Changemakers: Building your Personal Brand for Sustainable Employment

Assessment 2

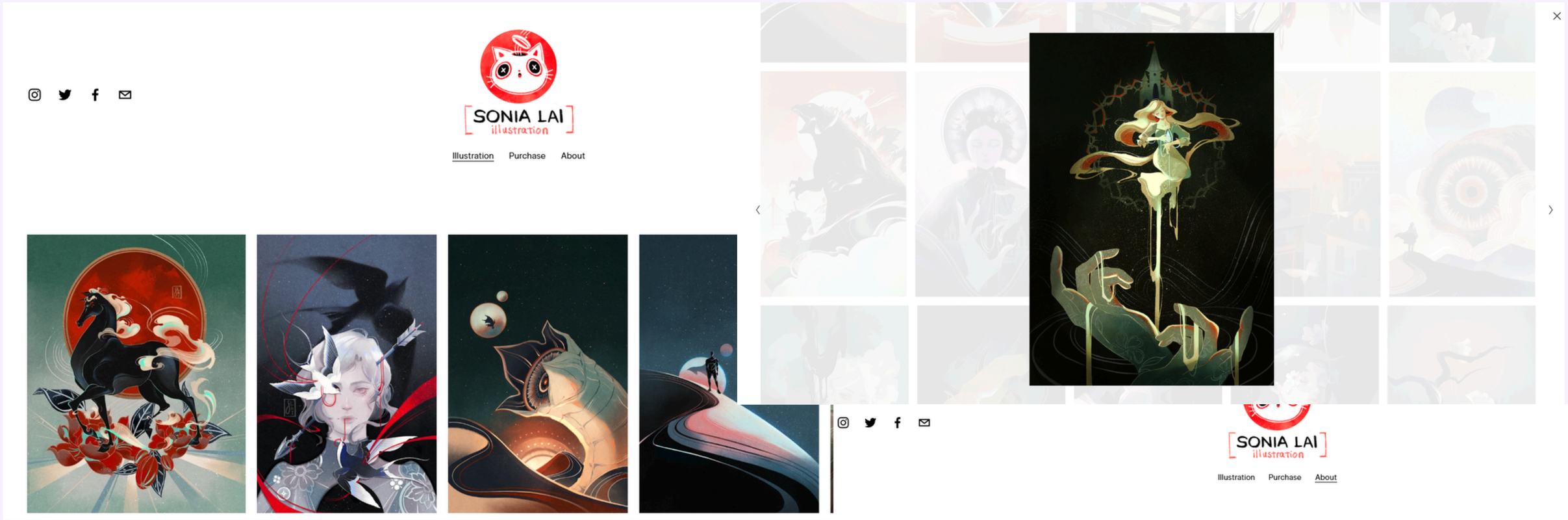
Evie Canny – 2404964
Lecturer – Ian Simmons
Module Code – ADVA5001

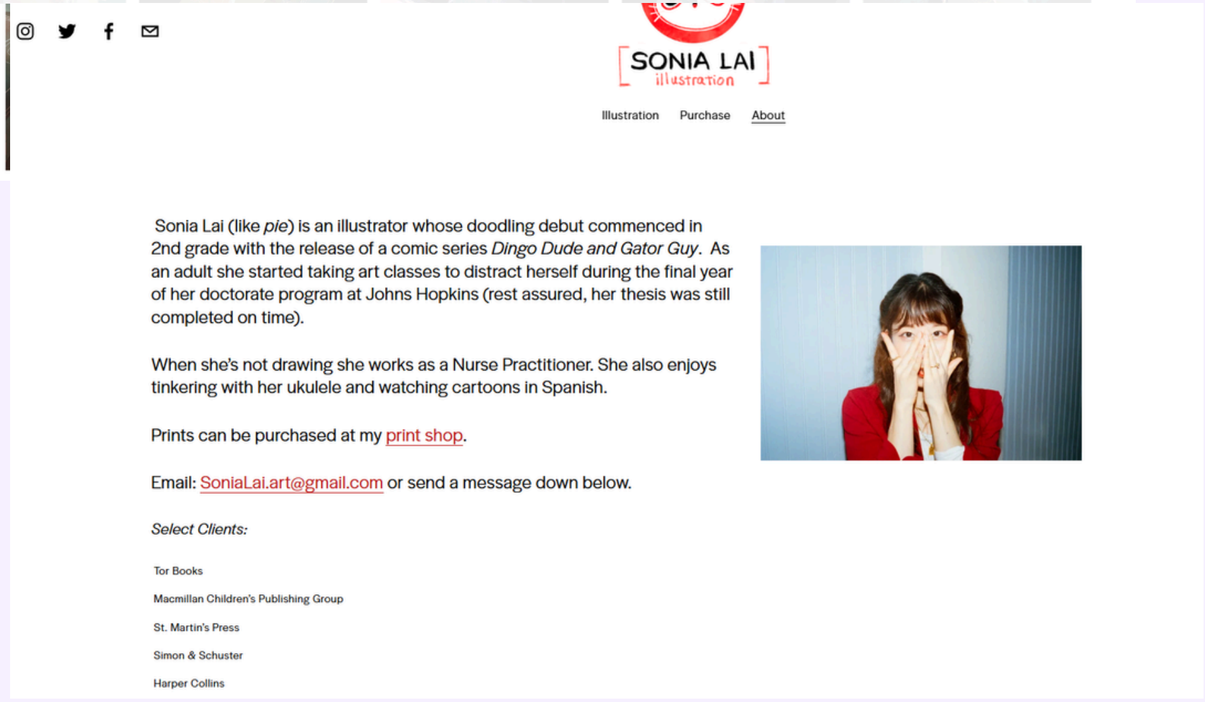
Personal Branding

Existing Websites

(from Illustrators)

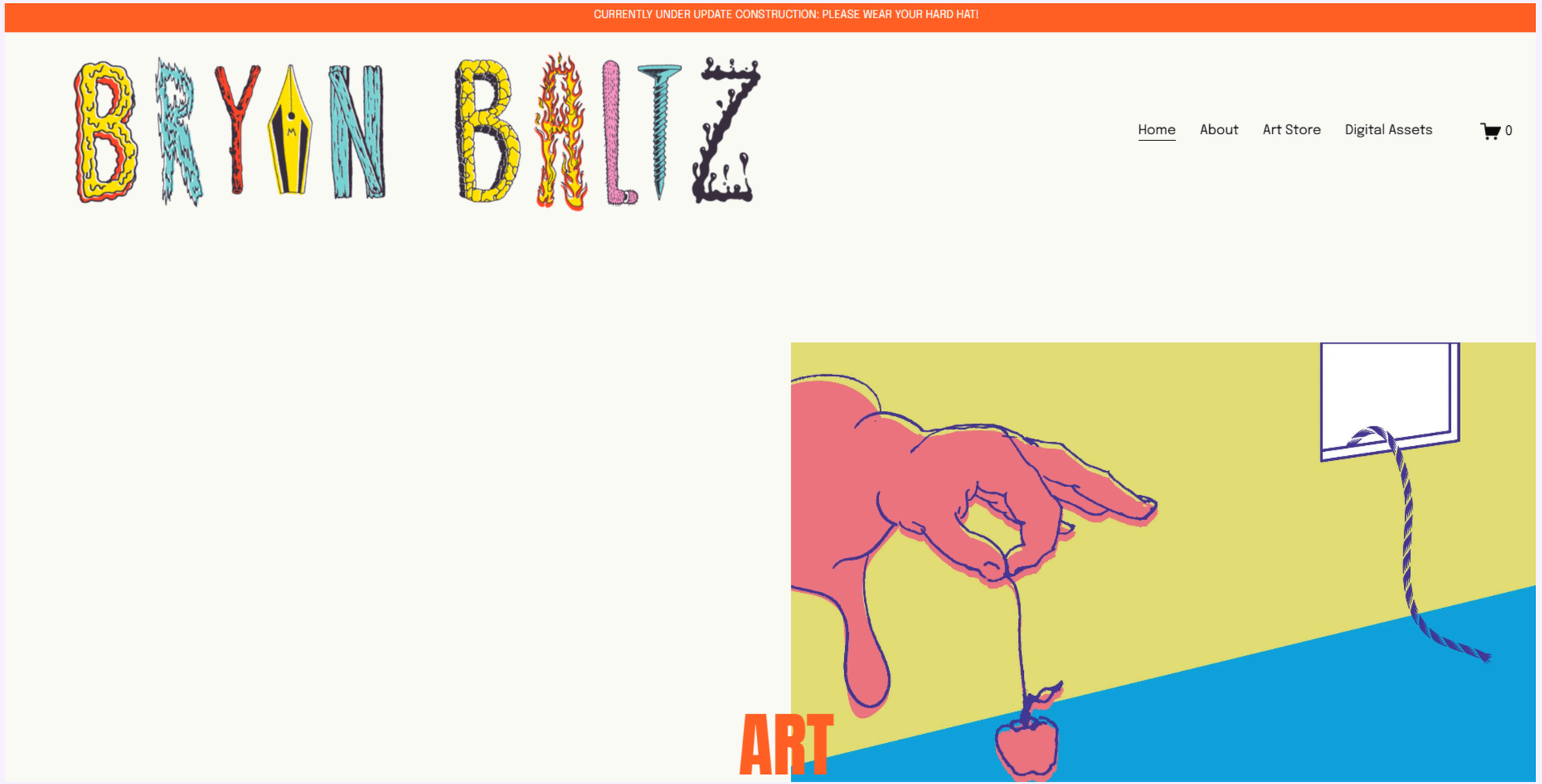
https://www.sonialai.com/





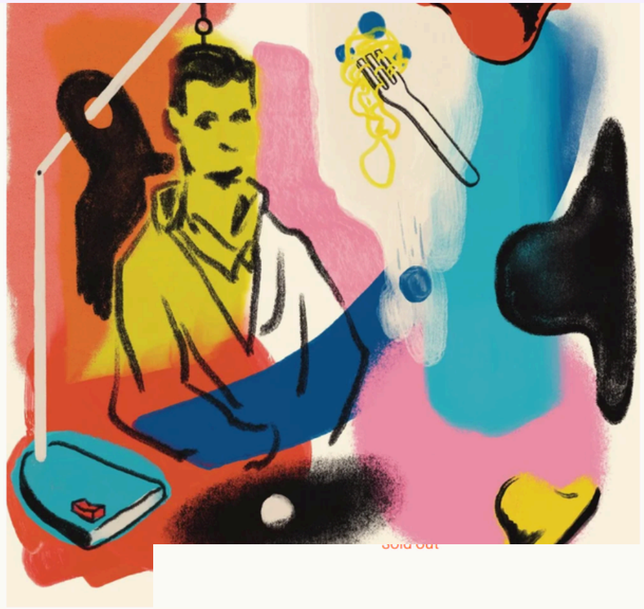
Sonia Lai's website is simple with a white background and a focus on just her artwork. A hand drawn logo is at the top of the page with links underneath. Clicking on an image enlarges it. The purchase page is actually just a link to an online storefront. Social media links are at the top and bottom of the page. Very simple and small site that showcase the artists best works.

https://www.bryanbaltz.com/



This site has a homepage where you can navigate through their portfolio instead of everything just being at the top bar. Another hand drawn logo at the top of the page. Bold colours on a white background. There’s humour in the banner at the top, showing the artists personality.





The gallery page has images dominating the page, these also enlarge when clicked on in the same manner as Sonia Lai’s site. Each piece has a title underneath.

The store page has smaller images and is sorted into categories based on the type of work they are. It is full of “sold out” items that make navigating to available ones difficult.



SINKING AWAY

$250.00



GRASPING

$250.00

Sold out

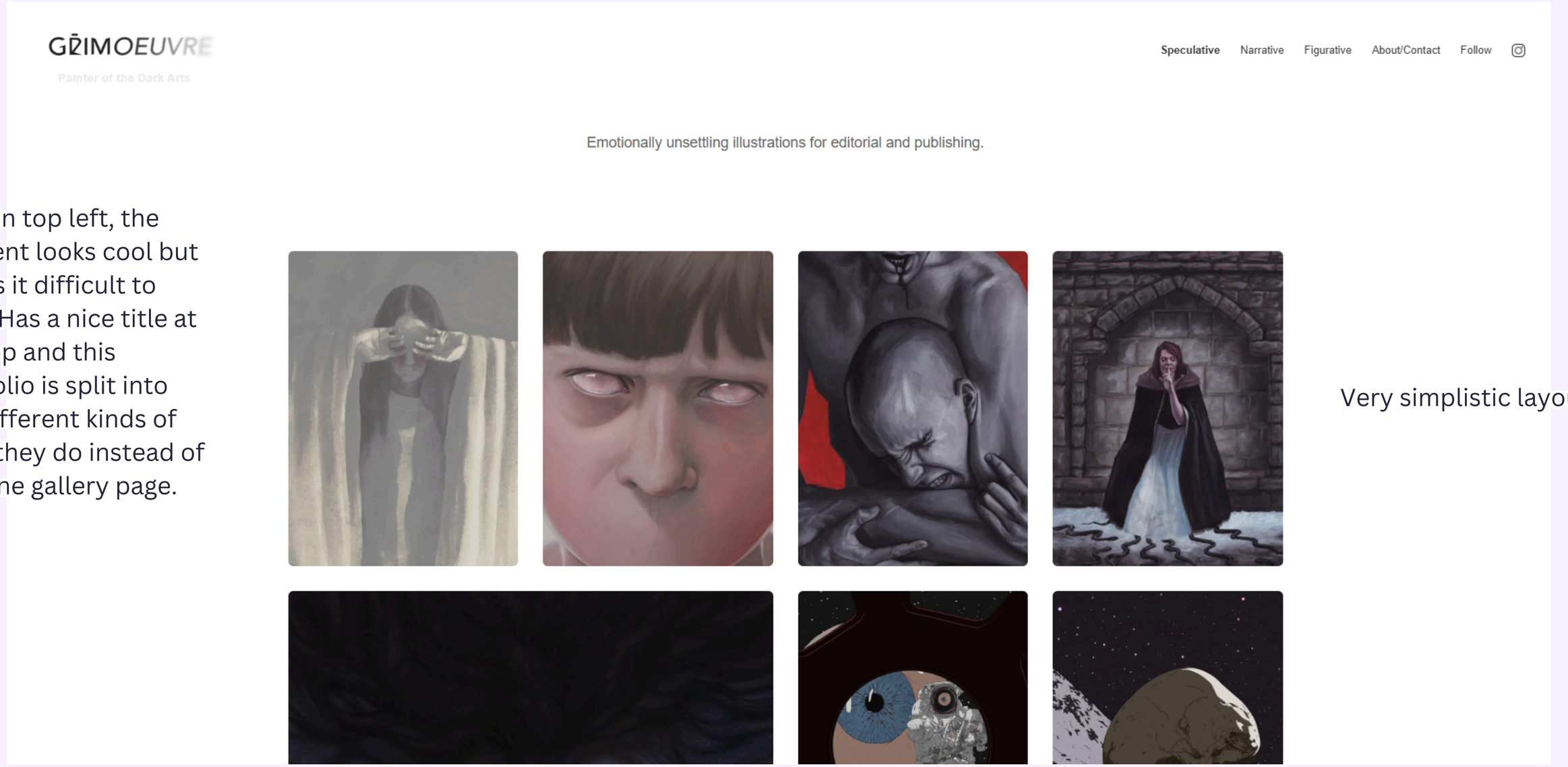


THE SPILL

$50.00

Sold out

https://grimoeuvre.com/



Logo in top left, the gradient looks cool but makes it difficult to read. Has a nice title at the top and this portfolio is split into the different kinds of work they do instead of just one gallery page.

Very simplistic layout

GRIMOEUVRE

Painter of the Dark Arts

About the Artist



Hello, I am Rupam (@ grimoeuvre). An artist from India who likes to explore concepts of psychologically dark narrative in an imaginative yet representational way. My work often appears in contexts where conceptual storytelling is required.

Winner of the Illustrators of the Future awards for the second quarter of 2020.

Contact Info

For discussing commission or collaborations, please share your project details with Orpheus Sen (***Orpheus@grimoeuvre.com***), thank you!

I have started a free-for-all Patreon for sharing more art and community building, you can follow it here: **Patreon.com/grimoeuvre**

Also, I now have a Substack for some of my writings, here: **Grimoeuvre.substack.com**

Other socials: **Bluesky** | **Cara** | **Instagram** | **Threads**

Selected Clients

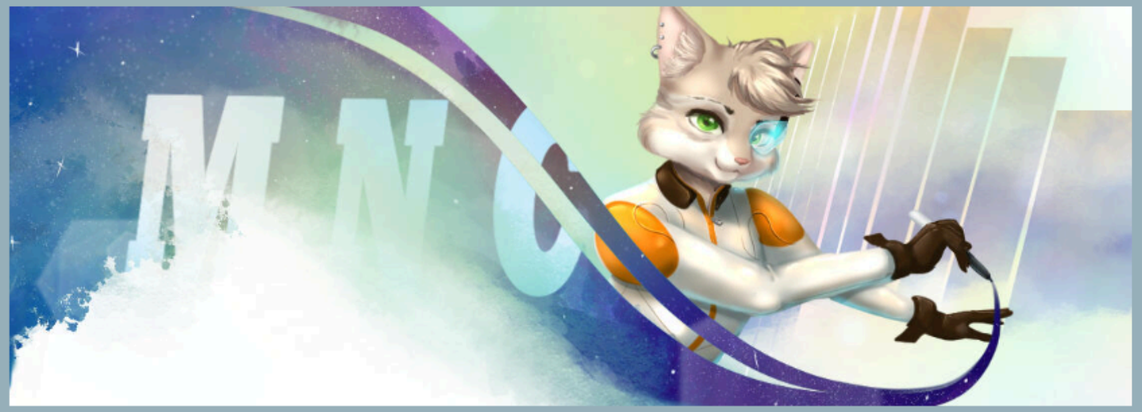
Upper Deck / 20th Century Studios, BBC Studios, Phoenix New Times, The University of Edinburgh, and Medicinal Media.

All Content © Grimoeuvre Unless Otherwise Specified

Simple layout continues into About section, which is where links to socials and past clients are featured alongisde some short info about the artist.

https://mixednutscollection.carrd.co/#

A portfolio for a more “online” artist who gets their clients from fandom spaces. Has a very cool banner but the rest of the site is very simple in comparison --- straight to the point.



