinterest ◦ business card ◦ website.	

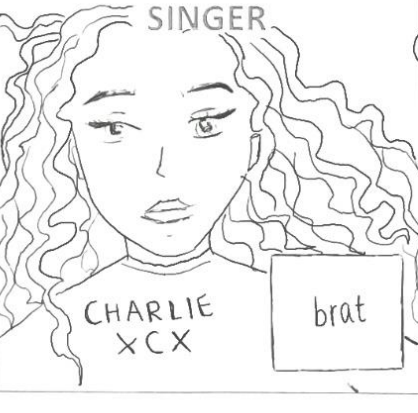
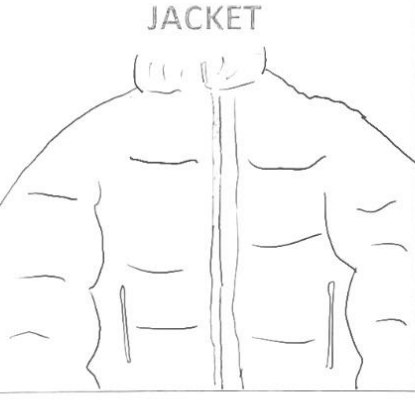
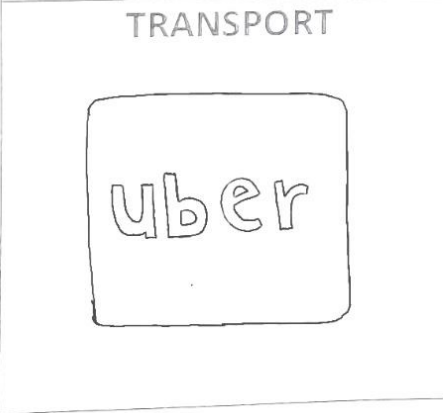
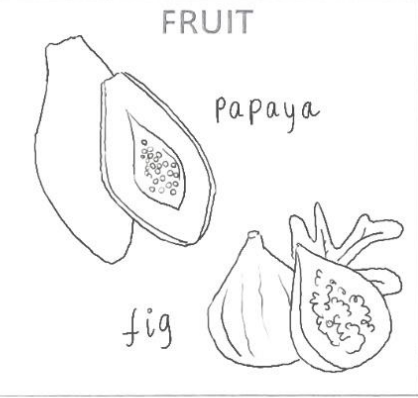
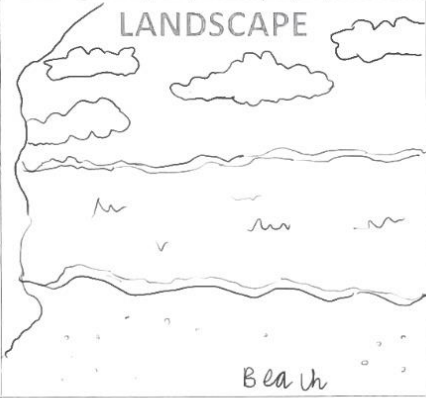
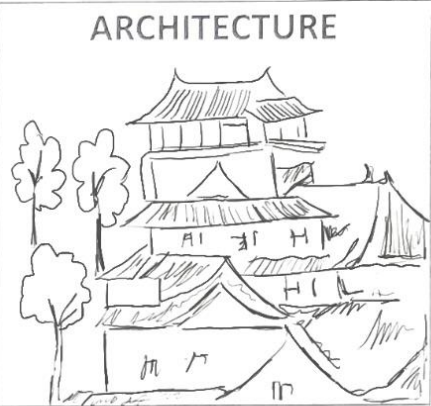
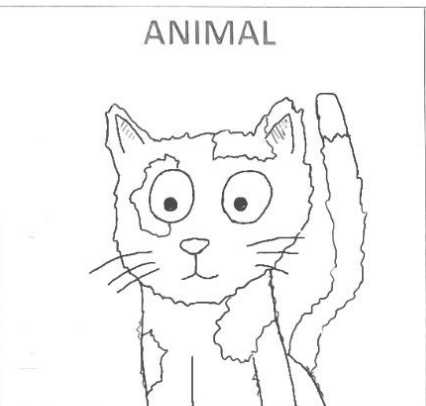
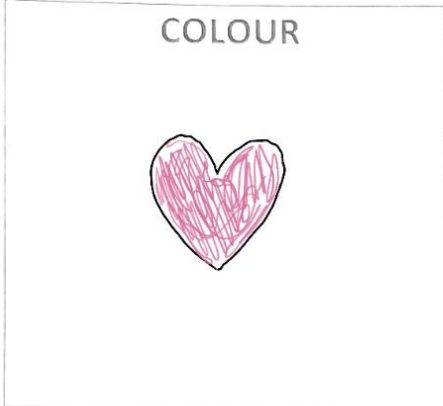
Fill the boxes with notes, doodles, collage, anything you like.

Metaphor Gestalt

If my brand was a it would be

COLOUR 	ANIMAL 	TYPEFACE 	DRINK 	ARCHITECTURE 
HAIRSTYLE 	LANDSCAPE 	TREE 	FRUIT 	SMELL 
TRANSPORT 	SHOE 	JACKET 	SINGER 	ARTIST 

This task was useful, helped me think about who I really am which is important when building a brand for myself. What do I like? What symbols represent me?