MIXEDNUTS-COLLECTION

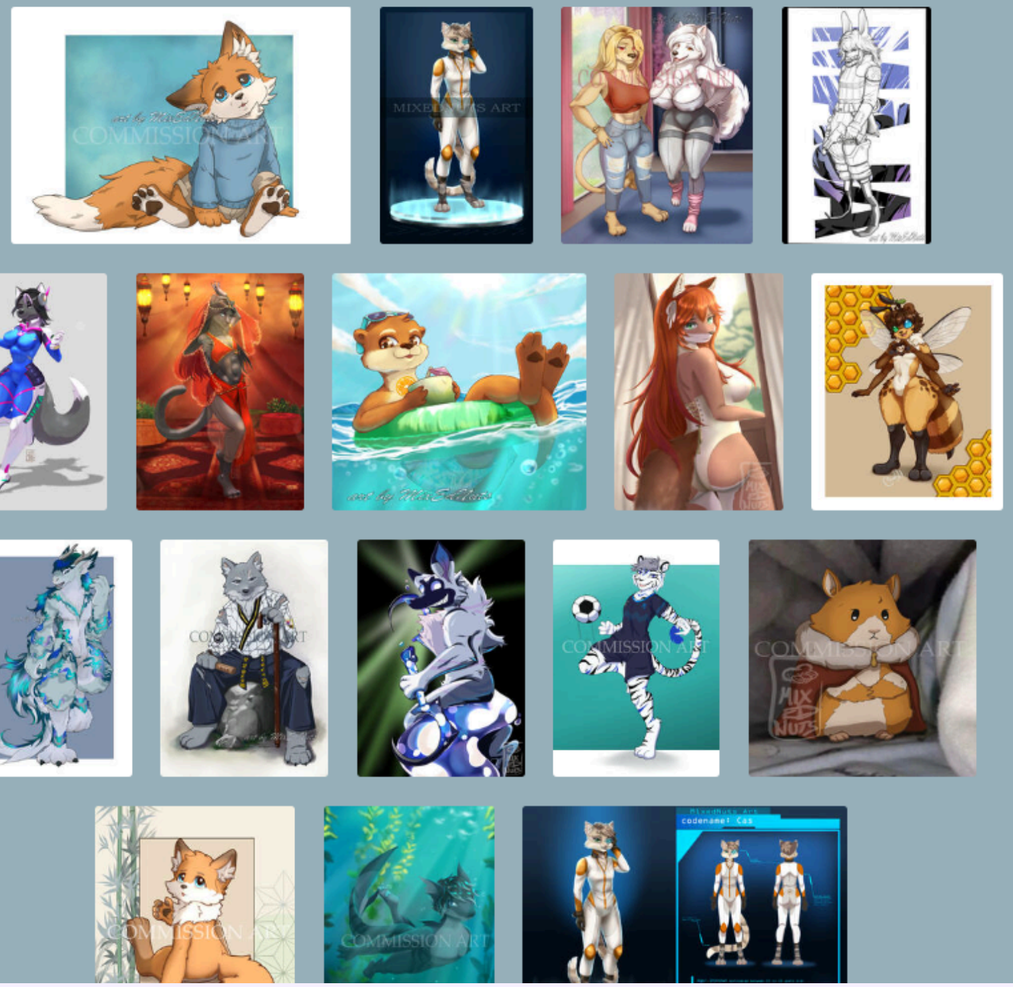
Welcome to MixedNuts carrd. page, here you can view my portfolio that has my own character art, couple experimental pieces, and some few previous commission pieces I've done over time. If during browsing you find yourself interested to commission your own personalized art piece from me, then you can also find all my contact infos, basic pricing guide lines and ToS.

HOME | ANIME
SEMI-REALISTIC | FURRY
MIXED ART | ⚠ NSFW ⚠

HOME | ANIME
SEMI-REALISTIC | FURRY
MIXED ART | ⚠ NSFW ⚠
CHIBI AND EMOTES | VISUAL NOVEL GAME ASSETS
PRICES, TOS | CONTACT
ABOUT

FURRY ART

Gallery for fluff



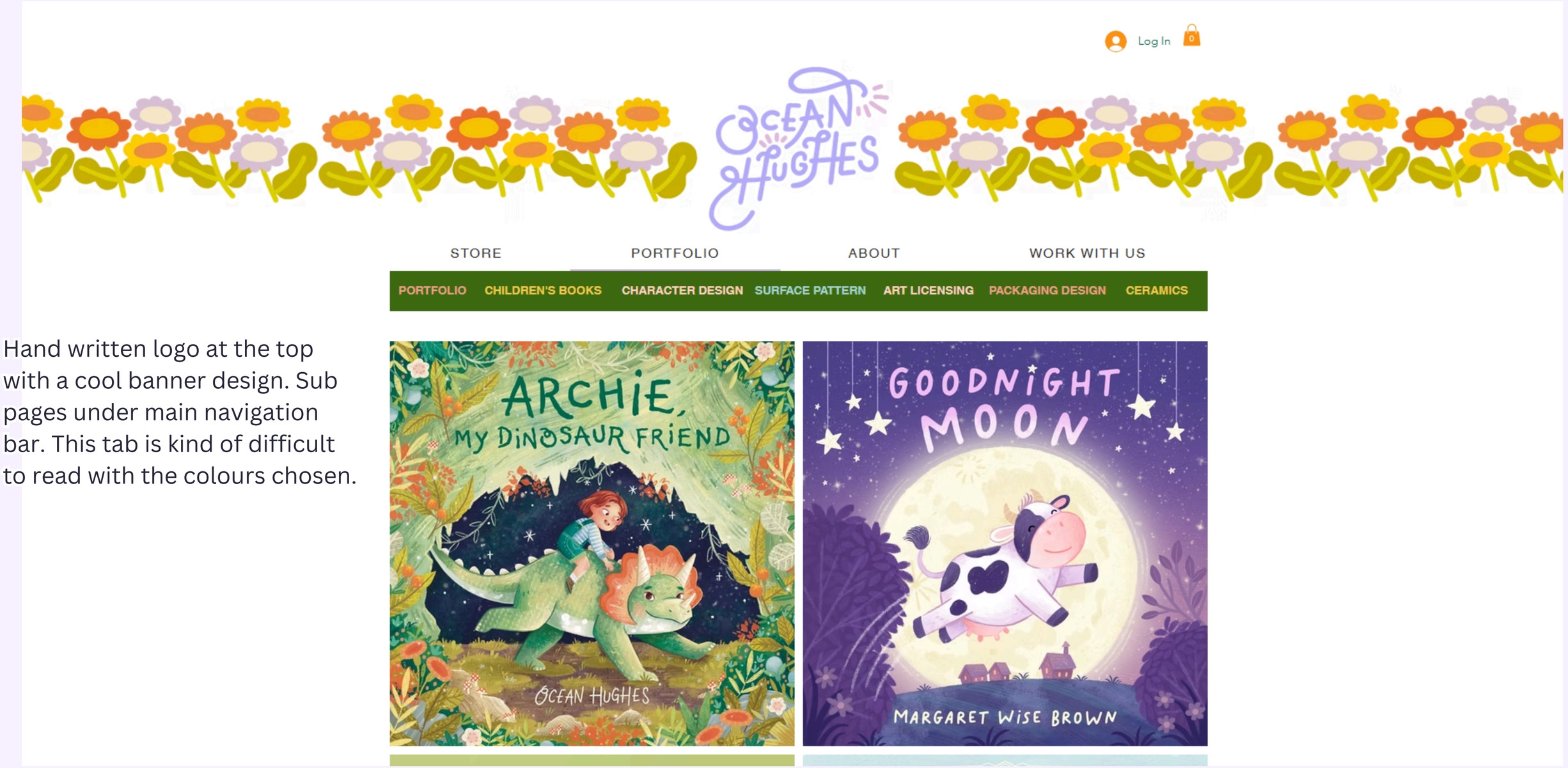
VN PROJECT "NALARIS NIGHT OF CLASHING SOULS"

Some assets I've made for a visual novel "Nalaris Night Of Clashing Souls", including sprites and CG's



Gallery pages are also very simple and uniform with some accompanying information. I'm not fond of the background colour as it is slightly muddy.

https://www.oceanhughes.com/



Hand written logo at the top with a cool banner design. Sub pages under main navigation bar. This tab is kind of difficult to read with the colours chosen.

2023. Ocean also designs patterns for homeware, stationery, & makes handmade goods which she sells through her business.

In 2020 Ocean founded her own company, offering illustrated goods and handmade ceramics. Over the years, we have expanded our product range and we have shipped our products all over the globe!
Our world is full of colour, hand illustrated patterns, and playful characters - And our goal is to create quality products that spark joy and bring beauty to the everyday.



OUR LOOK



LET'S COLLABORATE

Got ideas for your next project, but need help bringing them to life? I would love to hear from you!

For enquiries about wholesale or collaborations contact:
hello@oceanhughes.com

For enquiries regarding children's books & publishing, please contact Ocean's agent:

Some assets seem broken with the aspect ratio of my computer --- unsure on how to avoid this.

About page doubles as a contact page.

https://www.tswolfe.com/



This portfolio has animated and hand-drawn elements as the top banner and logo. It doesn't have a traditional homepage and instead leads directly into the portfolio section. The site is mostly white with one accent colour in its branding (a dark teal).

TSWolfe

HELLO!



I'm Tom Wolfe, an illustrator based in the Gower Peninsula, South Wales.
Whether I'm illustrating for the healthcare sector, designing eye-catching packaging, or creating editorial artwork, my goal is always the same: to foster genuine understanding and connection through visual storytelling.
With a background as a high school teacher and a technical author in R&D, I bring a unique blend of pedagogical clarity and analytical precision to my art. I specialize in taking tricky, abstract, or sensitive subjects and making them approachable—often with a disarming, witty style.

A Unique Perspective on Health Communication

While I love working across various industries, I have a particular passion for health illustration. Informed by over 20 years of navigating chronic illnesses like Crohn's disease and fibromyalgia, I create empathetic visuals that allow patients to feel truly seen.
This approach was central to my work on the "Meet our Crohn's and Colitis Cats" project, which won The People's Choice Award at The Charity Film Awards in London (2022).

This portfolio has a lengthy About page which features plenty of information about the illustrator and the works he creates and why he makes them. Everything is formatted in a uniform fashion.

PRINTS CLOTHING Stickers GREETINGS CARDS

Price −

£3 £120

Color +

Size +

Sort by



The Green Man of the Brambles - Premium Giclée Fine Art Print
From £35.00



Magma Tulips – Giclée Art Print on Textured German Etching Paper
From £35.00

The Shop page has hand written buttons for navigation and allows users to sort items by price, colour, and size.

https://www.taylorbarron.com/



This portfolio has soft colours for the background but uses near neon ones for its text and navigation. This stylistic choice this makes it difficult to read.

Despite this, whole website is full of personality and I do like what they were going for by making it bold and eye catching.

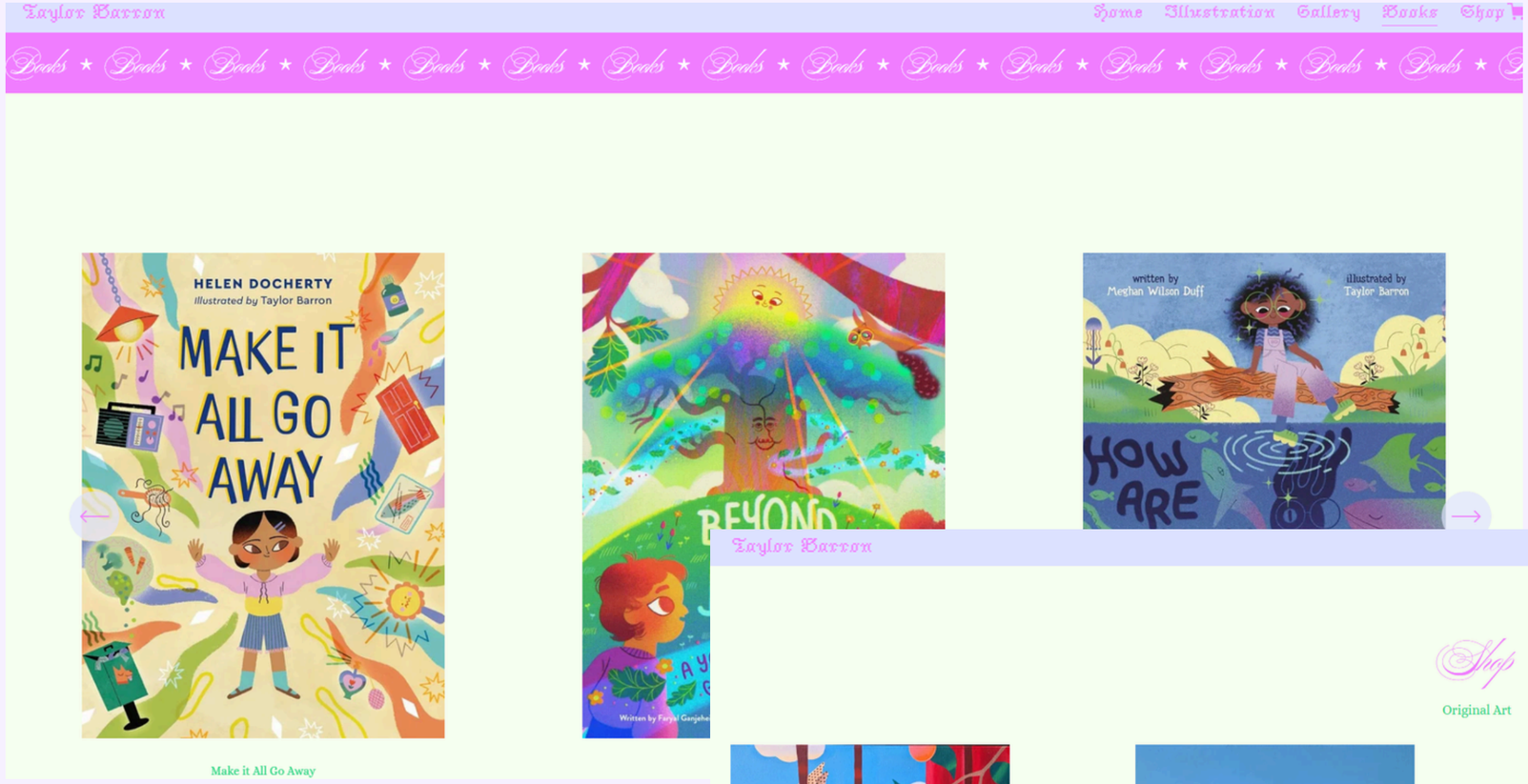
I like the oval buttons instead of the regular rectangle ones that other people seem to use, makes it feel a bit more unique.



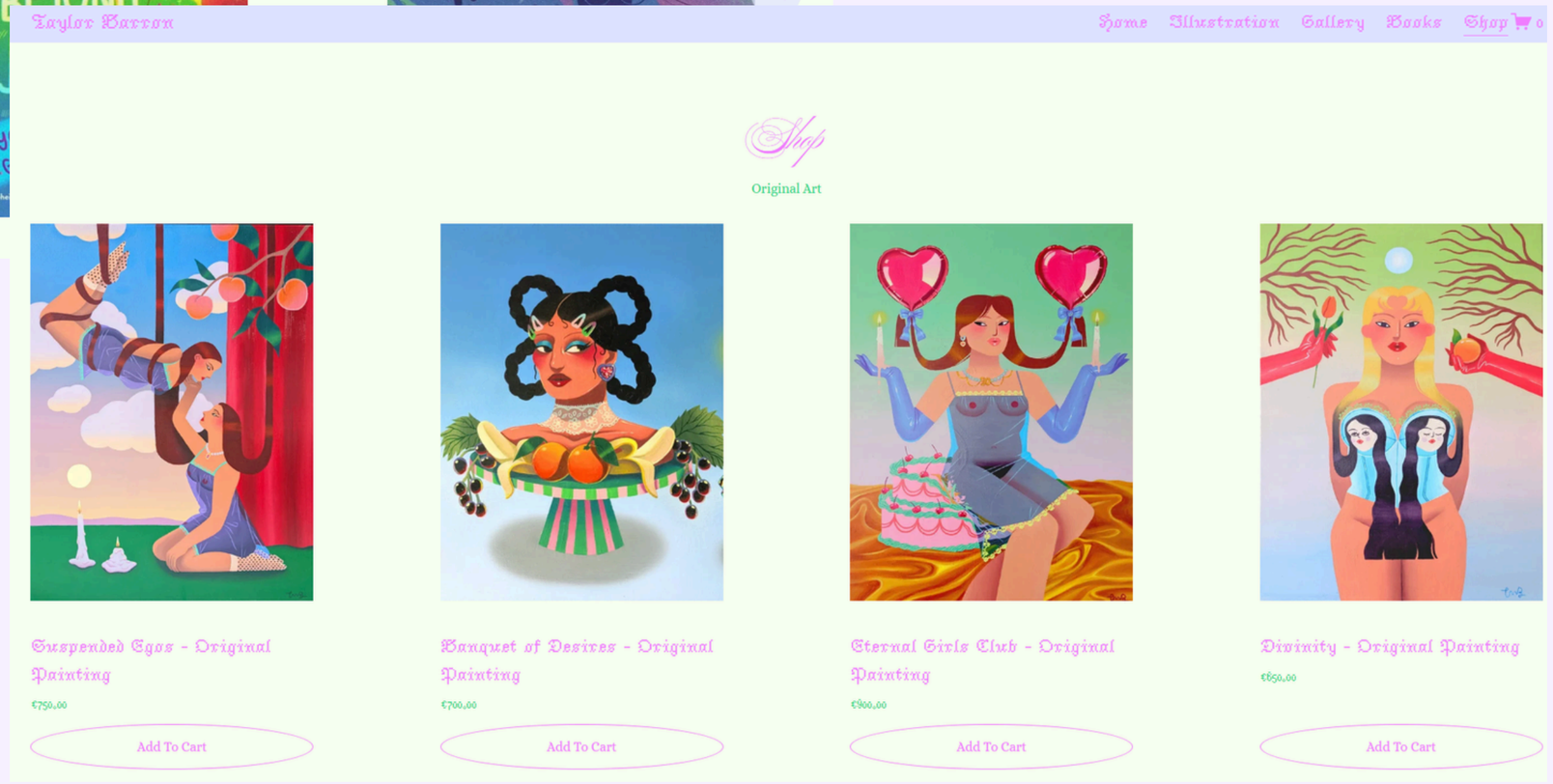
Home page features images but isn't the main gallery. There is a topbar which scrolls with the site, allowing users to navigate from anywhere they want.



Illustration page has a menu overlaid on top of an image, it's cute but kind of hard to read. I like how the style of the website matches the artists illustrations.



There is a page for books that the artist has illustrated with a carousel of words at the top. This page is very nicely illustrated but the colours of the carousel cause eyestrain.



Shop page is simple in design and allows uesrs to add items to a cart. Font makes things a little difficult to read but fits within the themes of the site.

https://thebrightagency.com/uk/childrens-illustration/artists/karl-james-mountford

bright CHILDREN'S ILLUSTRATION

BROWSE KEYWORDS

ARTISTS A-Z AGENTS COLLECTIONS CASE STUDIES



This illustrator's portfolio is hosted on an agency's site instead of their own. It has lots of information and is one long page instead of multiple sub pages. It feels more like a social media profile than a dedicated site for a portfolio.

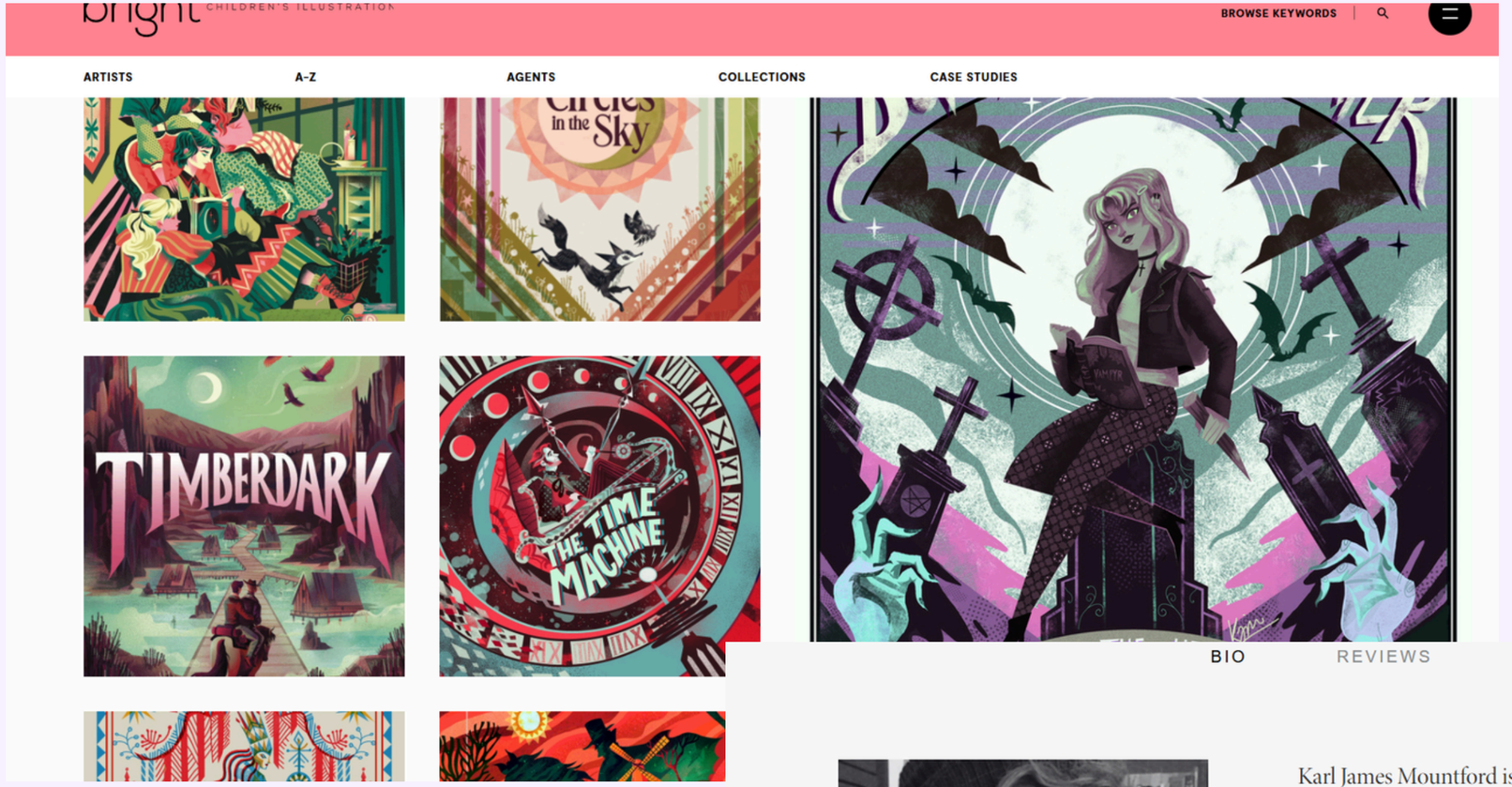


Karl James Mountford

Nationality: Welsh

GET IN TOUCH

GALLERY BIO REVIEWS AWARDS CLIENTS POSTS



The portfolio page that the agency uses has images in a grid with one or two “statement pieces”. This page is once again on a white background with the agency’s banner at the top.

To break up the page slightly, the background on the artist’s About section has a light grey background that doesnt disrupt the text on screen, leaving things still easy to read.



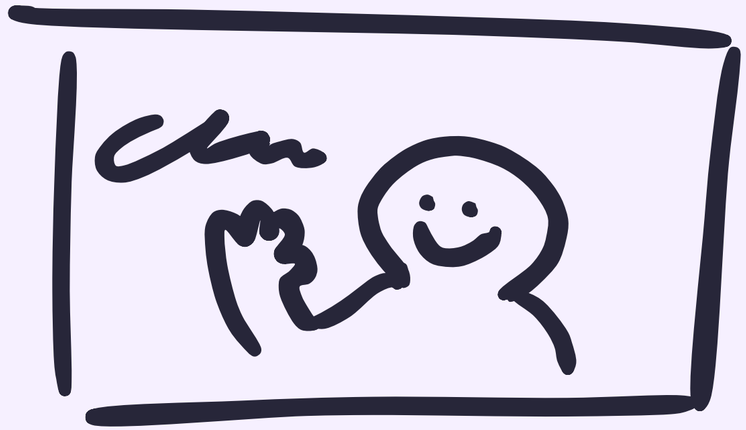
Karl James Mountford is an illustrator who works in both traditional and digital media. He has created artwork for such titles as ‘The Uncommoners ‘ by Jennifer Bell, published by Penguin Random House (2017), and ‘The Peculiars’ by Kieran Larwood with Chicken House publishing (2018), to name just a couple. Karl specialises in book cover design and chapter illustrations but also works on picture books, with recent titles including ‘Maurice the Unbeastly’ by Amy Dixon, published by Sterling Children’s Books (2017), and ‘The Curious Case of the Missing Mammoth’ by Ellie Hattie with Little Tiger Press (2017).

Karl currently lives and works in Wales, where his sketch books rarely get a day off.

> Karl is represented by Nicky Lander — For inquiries, please contact Nicky via email.

Nationality: Welsh

Business Cards





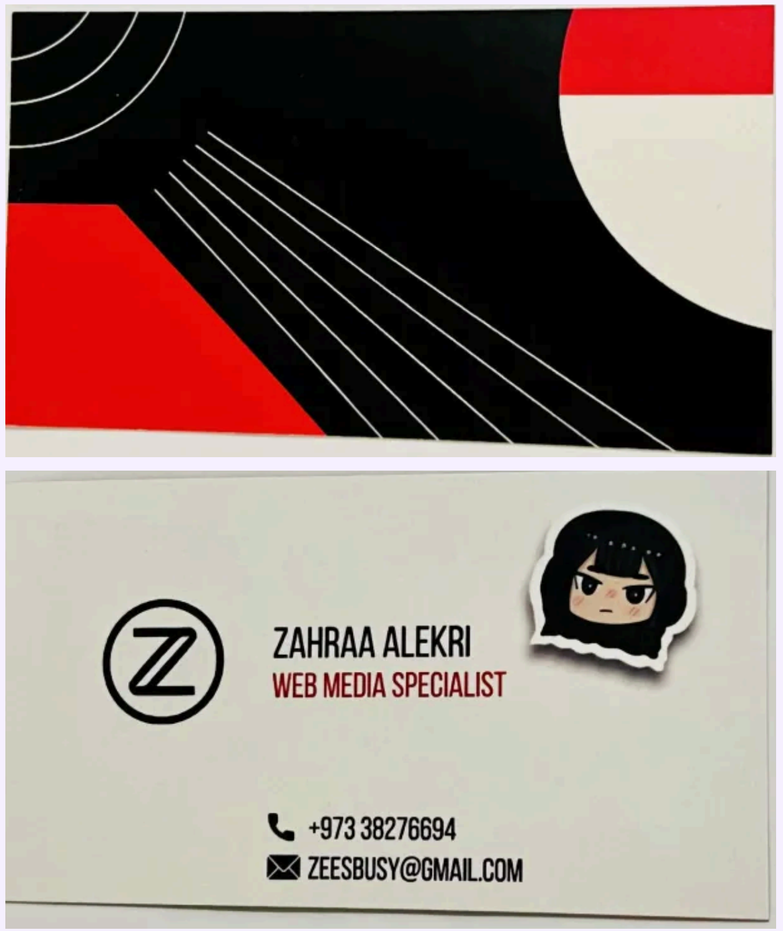
Eden Azuma’s business card includes an illustration on the front and just a QR code to her instagram on the back. I like this approach as it makes it simpler than taking a more “graphic design” themed approach.



Fatima Alumtawa’s business card has a simple and neat design with her name and job title. On the front there is just her logo. This approach seems more fitting for a multimedia designer instead of for an illustrator.



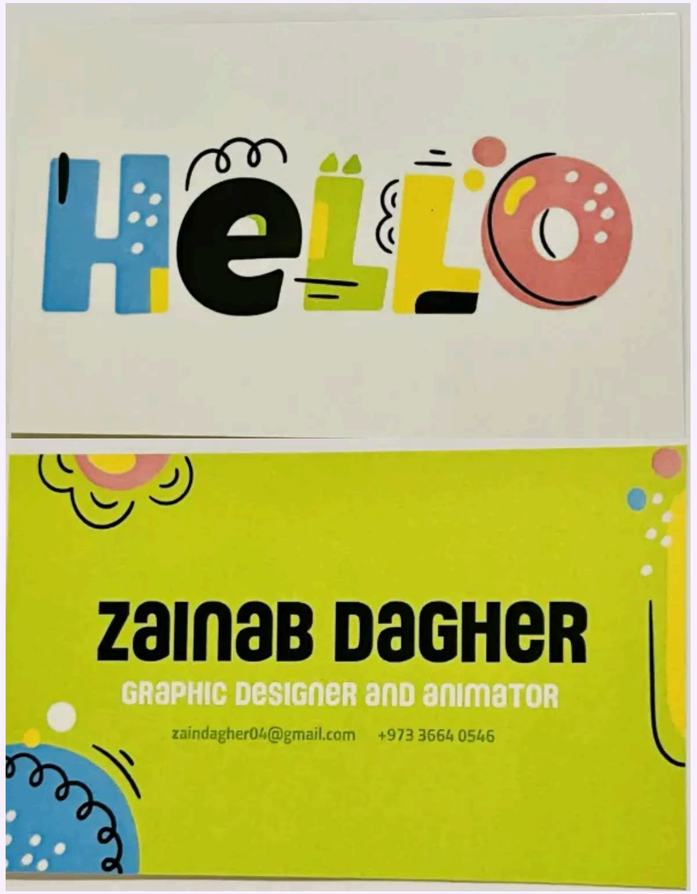
Safa Edhrabooh's business card utilises interesting fonts, a tagline, cool graphics, and mentions of her email and instagram. It also has a QR code.



Zahraa Alekri's business card also feels more graphic design based but includes a small illustration on the back. This illustration is given a sticker feel by a drop shadow and white outlining. I like this idea.



Shaima Mohammed has cute illustrated icons and a cute curly font that goes well with her branding.



Zainab Dagher has a bold and dynamic business card with a custom illustrative font on the front. I like this approach because it is eye catching.



The Visual Club splits the back of the business card design into two. I like this separation as it gives the impression that there is more room on the cards design then there actually is.

Brainstorming my "Personal Branding"

Personal Branding Exercises

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

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

Rocanny!

- It's been the name of my art accounts and online presence for 10 years and I don't want or need to rebrand

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

- I like to think my USP is a graphic-novelly style + how I always include fantasy elements
- Could include my speculative biology drawings on business cards

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

- Lean into a sketchy style and include loads of my personality

How will you reach your audience? Promotional ideas outline below

- Posting online + maybe going to events
- Could have business cards or ask if I can have physical adverts in shop windows
- Reaching out to companies

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

- Online advertising via social media posts and groups
- Conventions (?)

4 Pillars of Branding

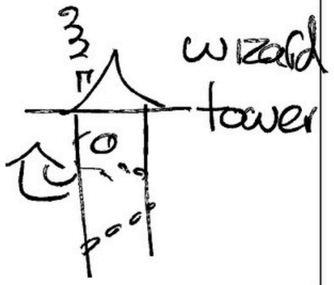
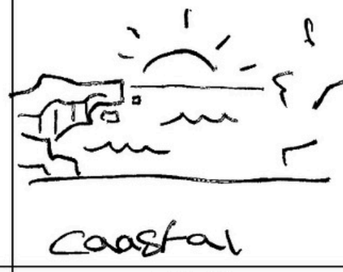
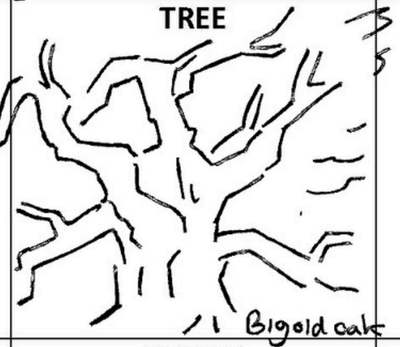
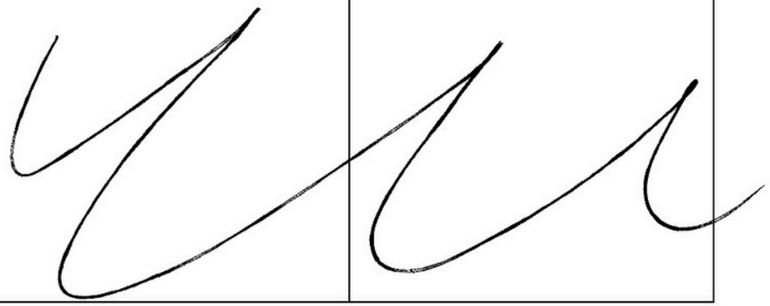
Brand Name _____

Narrative	Differentiation	Communication	Consistency
• Characters in fantasy settings • Both light and dark themes in work	• My style ? • Sketchy look	• Artstation • Email • Insta • Tiktok • Linkedin • Website • Linktree	• Mostly all digital • Consistent styles

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

Metaphor Gestalt

If my brand was a ..... it would be .....

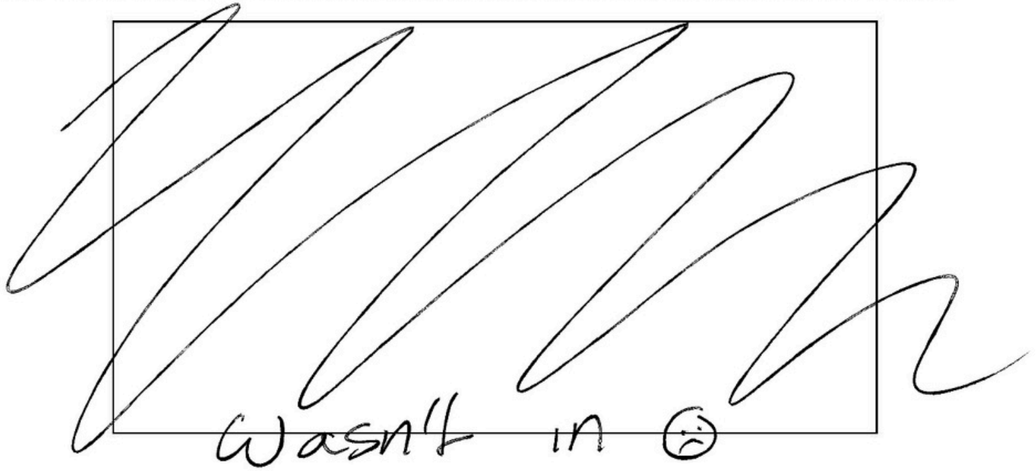
COLOUR	ANIMAL	TYPEFACE	DRINK	ARCHITECTURE
Black + White Green + Purple (?)		Consolas WHIZBANG! Handwritten		
HAIRSTYLE	**LANDSCAPE**	**TREE**	**FRUIT**	**SMELL**
				campfire!
TRANSPORT	**SHOE**	**JACKET**	**SINGER**	**ARTIST**
				

Don't know, there's too many!

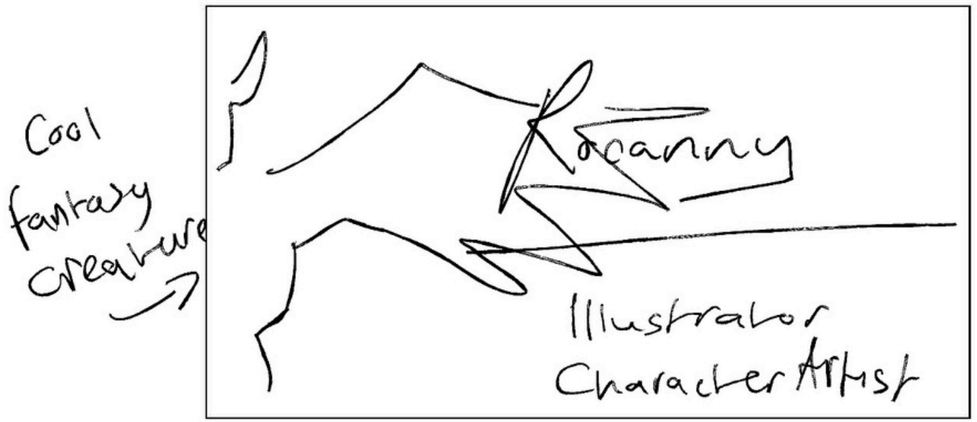
Changemakers: Building your Personal Brand for Sustainable Employment
Personal Branding

Visual Exercise

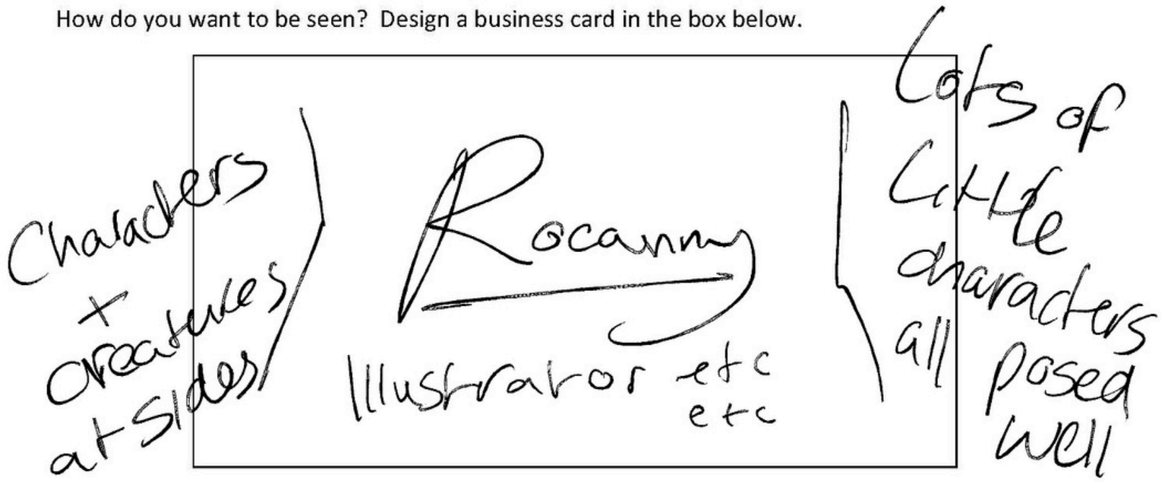
Design a business card (in the box below) for the person next to you and then give it to them.