LOGO DESIGNS

NAMES:

GREEN MAE
MAE GREEN

MAE GREEN

MAE GREEN

MAE GREEN

MAE GREEN

Mae Green

. M A E G R E E N .

m a e g r e e n

MAE
GREEN

MAE
GREEN



Personal brand & business cards

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.



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



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



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

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

- @ Made by mae
- @ Mae Green
- @ Mae Green Illustrates
- @ Green Illustrations

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

↓
unique selling point

- characters
- working in the advertising industry. Designing commercial adverts.

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

- unique style.

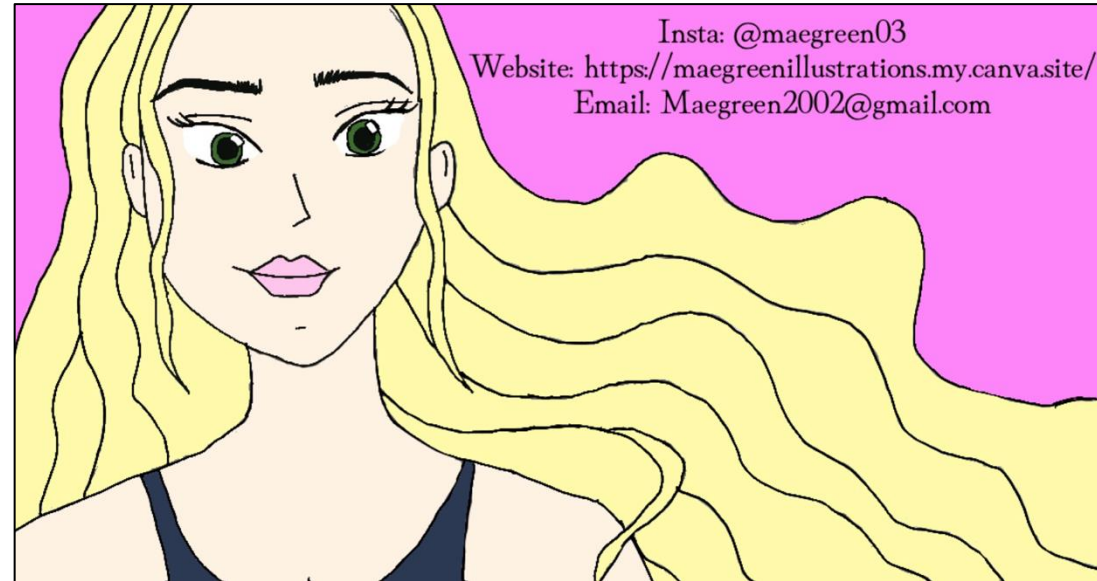
How will you reach your audience? Promotional ideas outline below

- social media posts.
- creating website
- making contacts.

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

- contacting artists / illustrators I like.

Business card



SWOT analysis

Good at creating characters
have original style.
have lots of ideas.
passionate and enjoy what I am doing.
willing to put in work
good and prepared to talk to people
and put myself out there

want to get better at digital
want to decide which specific
path I want to go down.
need to work on multitasking - for
example working on multiple projects at
once.

S

W

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T

- available grants.
- mum's friend who works in the industry as an illustrator.
- another friend who does illustration + is illusive
- contacts from uni, teachers.
- skills learnt at uni

- AI
- competitive industry.
- lots of talent around
- not all jobs advertised
- some people have more contacts.

Future of employment- possible concern of ai and technology developments

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?

designing advanced technology machines

designs for driverless cars.

designing robot food machines

AI ethicist

human technology integration specialist.

3D printed chef

Potential jobs that match my skills.

AI Short-form Movie Creator & Editor

Foxelli Group
Remote in London

Full-timeAnnual leaveGym membershipFlexible schedule

View similar jobs with this employer

Artworker

23RED LIMITED
Hybrid work in London EC4V

Easily apply

Illustrator

Newby Leisure Limited
Grimsby DN36

£10.85 - £15.00 an hourFull-timeMonday to FridayCompany pensionWork from homeOn-site parking

Easily apply

Graphic Designer (YouTube Thumbnails + Instagram Carousels)

Shot Social
Remote

£500 - £1,500 a monthFull-time

Character Artist

Disney
Hybrid work in London

Junior Designer

AlzheimersSociety
Remote in London EC3N 2AE

£31,949 - £35,498 a yearPermanent

Easily apply

Digital Illustrator

China Minutes LTD.
London WC2N 5NG

£24,420.00 - £62,234.62 a yearPart-time48 hours per week

Character Artist

Disney · 4.0 ★
London · Hybrid work

You must create an Indeed account before continuing to the company website to apply

Apply on company site

Job details

Shift and schedule

Monday to Friday

Location

London · Hybrid work

Benefits

Pulled from the full job description

Annual leaveEmployee discountPrivate medical insurance

Full job description

Job ID 10149205 Location London, United Kingdom Business Disney Experiences Date posted May 01, 2026

Job Summary:

The Character Artist plays a key role in bringing Disney Characters to life across both 2D and 3D product applications. This position is responsible for creating high-quality, original character artwork for a wide range of product uses, supporting regional EMEA needs, and contributing to 3D character art approvals.