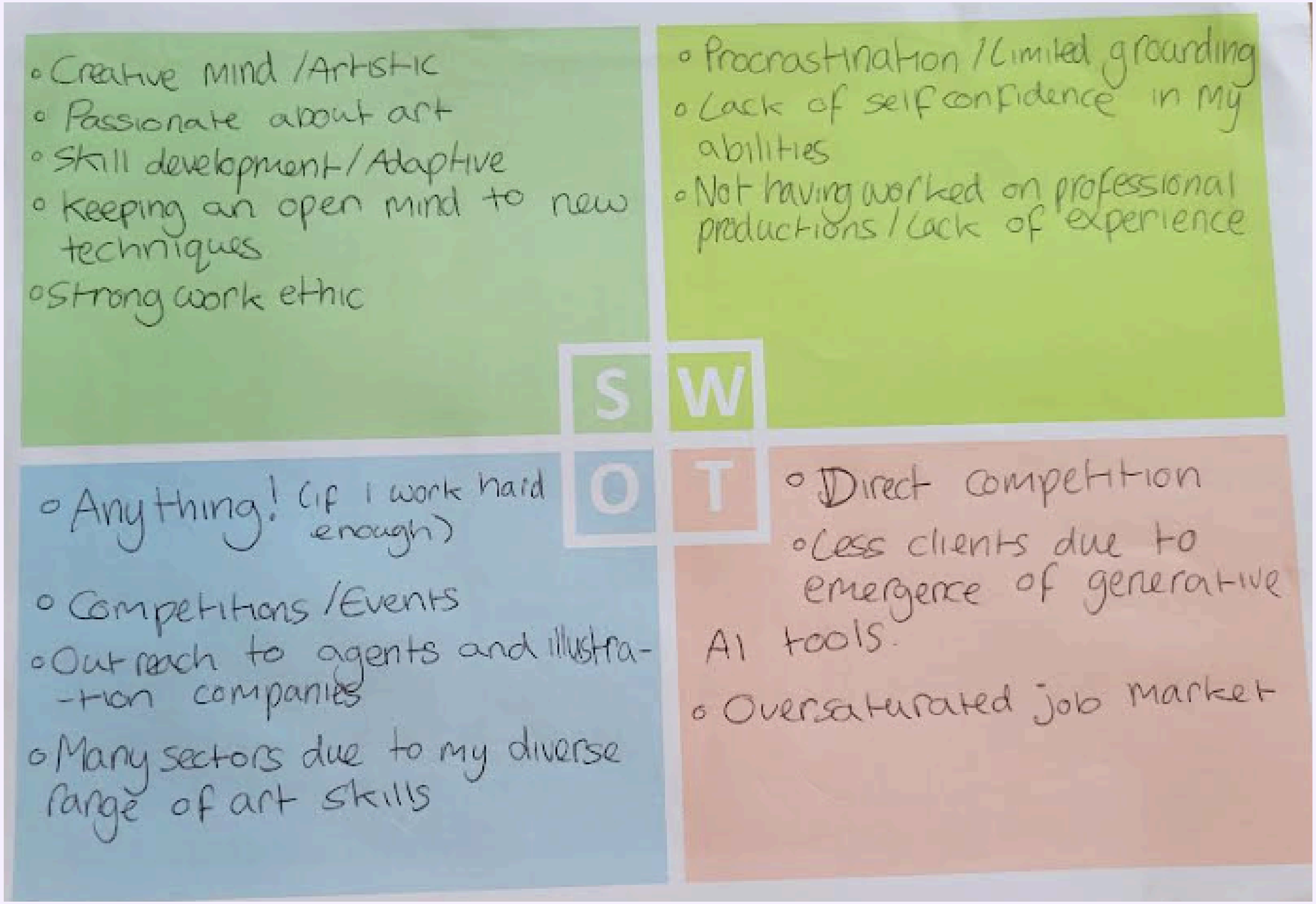
How do you see yourself and your skills right now? Design a business card in the box below.



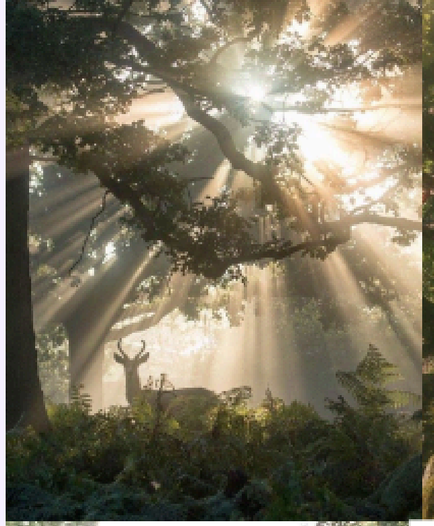
How do you want to be seen? Design a business card in the box below.

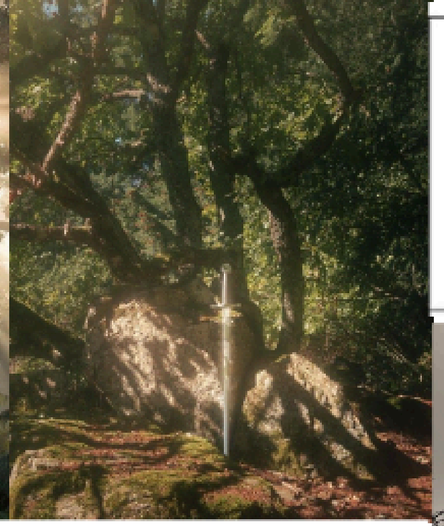


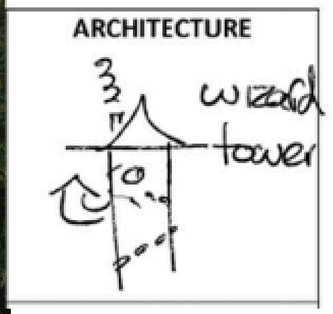
SWOT Analysis



My range of somewhat ambitious ideas ...

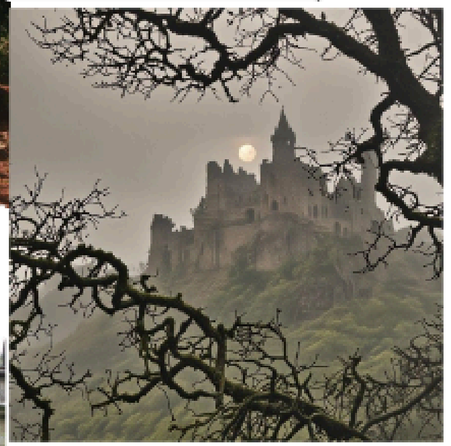


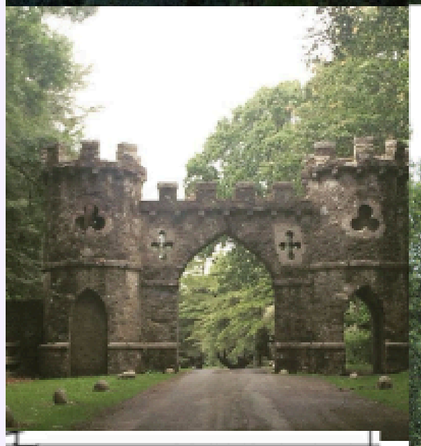




Branding Idea 1

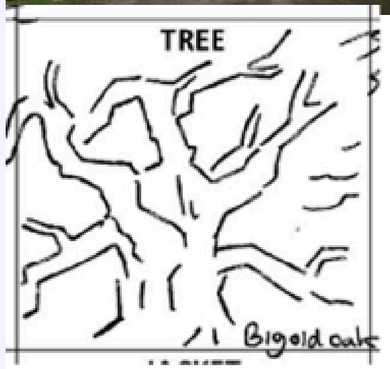
Green/Natural Fantasy







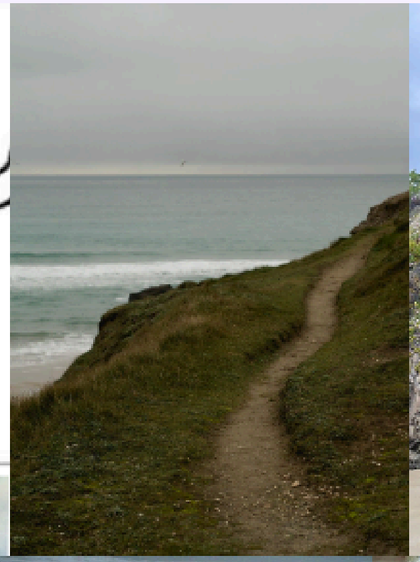


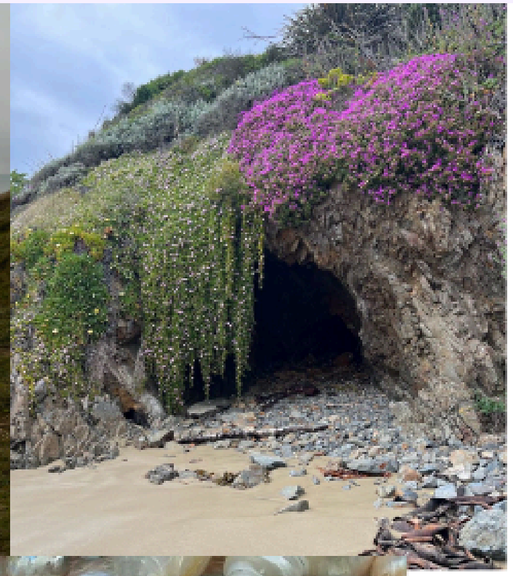


Castle themed site?

Very complicated! I'm not a graphic designer







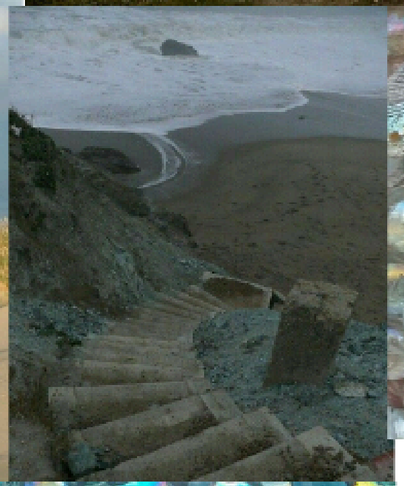
Idea 2

seaside!

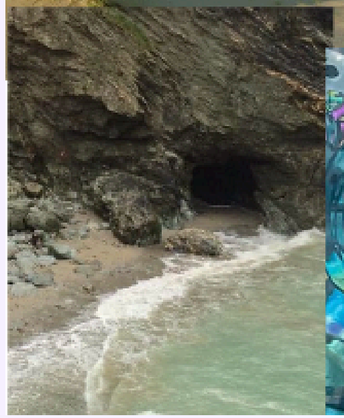
why? It's like home, shows part of who I am

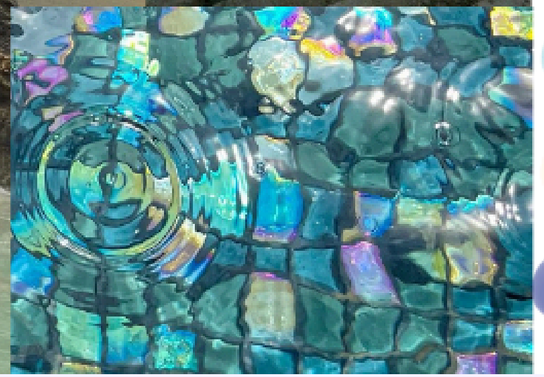
Downsides - what if they expect all my work to be ocean based? I don't ever draw it









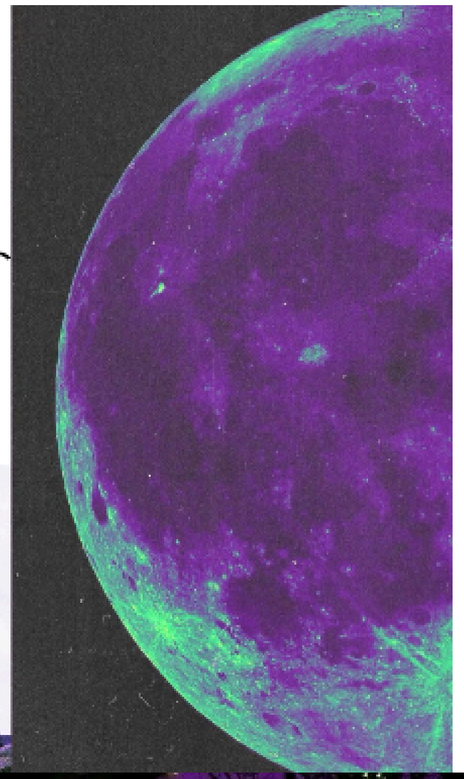


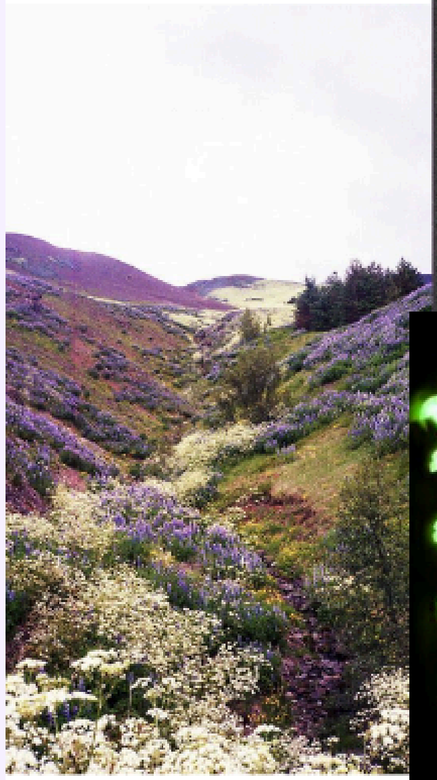


COLOUR

~~Black + White~~

Green + Purple (?)





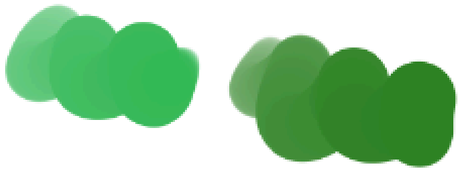


Idea 3

Green + purple
→ Land and space

Having such bold colours as a basic might clash with my art — many sites are just white pros - my fave colours!





COLOUR

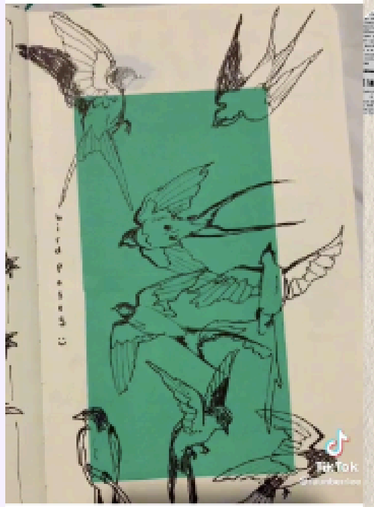
Black + White

TYPEFACE

Consolas

WHIZBANG!

Handwritten ☺









Idea 4

Sketchbook!

↳ anything can go into a Sketchbook

↳ unapologetically me

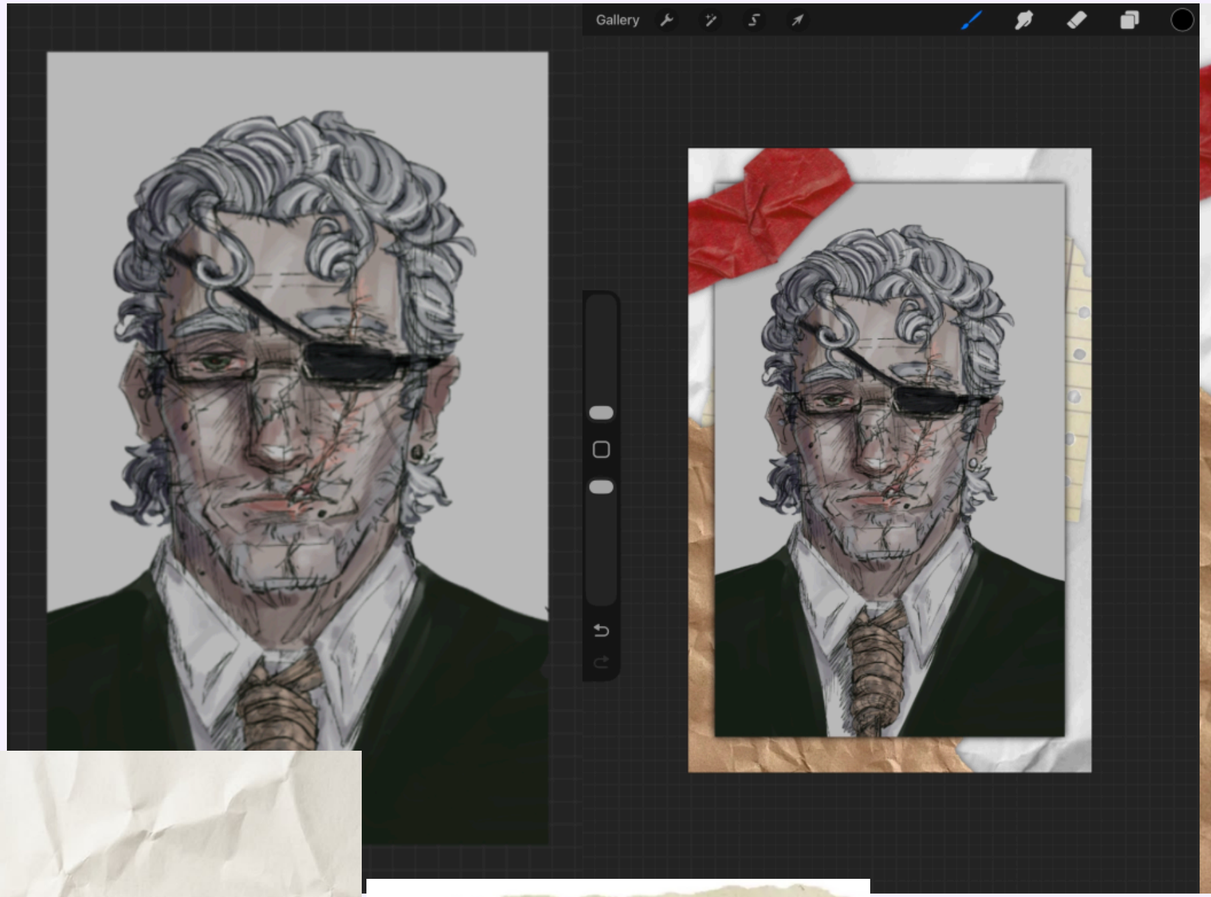
↳ handwritten look

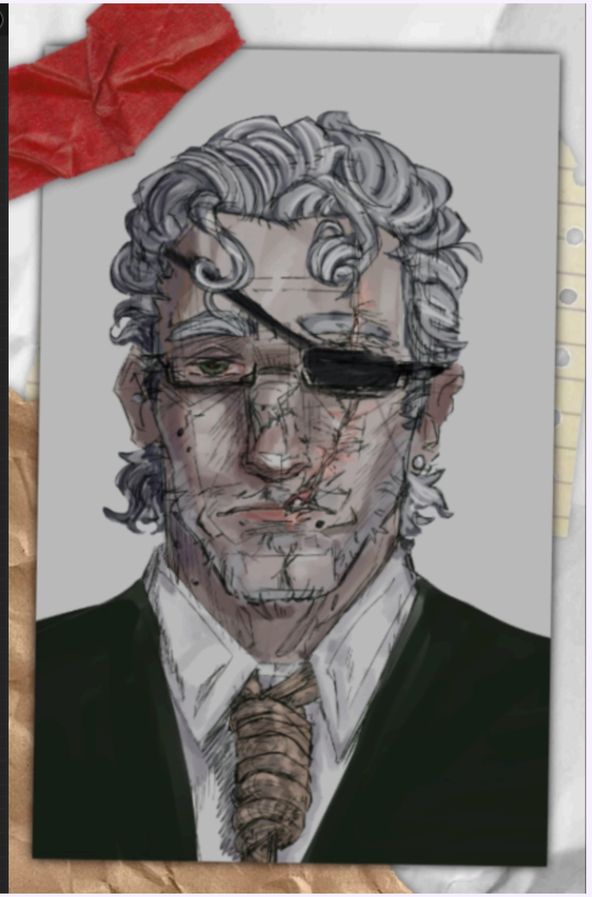
This one is my favourite - easy to execute

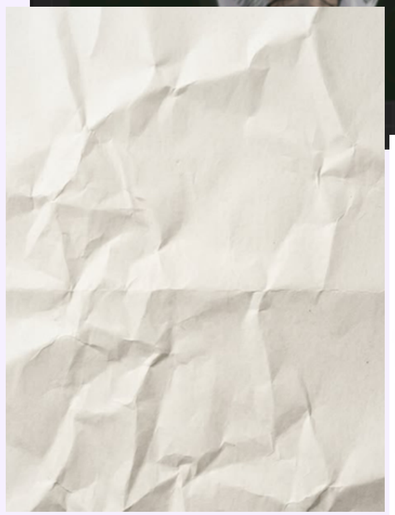
My...

Personal Brand in ACTION

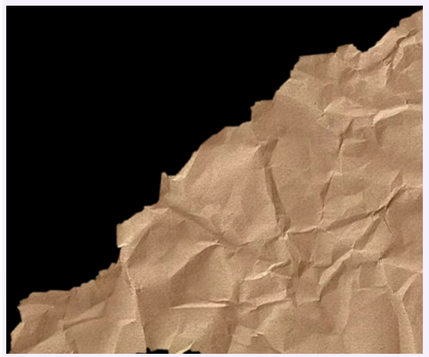
Business Cards











For my business card I took inspiration from the business cards I have looked at. I selected an illustration that showed my art style well and combined it with images of paper on the front to fit in with my brand identity.

I created a drop shadow behind each element to give it depth. I have decided to inclue no text on the front so it acts as a small illustration or print for the recipients to have.

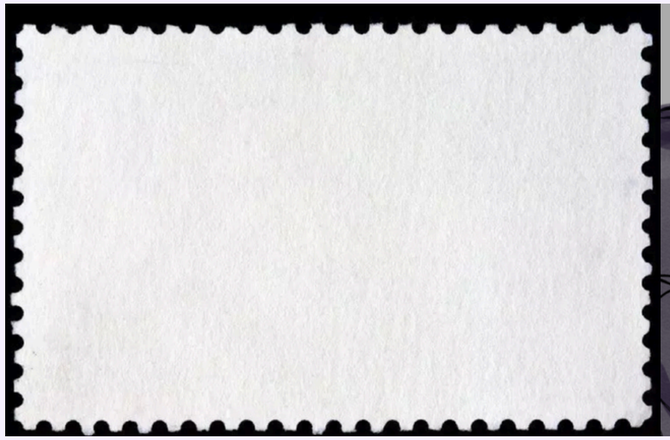
I kept the portrait design as that is the best orientation for my illustration.

I copied the design of the scrap paper on the front of my business card for the back and added elements, using the paper pieces to seperate each section. I generated a QR code and included a link to my instagram page.

As the back felt a little empty I also put one of my illustrations onto a stamp design and stuck it up in the corner. I picked a drawing of a werewolf to show that I can also illustrate creatures as well as people.











For when my cards are printed, I have decided on the brand Moo because of their “soft touch” texture option. While I considered options like spot gloss, and raised elements, I preferred the look and feel of the mostly non-offensive “soft touch” option.

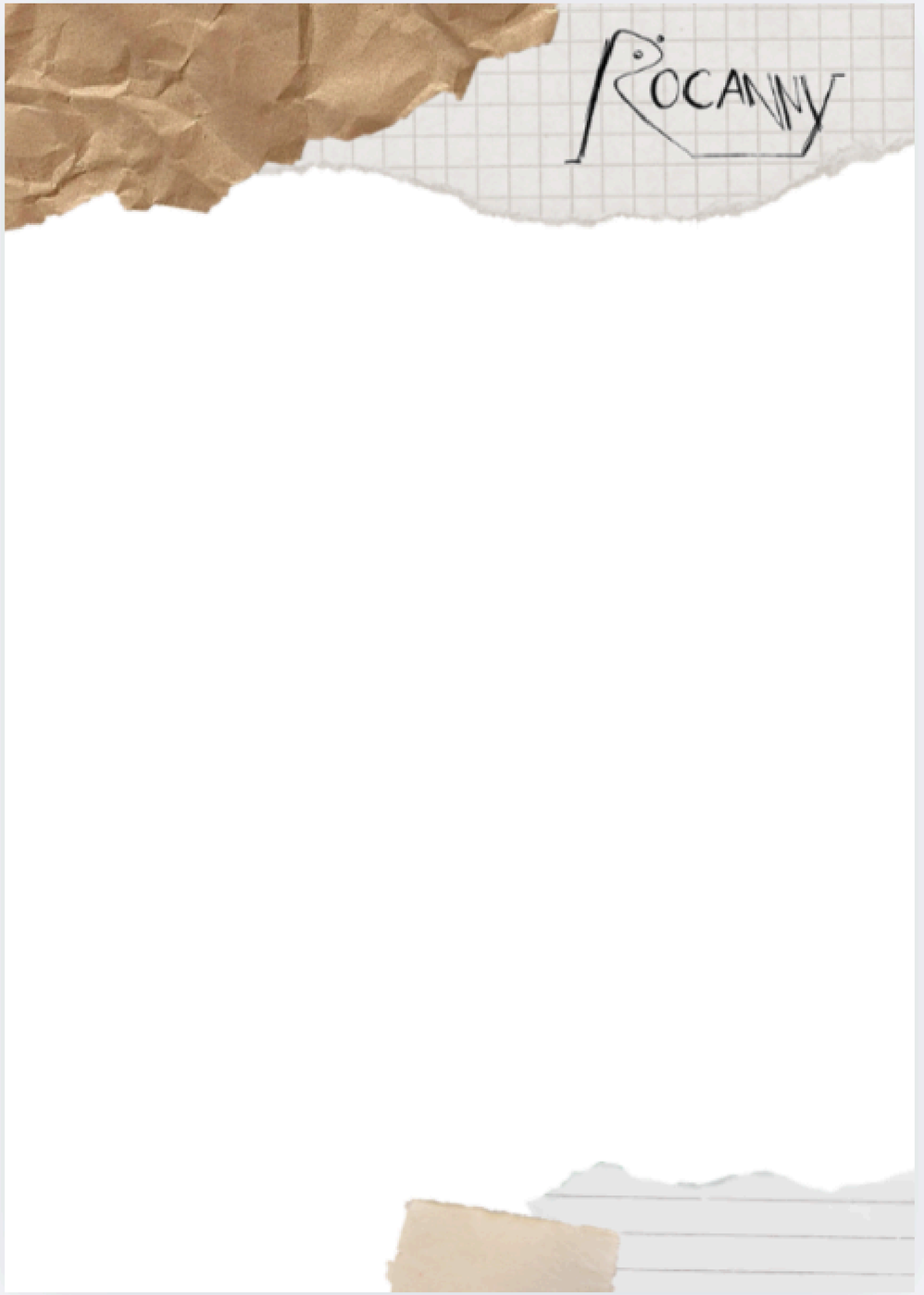
This is because the paper has a smooth feeling that people can’t scrape their nails on and a non glossy finish. My decision in this was mostly moved by my own sensory needs.





Letter Head

For my Letterhead I continued my scrap paper theming and adding my logo/header in the top right. On the brown piece of paper there will be my return address. As I don’t have one yet I’ve left it blank.



Self Promotional Items

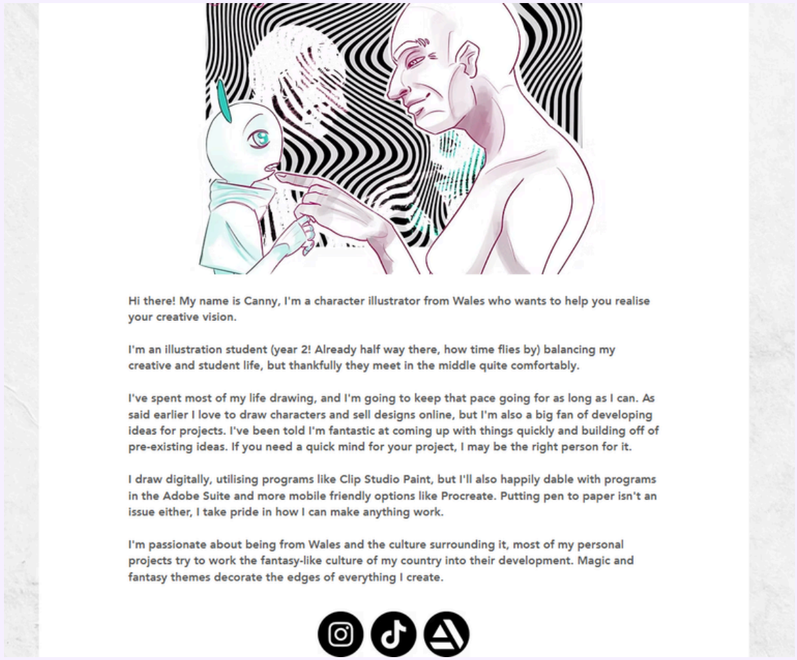


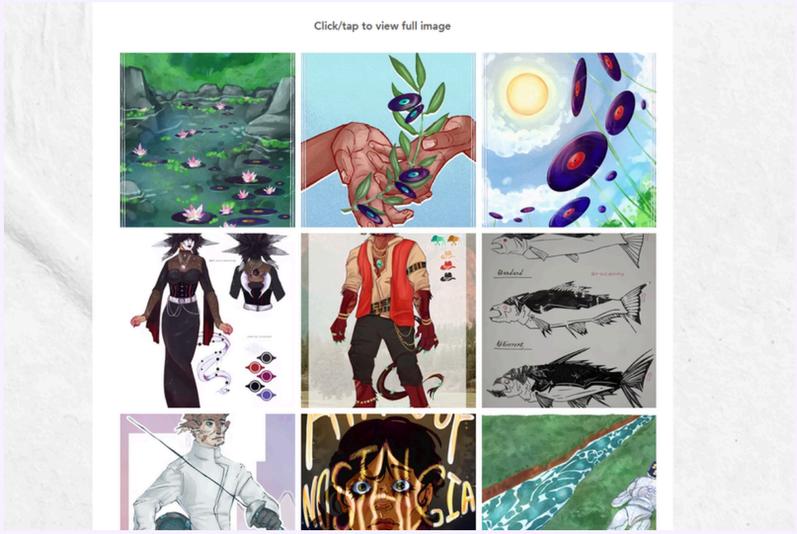
As a self promotional item I have selected a sticker. I took the stamp design from my business card and altered it to include my name.



Here is an example of my sticker with a white outline, mocking up how they would be cut.

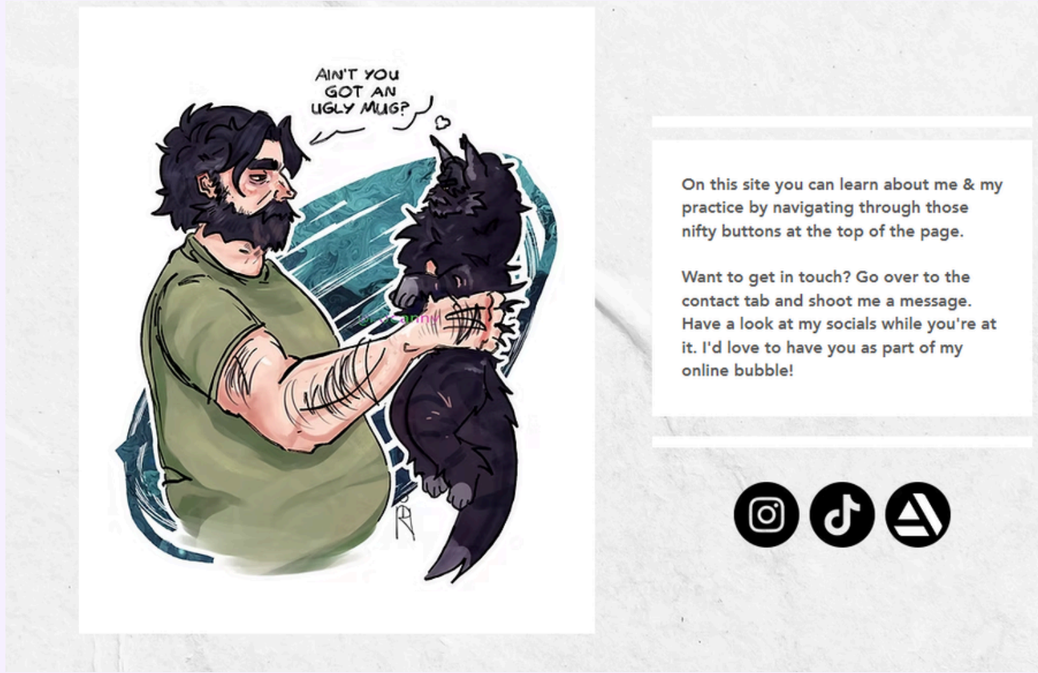
Website Branding











My website is consistently branded following the brand identity I developed. I kept it relatively simple compared to my other outcomes as it is something interactive instead of static. Too many elements would've become too complicated to manage when creating the mobile version.

I like how the website came out as quite simple so it really puts a focus onto my art.

Social Media Branding

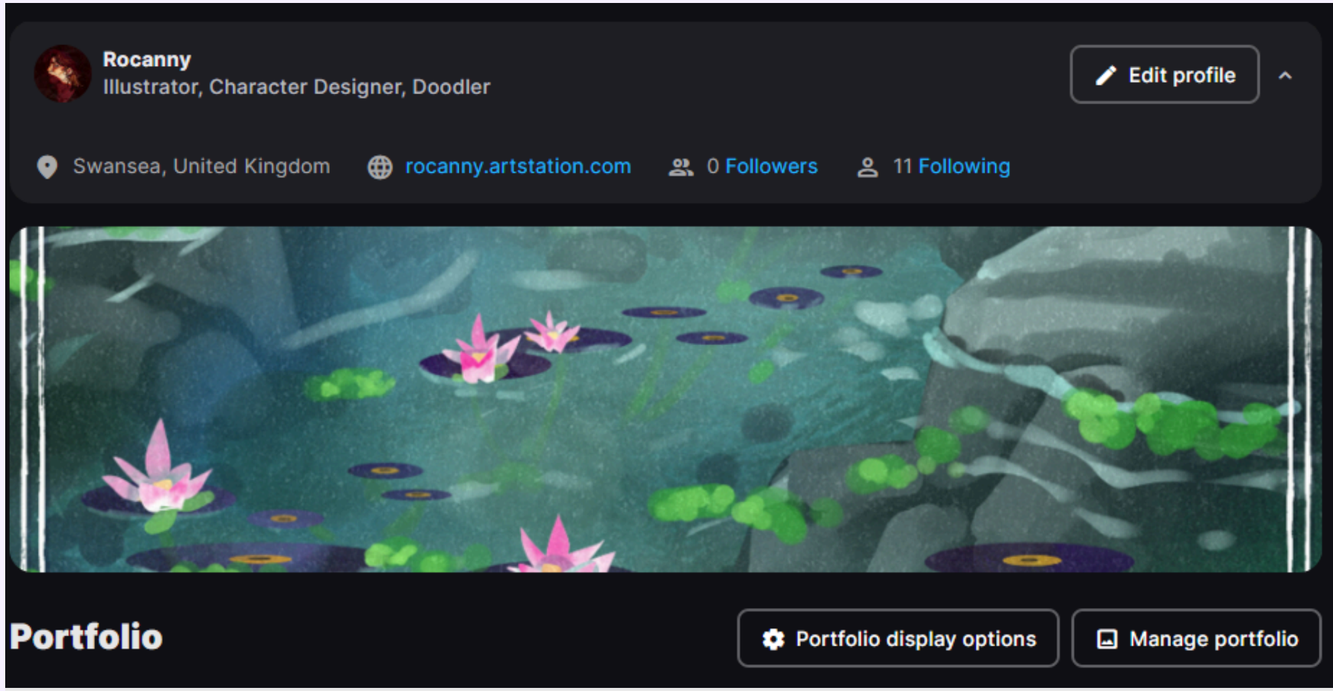
To keep my social media branding consistent I have selected a banner image and drawn a new profile picture.

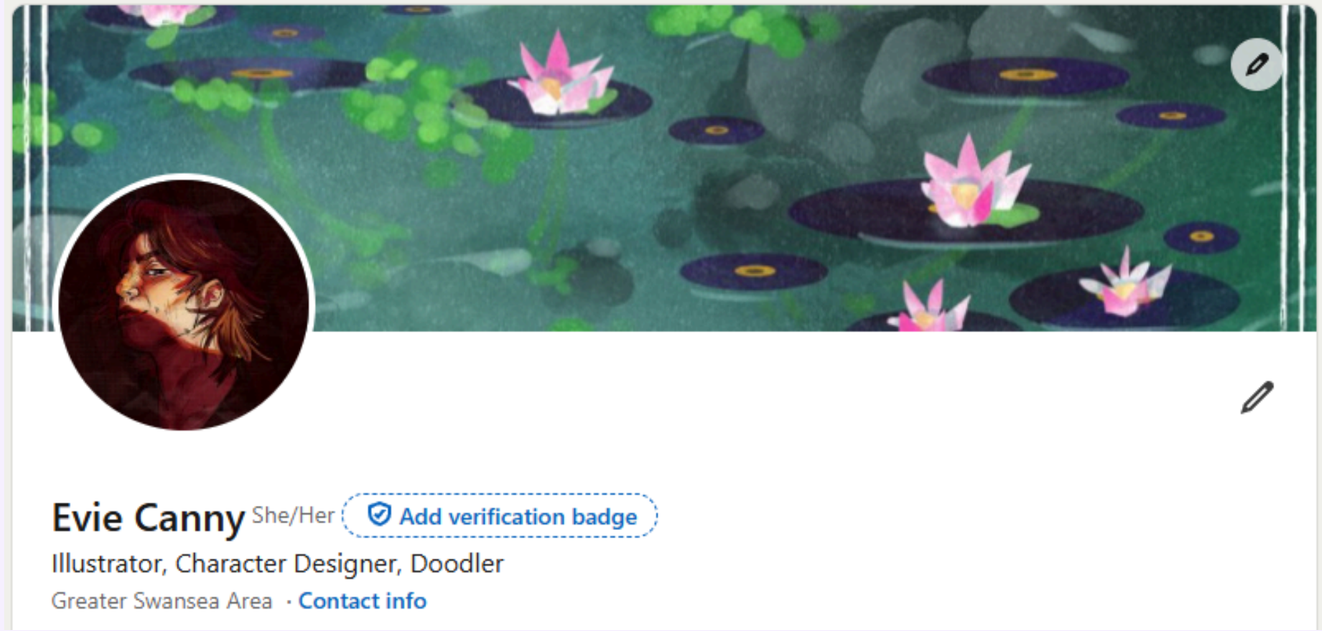


For my profile picture I drew a self portrait that showcases my artistic ability and style. I selected the image on the right as my banner image as it shows an environment I have drawn. Together, these two images showcase that I can draw both characters and backgrounds.