Working closely with the Senior Character Art Manager, the Character Artist will develop artwork for assigned Characters and provide support on additional creative requests as required. Through outstanding, commercial and authentic interpretations, the role helps enhance and grow the GPC business while protecting and celebrating Disney's character equity and storytelling heritage.

This role involves managing projects of varying complexity and building strong collaborative relationships

Character artist for Disney: This stood out to me I absolutely adore and know the Disney films so well. I also love designing characters so this would be a potential dream job of mine. I also think my style would work for them.

£24,420.00 - £62,234.62 a yearPart-time48 hours per week

Little Brown Design Internship

Hachette UK
London EC4Y 0DZ

£27,000 a yearPart-time +14 day week

Easily apply

Part Time Fine Art Tutor - Drawing and Painting

Sunny Art Centre
London WC2B 4AW

£20 an hourPart-time +2Weekend availabilityFlexible scheduleCompany events

Freelance Character Artist

Airship
Remote in Malvern WR14

Freelance

Easily applyNew

Junior Artworker Illustrator

Baker Ross Ltd
Harlow CM19 5AW

£25,000 a yearFull-time +1Free parkingOn-site parking

Junior Artist

Hello Games
Guildford

Permanent

Overall, how relevant are these jobs?

Not at allSlightlySomewhatVeryExtremely

12345>

Part Time Fine Art Tutor - Drawing and Painting

Sunny Art Centre · 2.5 ★
Flat 2, Kemble Street, London WC2B 4AW
£20 an hour - Part-time, Zero hours contract, Freelance

Apply with Indeed

Job details

Pay

£20 an hour

Job type

FreelanceZero hours contractPart-time

Shift and schedule

Weekend availability

Location

Flat 2, Kemble Street, London WC2B 4AW

Benefits

Pulled from the full job description

Company eventsFlexible schedule

Full job description

Please note: Applications without a portfolio will not be considered.

We are currently looking for a part time Painting and Drawing Teacher to join our creative team.

You MUST be able to teach traditional oil painting, acrylic, watercolour, and drawing techniques.

This position is NOT for digital or abstract art.

How to Apply

Part time fine art tutor: Wouldn't be my first choice however could be a good fit for me they say they want someone who can work traditionally which I enjoy doing. However I don't currently have teacher training.

 Twine

Freelance Children's Book Illustrator — 14–16 Drawings

Twine · London · via Talents By StudySmarter

£24k–£36k a year Contractor

No degree mentioned

Apply on Talents By Stud...

Job description

A leading freelance marketplace is seeking a creative freelance illustrator to produce 14–16 vibrant illustrations for a children's picture book aimed at young readers aged 3–5. The ideal candidate must have a strong portfolio, showcasing the ability to create engaging and child-friendly visuals. Responsibilities include collaborating with the author, delivering print-ready artwork, and providing a sample sketch prior to project commencement. This role requires granting full commercial rights for publishing and marketing purposes.#J-18808-Ljbffr

Salary: GBP 24000 - 36000 per year

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I really want to get into children's picture books I like telling a story with my illustrations and showing hidden meaning in them. This could be a great job to improve my chances I can build up my portfolio in the third year. It's also in London which is convenient.

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Getting published

How to become a book illustrator



Asked to think about some of the most famous children's books in the world - from [Allan and Janet Ahlberg's *Funnybones*](#) to [Nadia Shireen's *Billy and the Beast*](#) - many people will immediately picture the books' distinctive illustrations first.

Children's picture books can be key to the work of illustrators, but there are many different types of book illustration, all of which are important in the life of a book. These include full cover illustrations in colour for fiction titles, mono illustrations throughout the text or chapter header art for younger titles, and full colour art throughout for a picture book.

How does an art department find an illustrator they want to work with?

Ben Hughes, deputy art director at [Puffin](#), says that it's his job to "find the appropriate style for a particular title/author/genre and book - whether it be fiction, picture book, non-fiction".

'When searching for something particular or new, we tend to search Instagram, Twitter and sites such as Behance. We also attend degree exhibitions'

Ben has relationships with agencies and artists directly, but also searches for new talent in a variety of places: "When searching for something particular or new, we tend to search Instagram, Twitter and sites such as Behance. We also attend degree exhibitions."

"In children's fiction we are always looking for new talents and styles with a commercial side to their art. The aim is to create a cover that looks different to everything else on the book shelf."

Illustrators should be armed with a portfolio of work, which Ben says should be regularly updated with recent work. If an illustrator is new to the industry and hasn't yet been commissioned for any work, he has tips for what to include: "If a new illustrator is trying to get their first job, I think one of the best things to do is self-initiated covers - your own take on a series or a classic. Try different genres to show off your range."

Create your portfolio around your

Penguin say they look for book illustrators on instagram, Behance and twitter so this is useful information.