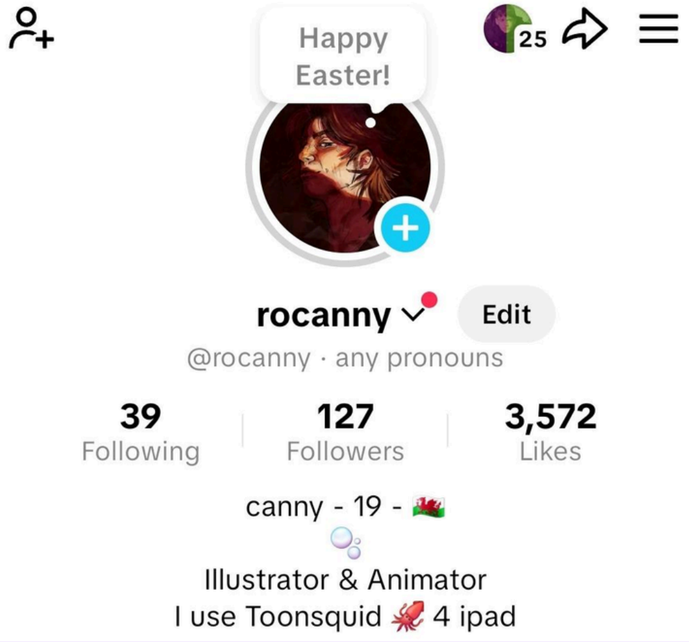
I also decided on a tagline of “Illustrator, Character Designer, Doodler” to be part of my bios on my socials.











My TikTok bio is slightly different as I post video content there and not just images.

Reflection of Branding

The branding portion of this module has been my favourite part. I enjoyed unifying all of my accounts and designing elements like the business card and additional self promotional items.

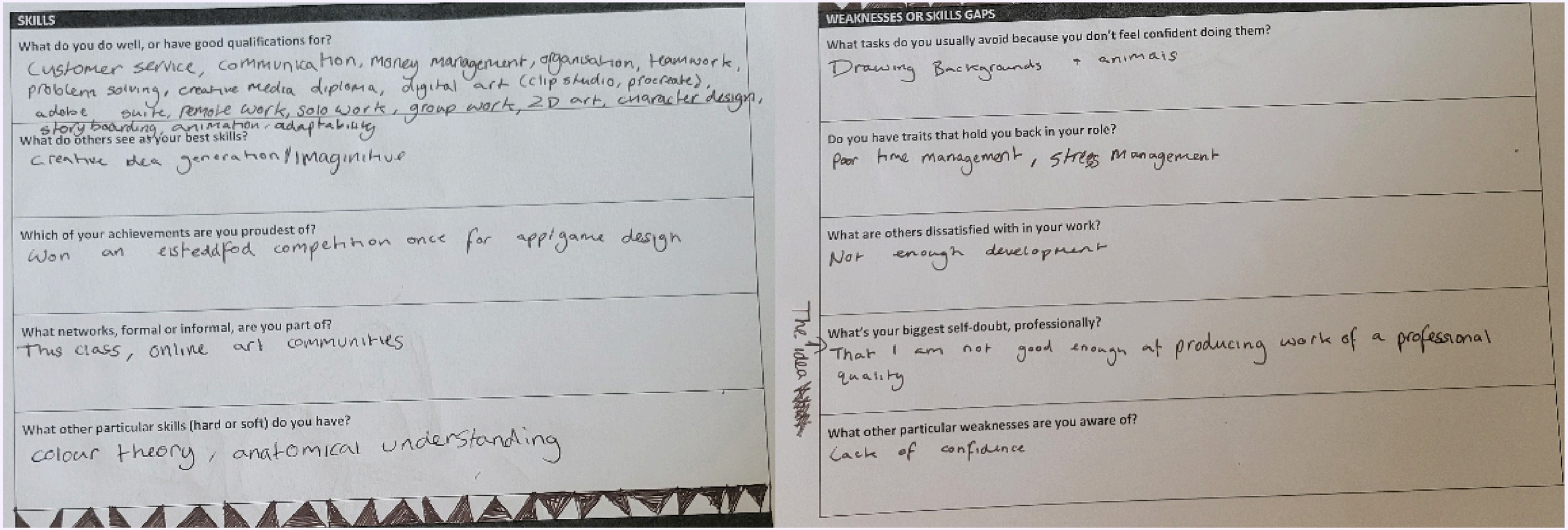
While I enjoyed making a website I found parts of it tedious, such as lining up elements and figuring out what to write.

Skills for Employment

+

Skills Diagrams

Skills & Skill Gap Analysis



SKILLS

What do you do well, or have good qualifications for?

Customer service, communication, money management, organisation, teamwork, problem solving, creative media diploma, digital art (clip studio, procreate), adobe suite, remote work, solo work, group work, 2D art, character design, story boarding, animation, adaptability

What do others see as your best skills?

creative idea generation/imagination

Which of your achievements are you proudest of?

won an eisteddfod competition once for app/game design

What networks, formal or informal, are you part of?

This class, online art communities

What other particular skills (hard or soft) do you have?

colour theory, anatomical understanding

WEAKNESSES OR SKILLS GAPS

What tasks do you usually avoid because you don't feel confident doing them?

Drawing Backgrounds + animals

Do you have traits that hold you back in your role?

poor time management, stress management

What are others dissatisfied with in your work?

Not enough development

What's your biggest self-doubt, professionally?

That I am not good enough at producing work of a professional quality

What other particular weaknesses are you aware of?

Lack of confidence

The Imposter Syndrome

Hard and Soft Skills

Soft Skills	Hard Skills
Personal behavioral attributes, values, or traits	Specific abilities for job-related tasks
Developed through personal experience and reflection	Acquired through education or training
Integral to interpersonal and intrapersonal relations	A combination of technical and cognitive knowledge and capabilities
Unquantifiable and unmeasurable	Quantifiable and measurable

To help discover my soft skills I took the Belbin Test, a tool for assessing team roles. I believe it is valuable to be aware of how I am in a team setting for future employment.

	SH	CO	PL	RI	ME	IMP	TW	CF
A	3 X	7	4 X	6	5	1 X	8	2 X
B	1 X	6	5	8	4 X	7	3 X	2 X
C	7	4 X	6 X	2	3	5	8	1
D	2 X	3 X	6	4 X	5	1 X	8	7
E	6	5	1	7	3	4	2 X	8 X
F	6 X	4	5	1 X	3 X	8	7	2
G	5	7	6 X	3	2	1	8	4 X
TOTAL	9	7	12	5	7	2	10	16

The result of my Belbin Test has informed me of my personal behavioural attributes and how I tackle work alone and with groups.

I will be using this information to put together my hard and soft skills diagram.

CF Completer-Finisher

Characteristics

Painstaking, orderly, conscientious, anxious.

Completers, or Completer-Finishers, have a great capacity for follow-through and attention to detail, and seldom start what they cannot finish. They are motivated by internal anxiety, although outwardly they may appear unruffled. Typically, they are introverts who don't need much external stimulus or incentive. Completer-Finishers dislike carelessness and are intolerant of those with a casual disposition. Reluctant to delegate, they prefer to tackle all tasks themselves.

Function

Completer-Finishers are invaluable where tasks demand close concentration and a high degree of accuracy. They foster a sense of urgency within a team and are good at meeting schedules. In management, they excel by the high standards to which they aspire, and by their concern for precision, attention to detail and follow-through.

Strengths

A capacity for fulfilling their promises and working to the highest standards.

Allowable Weaknesses

A tendency to worry about small things and a reluctance to "let go".

Customer Service

Friendly

Orderly & Mindful

Motivated

Positive

Communication

Problem-Solving

Soft Skills

Self Motivated

Creativity

Adaptability

High Empathy

Critical Thinking

Presentation Skills

Digital Art Softwares

Digital Painting

Digital Art

Animation

Traditional Art

Hard Skills

Video Editing

Illustration

Figure Drawing/Drawing from Life

Drawing from Reference

Creative Writing

Technology Proficiency

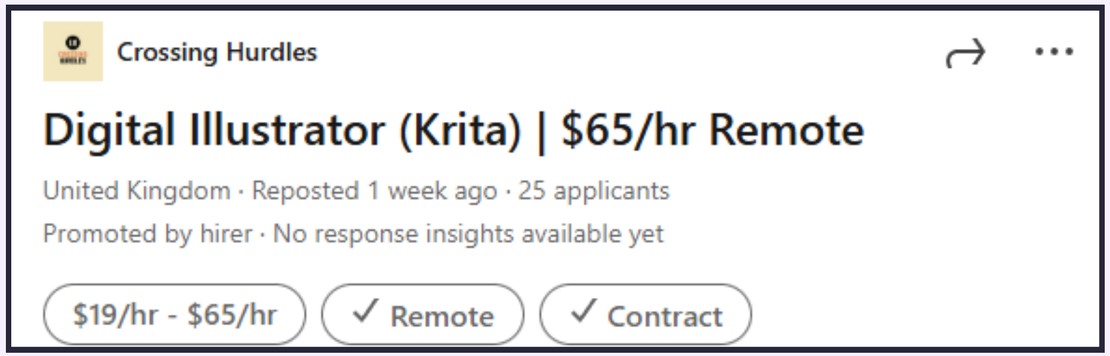
Finding and Analysing Job Vacancies

For this task I went onto LinkedIn and Indeed to analyse different job listings for job titles that included terms like “illustrator”, “concept artist”, and “artist”. I did this because these are the parts of the industry I am interested in working in.

I investigated jobs that I would not be qualified for without job expereince, also, as it is important to consider the skills I will need to build throughout the years instead of just trying to ready myself for the jobs that I’ll be applying to immediately out of university.







- This position requires a strong understanding of a free software.
- Strong portfolio
- High attention to detail
- Documentation skills

About the job

Position: Krita Expert
Type: Hourly contract
Compensation: $19 - $65/hour
Location: Remote
Commitment: 10–40 hours/week

Role Responsibilities

- Create end-to-end digital illustrations in Krita from sketch to final output.
- Perform structured illustration workflows while documenting each step for AI training.
- Demonstrate and communicate creative decisions throughout the illustration process.
- Collaborate with teams to align workflows with AI research objectives.
- Utilize advanced Krita tools, brushes, and layer management techniques.
- Provide detailed documentation and feedback on creative workflows.
- Maintain high standards of organization, structure, and visual quality.

Requirements

- Strong experience using Krita for professional digital illustration.
- Strong portfolio showcasing complete illustration projects.
- Expertise in structured layer-based workflows and digital art techniques.
- Excellent written and verbal communication skills.
- Ability to work independently in a remote environment.
- Strong attention to detail and commitment to high-quality output.
- Ability to clearly document and explain creative processes.

Application Process (Takes 20 Min)

- Easy Apply on LinkedIn
- Check email for next steps
- Participate in resume evaluation & interview stage

Desired Skills and Experience

Graphic Design, Krita, 2D, animation

It is important to note that this company wants an illustrator that they can create an AI learning model off of, and therefore some of the skills they require lend to that instead of the fundamental sills an illustrator needs.

I included this job listing despite this because they are everywhere on LinkedIn and impossible to avoid.

Twine

Freelance Illustrator

United Kingdom · 2 weeks ago · 61 people clicked apply

Promoted by hirer · Responses managed off LinkedIn

About the job

Join a creative project as the lead artist for an original shonen-style fantasy webtoon, designed in a vertical-scroll format. This opportunity is ideal for artists passionate about anime, manga, or manhwa styles, who can bring dynamic action, expressive characters, and a consistent visual canon to life. The project features detailed character reference sheets, a locked visual style for the main cast, and a clear story outline. You will collaborate closely with the creator to produce engaging episodes, typically consisting of 10–20 panels, balancing backgrounds and reusable assets for efficiency. This is a long-term collaboration suited for someone who values clear communication, reliability, and is excited to contribute to a character-driven, action-packed fantasy series.

Deliverables

- Create high-quality webtoon panels in a vertical-scroll format, maintaining consistency with established character designs and visual canon
- Illustrate dynamic action sequences and expressive character moments
- Produce clean, readable panel layouts suitable for digital platforms
- Reuse and adapt assets as needed to streamline production
- Collaborate on story pacing and visual storytelling to enhance reader engagement
- Meet agreed-upon deadlines and maintain open communication throughout the project

Requirements

- Strong portfolio demonstrating proficiency in anime, manga, or manhwa illustration styles
- Experience with shonen action, fantasy settings, or long-form comic/webtoon production is highly desirable
- Ability to draw dynamic poses, expressive faces, and maintain consistent character designs
- Skilled in digital illustration tools (e.g., Clip Studio Paint, Photoshop, or similar)
- Understanding of vertical-scroll webtoon formatting and digital publishing best practices
- Excellent communication skills and reliability in meeting deadlines
- Flexible availability to accommodate a workload of 10–20 panels per episode
- Passion for anime, action, fantasy, and character-driven storytelling
- Experience working with indie creators or on personal projects is a plus

- Strong portfolio
- Past experience
- The ability to draw expressive and dynamic poses
- Staying on model
- Time management
- Flexibility

Cloud Imperium Games

Character Concept Artist

Manchester, England, United Kingdom · 1 week ago · Over 100 people clicked apply

Promoted by hirer · Responses managed off LinkedIn

About the job

Star Citizen is a well-regarded game recognised for its rich and detailed universe, and we are now looking for a passionate Character Concept Artist to join our small, yet close-knit team.

The successful Character Concept Artist will help tackle the unique and rich universe of Star Citizen. Working with various departments, the design work will encompass the entire cycle, ranging from small to large and from complex to simple. We have a large library of existing designs and artwork to reference as well as a well-defined, well-established pipelines and processes to provide an environment every Concept Artist could thrive in.

Founded in 2012, Cloud Imperium Games creates cutting-edge videogames that defy expectations. We're currently developing Star Citizen, a record-breaking multiplayer online space sim, and Squadron 42, a cinematic single-player adventure set in the same universe. Join us as we break boundaries and make videogame history.

For more information about life at Cloud Imperium Games, check this out - https://youtu.be/cXjp7SRBpIA

What does a Character Concept Artist at CIG do?

- Master the visual style and concept AAA characters, creatures, and aliens of the vast universe of Star Citizen.
- Create stunning art that captures the overall filmic quality of the Star Citizen universe.
- Collaborate with production, narrative, and the design team whilst following the visual direction from the Art Director.
- Other such duties and responsibilities assigned by Cloud Imperium Games reasonably consistent with the employee's skill and experience.

- Understanding of form
- Able to adapt to a visual style
- Understanding of fundementals
- Self motivation
- Software knowledge (photoshop)
- Digital painting ability

What do we expect from our Character Concept Artist?

- Have a good understanding of form and function with an eye for character design.
- Have a strong foundation in anatomy, form, gesture, rhythm, and colour theory.
- Strong understanding of all aspects of concept art regarding illustration and design.
- Knowledge of Photoshop and/or other painting and sketching software.
- Self-motivation and willingness to participate in many areas of game development.
- Passion for games and all things sci-fi.

So, if you are an enthusiastic and self-starting Character Concept Artist please apply for this role immediately!

The Essentials:

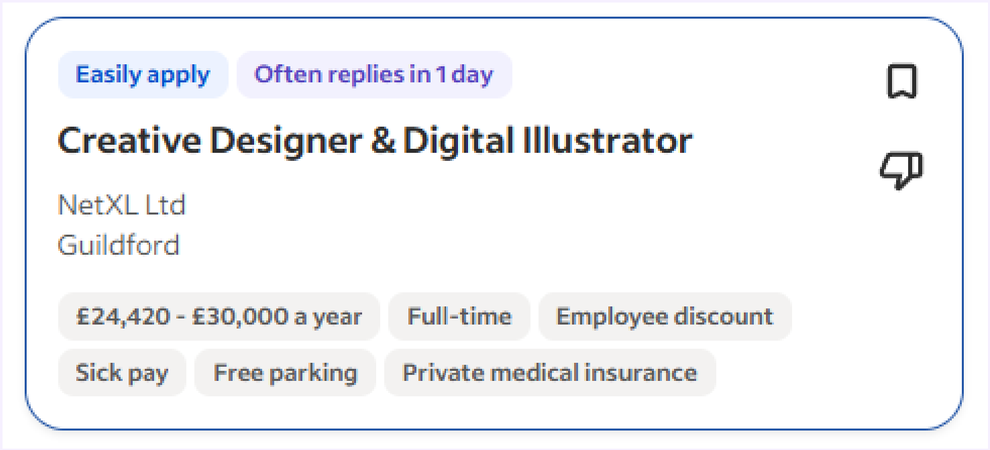
- **The Adobe Power Trio:** Highly proficient in Adobe Illustrator, Photoshop, and InDesign
- **The Illustrator's Edge:** You can draw. You understand weight, balance, and how to create bespoke graphics from scratch
- **Technical Precision:** You have a strong understanding of typography, color theory, and print-ready specifications
- **Creative Curiosity:** You don't just take a brief, you're always looking for a better way to tell a story through a visual

The 'Nice to Haves':

- **Figma Fluency:** You have a working knowledge of Figma (or the design logic to learn it quickly)
- Experience with **Motion Graphics** and **Animation** (After Effects or Premiere Pro)
- A background in (or passion for) **tech, networking**, or **smart automation**

- **Bespoke Illustration:** Creating custom assets, icons, and campaign visuals that give our brand a unique, hand-crafted edge
- **Precision Layout:** Designing high-impact print collateral (product catalogues, flyers and large-format trade show graphics)
- **Digital Storytelling:** Building scroll-stopping social assets, motion graphics, and ad creatives
- **UI/UX:** Designing site banners and UI components in Figma that prioritise both aesthetic and the user journey
- **Brand Execution:** Ensuring consistency of brand style across all formats and touchpoints





- Adobe suite
- UI/UX Design/Graphic design skills
- Typography/colour theory/editorial based skills
- Creative mind
- Ability to draw icons and other graphic design based tasks

Many job listings asking for an illustrator roll "graphic designer" into their job descriptions too, I have dicovered that many employers do not understand the difference.

Easily apply

Digital Illustrator

China Minutes LTD.
London WC2N 5NG

£24,420.00 - £62,234.62 a year | Part-time | 48 hours per week

Free fitness classes | On-site parking | UK visa sponsorship

Requirements

- Proven experience in graphic design, digital illustration, or related fields with an impressive portfolio showcasing diverse work.
- Proficiency in Adobe Creative Suite applications including Photoshop, Illustrator, InDesign, and After Effects.
- Strong skills in digital design, web design (HTML & CSS), and SketchUp or similar 3D modelling tools.
- Knowledge of photography principles and experience integrating photographic elements into designs.
- Familiarity with Maya or CAD software is advantageous.
- Ability to work independently as well as collaboratively within a team environment.
- Excellent organisational skills with attention to detail and a keen eye for aesthetics.
- Strong communication skills to effectively present ideas and receive feedback. This role is ideal for a motivated individual eager to develop their career within a creative environment that values innovation and technical expertise.

Responsibilities

- Develop original illustrations, concepts, and graphics for digital and print media projects.
- Collaborate with the creative team to produce engaging visual content aligned with project objectives.
- Utilise software such as Adobe Photoshop, Adobe Illustrator, Adobe InDesign, and Adobe Creative Suite to create compelling artwork.
- Design layouts and visual elements for websites using HTML, CSS, SketchUp, and web design principles.
- Incorporate photography and multimedia elements into projects to enhance visual storytelling.
- Use 3D modelling tools such as Maya or CAD software where necessary for specialised illustrations.
- Create animations or motion graphics using Adobe After Effects for multimedia presentations.
- Maintain consistency in style and colour schemes throughout all visual outputs.
- Manage multiple projects simultaneously while adhering to deadlines.

- Diverse portfolio
- CAD & Maya skills
- Teamwork and independent work skills
- Webdesign skills
- 3D modelling skills
- Communication skills
- Animation skills

Easily apply New

Artworker

TPG
Yeovil BA22 8RT

From £26,509.45 a year | Full-time +1 | Free parking
Company pension | Company events | Casual dress | Free flu jabs

What you'll be doing:

- Creating and setting artwork for both print and digital format
- Interpreting client briefs to produce excellent creative while adhering to brand guidelines
- Print-readying artwork and packaging artwork files
- Working closely with clients, handling all client communications professionally
- Building project critical paths
- Creating print briefs
- Collaborating with the team to ensure all projects are completed accurately, on time and to the highest and standard
- Prioritising own workload as well as resource planning when required
- Handling freelancer resource when required

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- Building project critical paths
- Creating print briefs
- Collaborating with the team to ensure all projects are completed accurately, on time and to the highest and standard
- Prioritising own workload as well as resource planning when required
- Handling freelancer resource when required

- Creating printable artwork
- Reading/creating briefs
- Client communication
- Workload management

Skills to Work On

Across the job vacancies there are some skills I need to develop and work on.

Communication with clients
Developing a diverse portfolio
Teamwork skills
3D software skills
Adobe suite
More past experience

I will be trying to work on these skills throughout the next academic year.

Marketing Plan for Employment

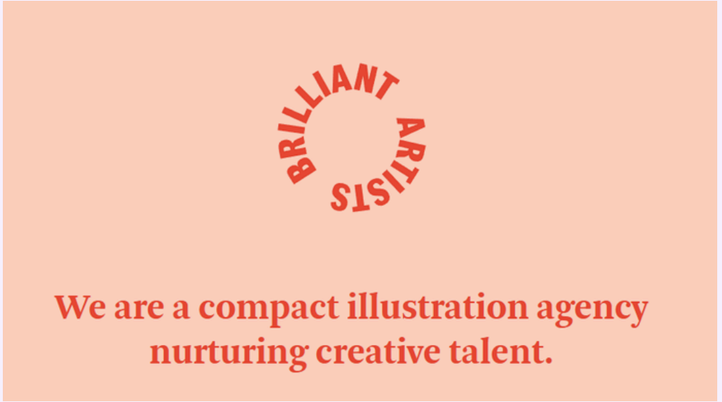
Potential Employers

For potential employers I looked at agents. I discovered a handful and summarised why I would like to work for them.

I do not currently aspire to work for a large company or studio, but I do know that the stability that positions like that provide can be crucial to growth as a professional illustrator.

ARENA illustration

Arena Illustration is a UK based agency with many different styles across their range of artists. I would like to work for Arena because of how their artists retain the copyright of their own work. They also explicitly state that they will not accept jobs for free as their artists require professional respect.



Brilliant Artists is a smaller illustration agency that combines both illustration and animation. As I have an interest in animation this appeals to me. They also have a wide range of clients in publishing and editorial spaces.

DUTCH UNCLE

Dutch Uncle is a global agency with artists with many different styles. They also include animated elements to their work which are utilised in commercial campaigns. Dutch Uncle specialises in publishing and advertising alongside producing exhibitions.

While they have more of a focus on modern art, some of their artists have some textured and graphic styles that I enjoy and could see myself working in a similar way to.



Handsome Frank is an agency which houses illustrators with styles more similar to my own. What draws me to it is that mine is still different enough to not be a direct competitor to the other artists already present.

They are based in the UK but have artists from all over the world. They work in publishing, advertising, and design. I think it would be cool to work for Handsome Frank.

Reflection on Employers

I find applying to agencies daunting due to the many different rules you have to follow for each one, and I also find that many agencies don’t have artists who work in a similar style to me. This worries me and makes me believe that my style isn’t commercial enough for agency work and is instead reserved for things such as graphic novels (which aren’t something I want to spend forever doing).

I will not be letting this dissuade me from applying to agencies, though, as my style being more “unique” from the ones currently accepted into the agencies may give me some form of upper hand.

Freelance work appeals to me at the moment, and I am not rushing to apply for jobs in the industry without a few smaller pieces of work in my portfolio.

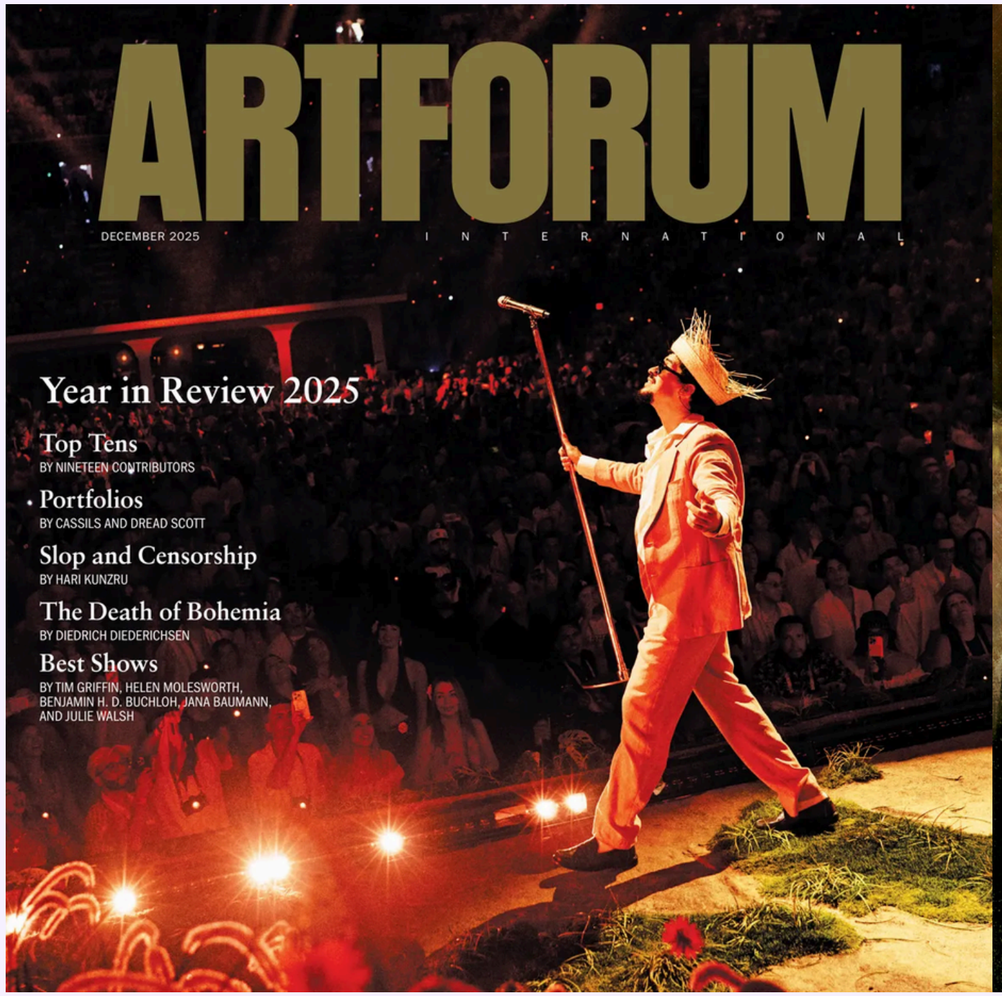
Useful Websites/Journals





ImagineFX is a magazine that focuses on digital art. Each month an issue releases and includes information on the art industry, provides tutorials, and features many talented artists.

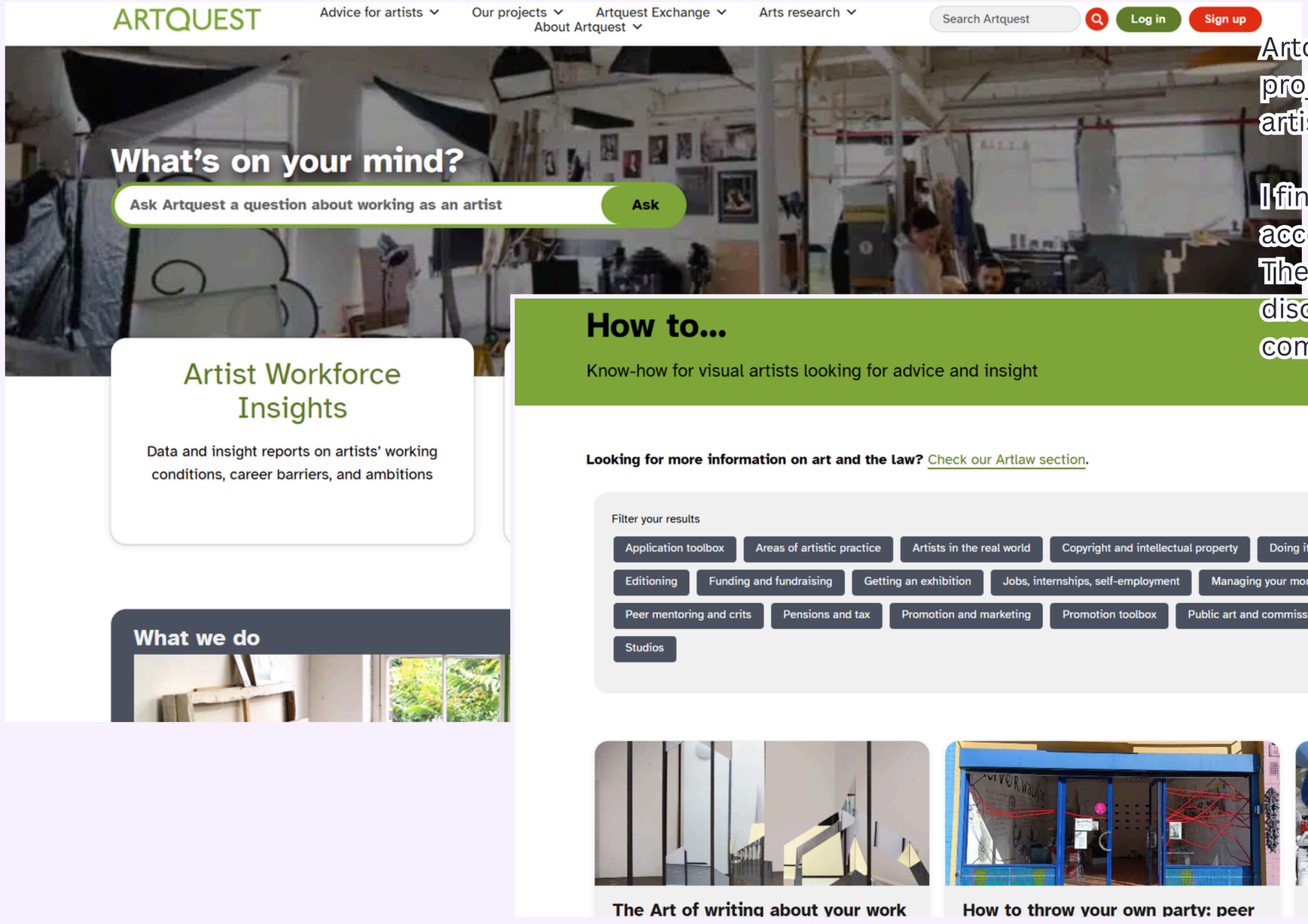
I have read a few copies through the university library and have been considering getting a subscription.





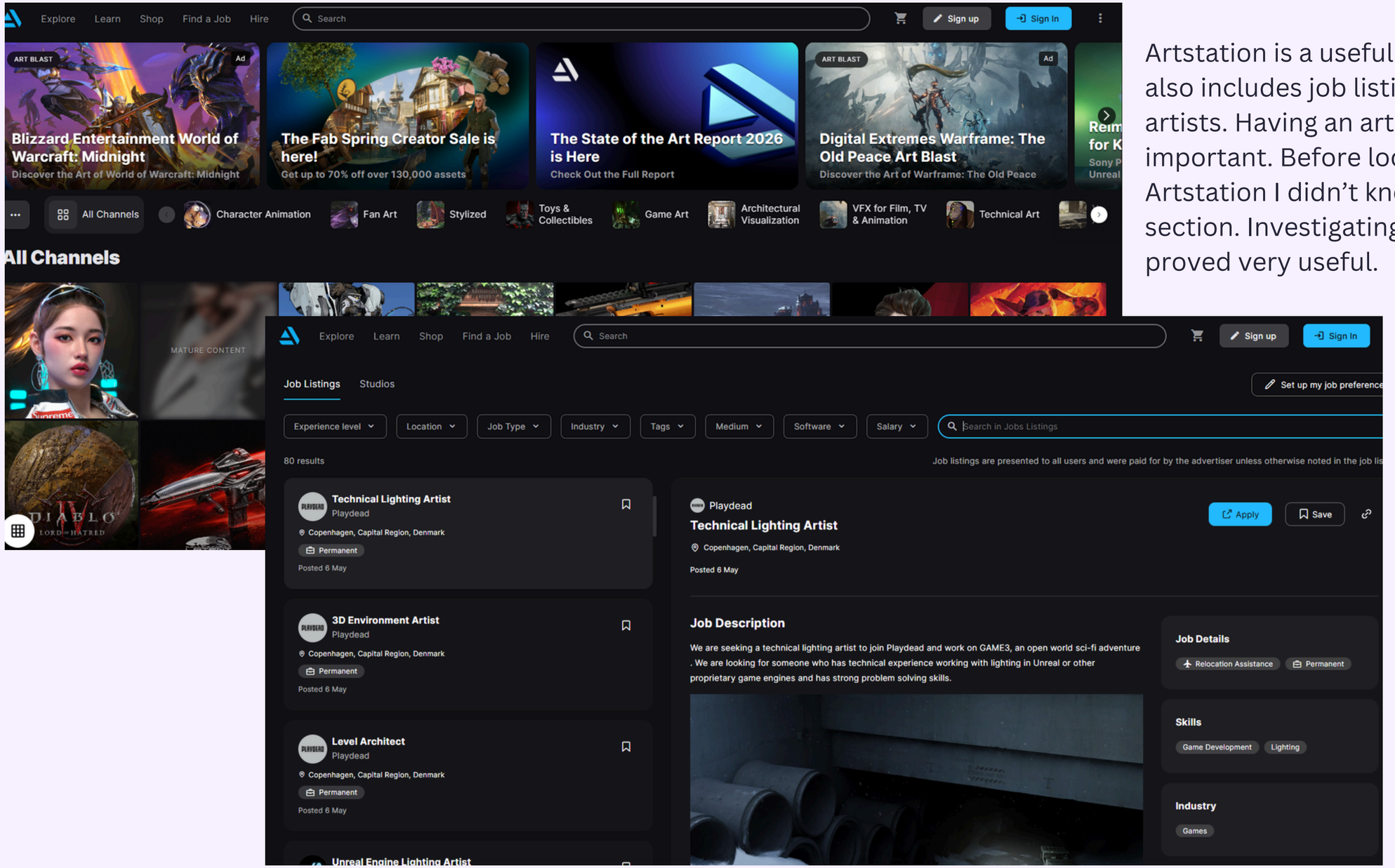
Artforum is a monthly magazine that focuses on contemporary art. Artforum has been important for the industry as it features in depth articles, essays, and reviews by and for artists.

Artforum is a good way of knowing what's going on and getting advice in the contemporary art world.



Artquest is a website full of advice, projects, and general information for artists at all stages of their career.

I find that Artquest is very open and accessible for artists of all skill levels. They are also big on fighting discrimination in the industry and communicating with artists.



Artstation is a useful portfolio site that also includes job listings for all kinds of artists. Having an art job specific site is important. Before looking into Artstation I didn't know there was a job section. Investigating it more has proved very useful.

Evidence of Engagement

Dear [Name],

I hope you're doing well. My name is Canny, and I'm an illustrator specializing in character design and illustration, currently studying at University of Wales Trinity Saint David.

I've been following the work of [Company/Project/Individual Name], and I'm particularly drawn to [brief genuine compliment — e.g., your recent book covers, visual storytelling, tone of your projects]. I wanted to reach out to introduce myself and share my portfolio in case my work may be a good fit for future projects.

You can view my portfolio here:

https://rocannyart.wixsite.com/portfolio

My work often focuses on fantasy themes, and I'm especially interested in collaborating on projects involving publishing, storytelling, and editorial elements. Thank you very much for your time and for taking a look. I'd love to stay in touch and would be happy to discuss any upcoming opportunities.

Best regards,

Evie Canny

https://rocannyart.wixsite.com/portfolio

https://www.instagram.com/ro.canny?igsh=MTEzdWxnOXRhY3hjcg==

Swansea, Wales

I used a provided template for reaching out to companies via email. I filled in the blue spaces with information relevant to myself.

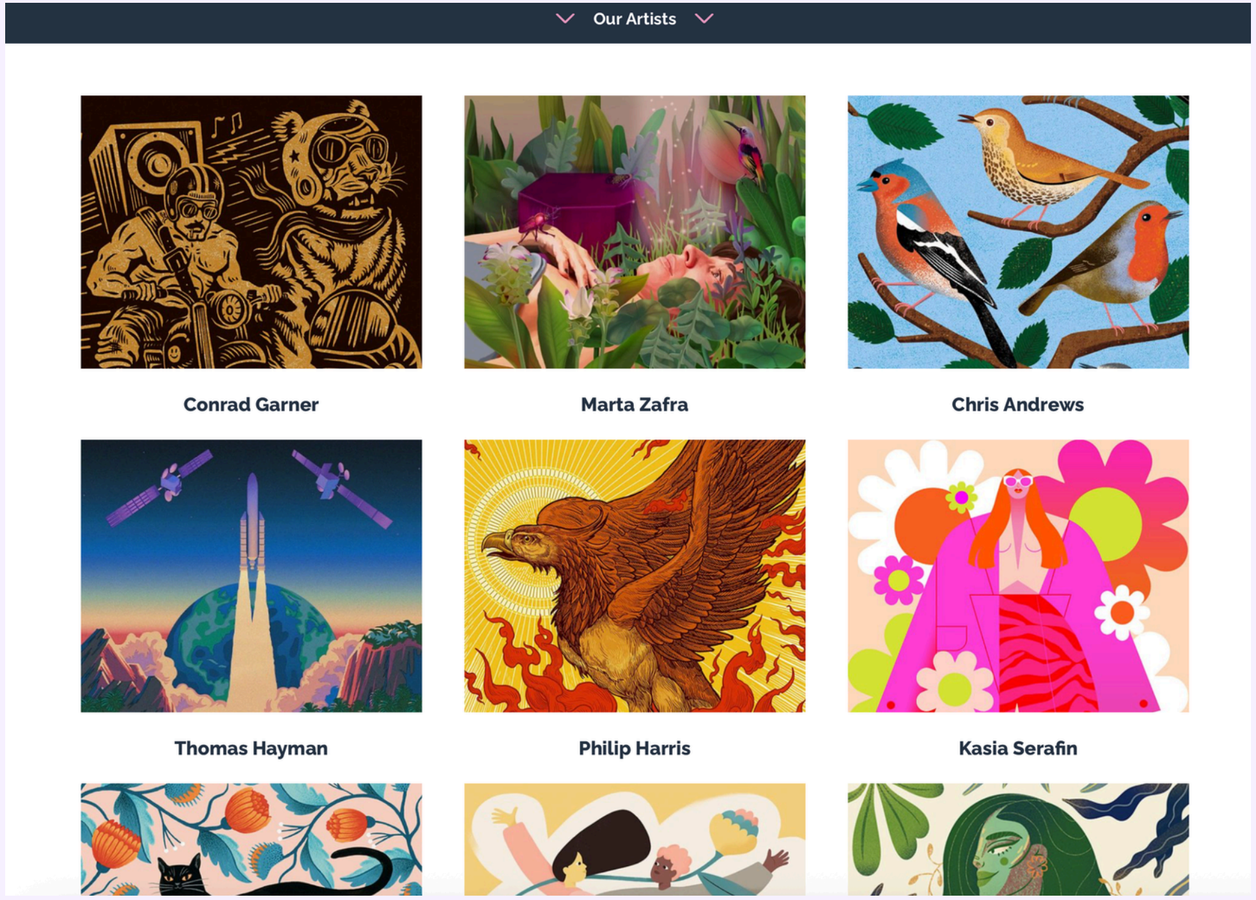
I decided to use my last name in the text of the email instead of my first name as it is present in most of my urls/usernames, and people won't be able to find my first name on any of my socials or my website. For the sake of professionalism I included my full name as the sign off.

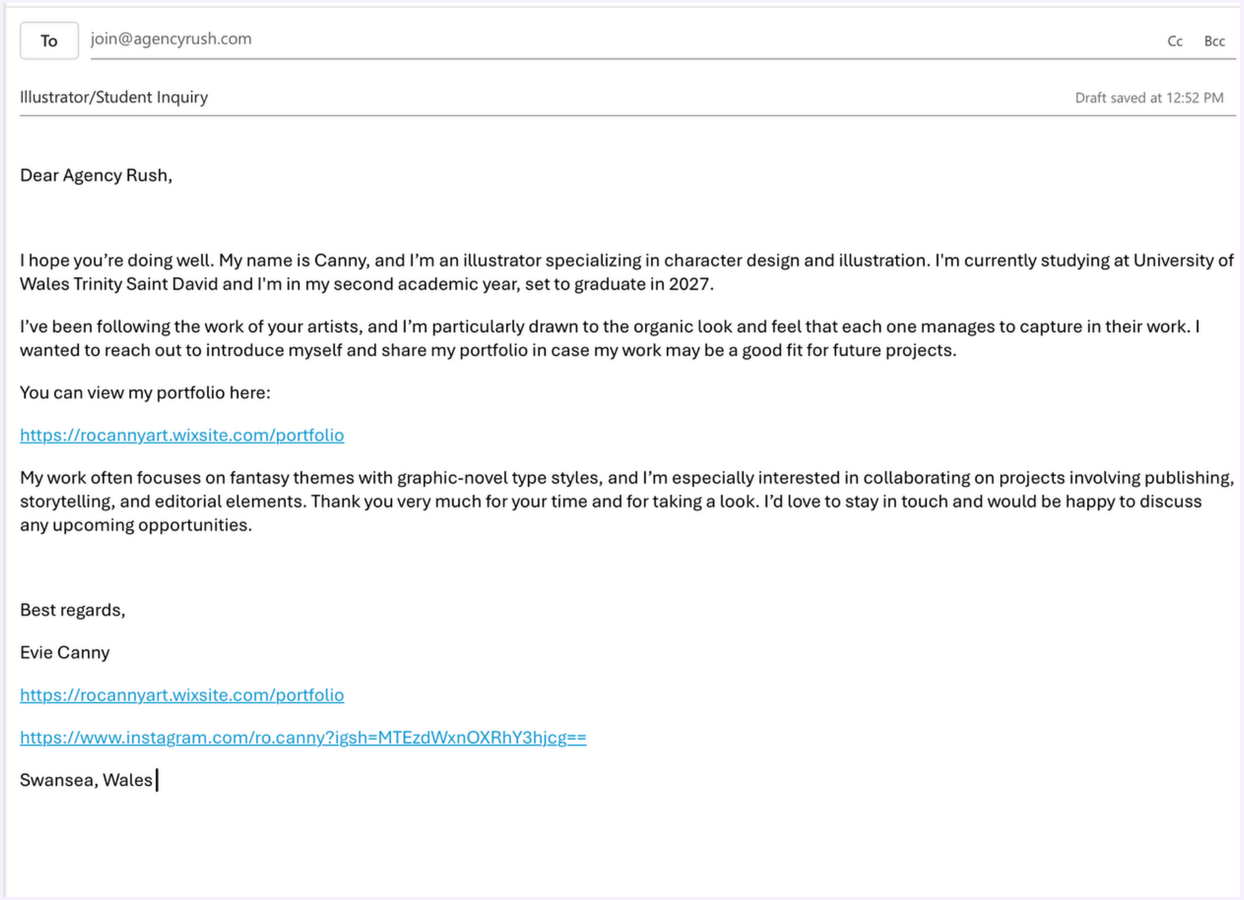
I selected fantasy themes as the part of my work that I like the most and expanded ont hat by including publishing, storytelling, and editorial elements.

At the end, I included another link to my website and a link to my instagram profile. While I do not expect any responses within the submission period for this module, I still wanted to send this email out to some agencies.

Rush Agency

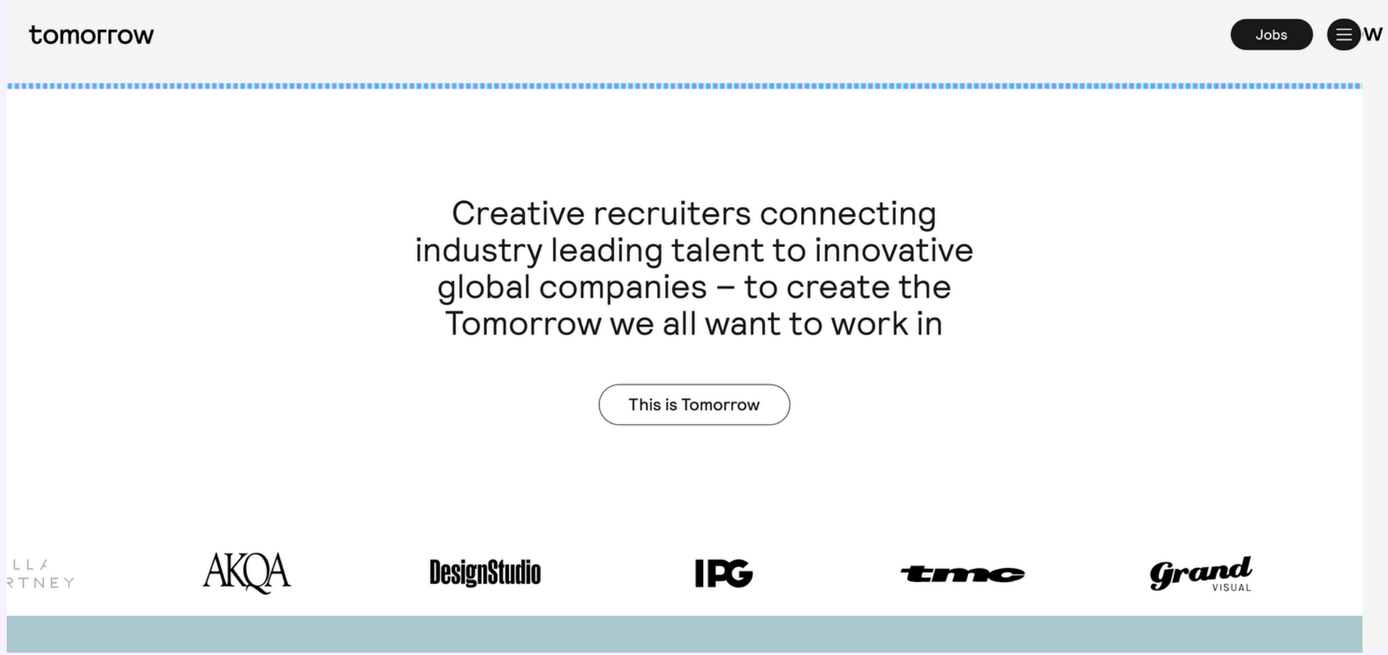
I emailed Rush Agency, and included how I was a student in my email. I did this in hopes that I wouldn't be blacklisted by this agency for reaching out in the "incorrect way". I included how I liked the organic look to all of their artists and hoped that they would maye take a quick look at my portfolio.

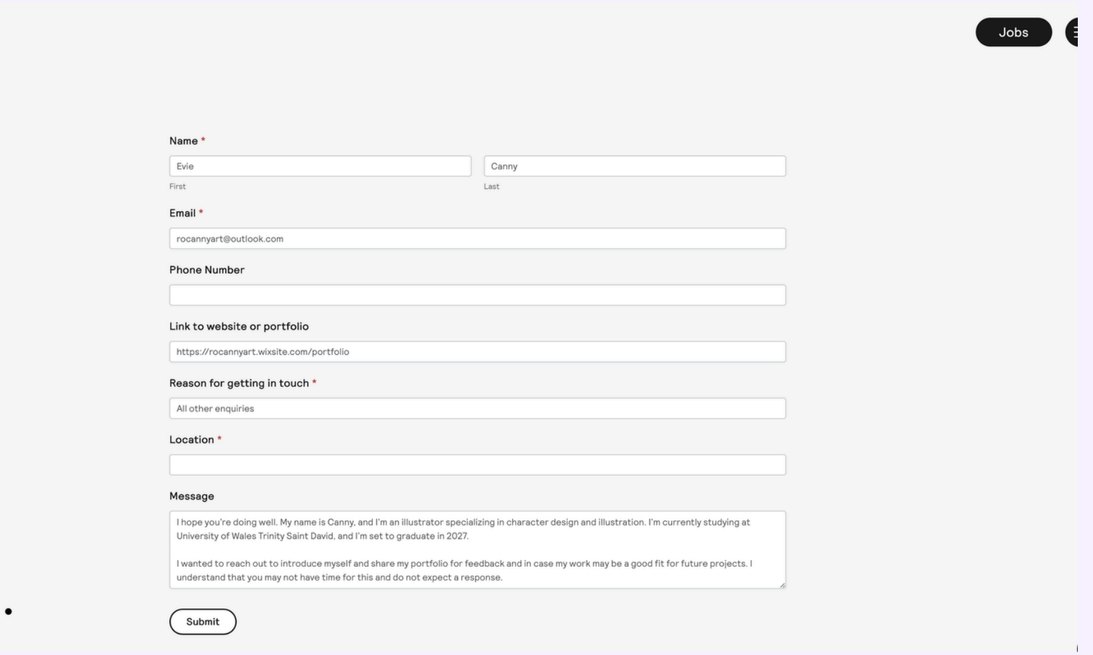




Tomorrow Agency

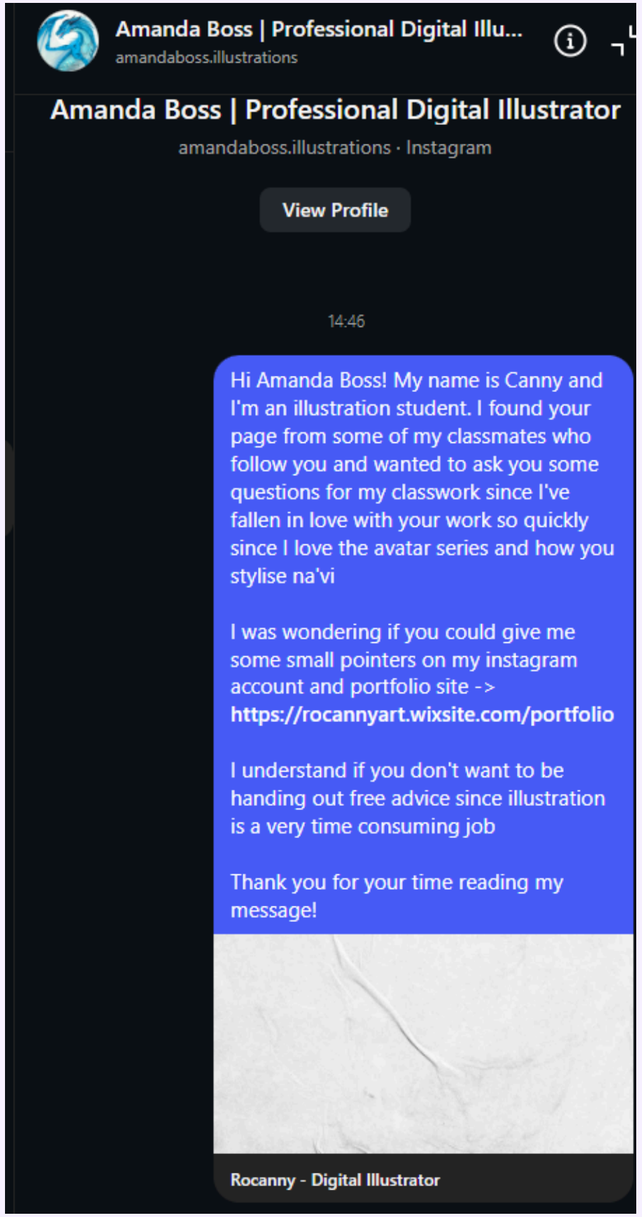
Tomorrow Agency did not have an email address I could find so I submitted an enquiry through their online form. I followed the same email format and used my art email. I found the form on the website less daunting than emailing them directly.

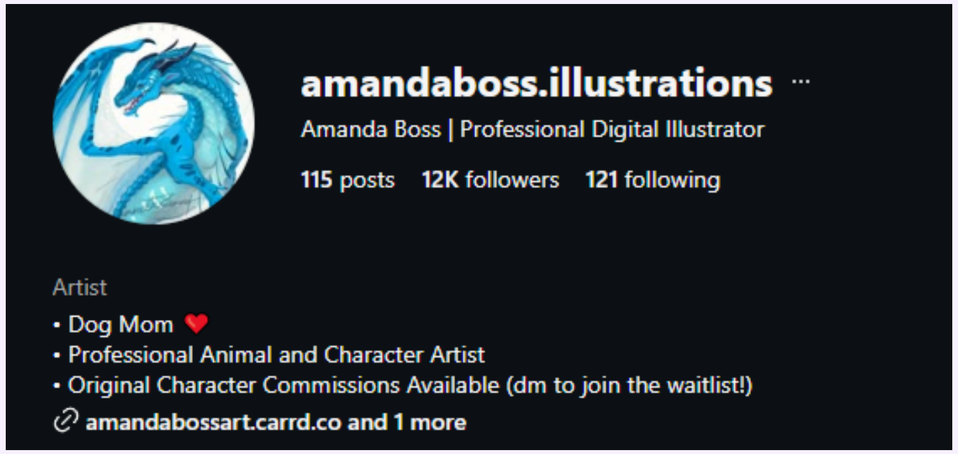


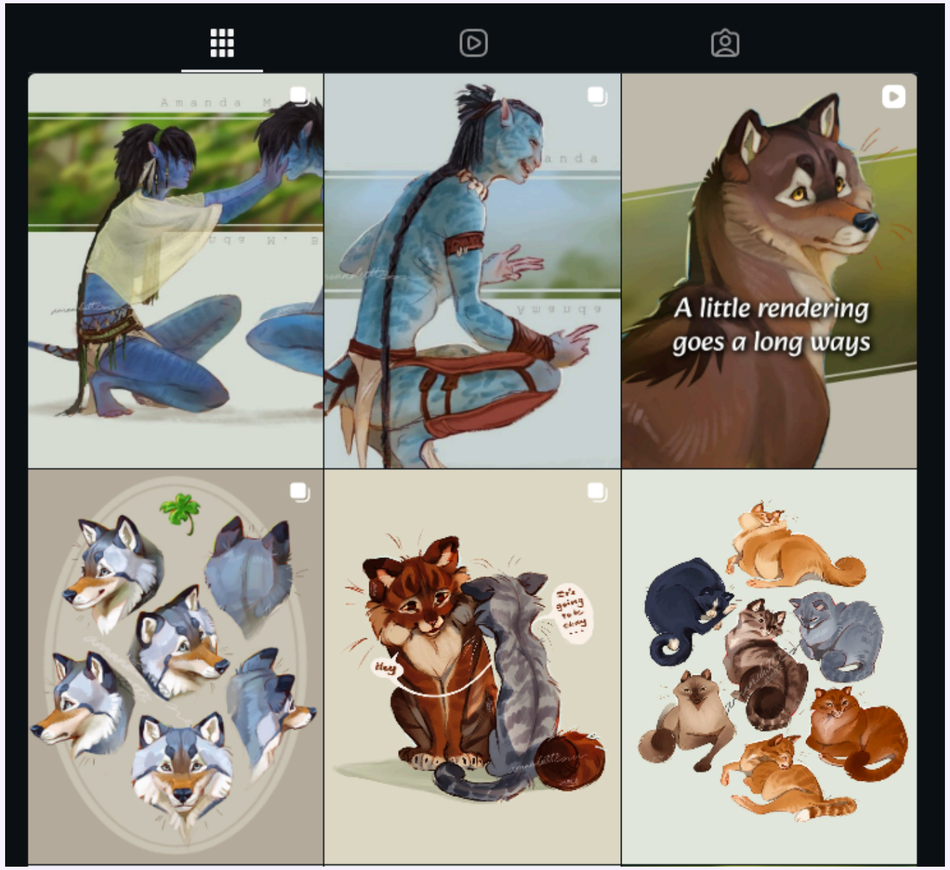


Amanda Boss

I DM’d illustrator Amanda Boss on Instagram asking for some feedback on my portfolio and art account. I got a response a few days later where she said she didn’t know what kind of advice to give me. I’m going to be taking this as there are no glaring bad flaws that need fixing.

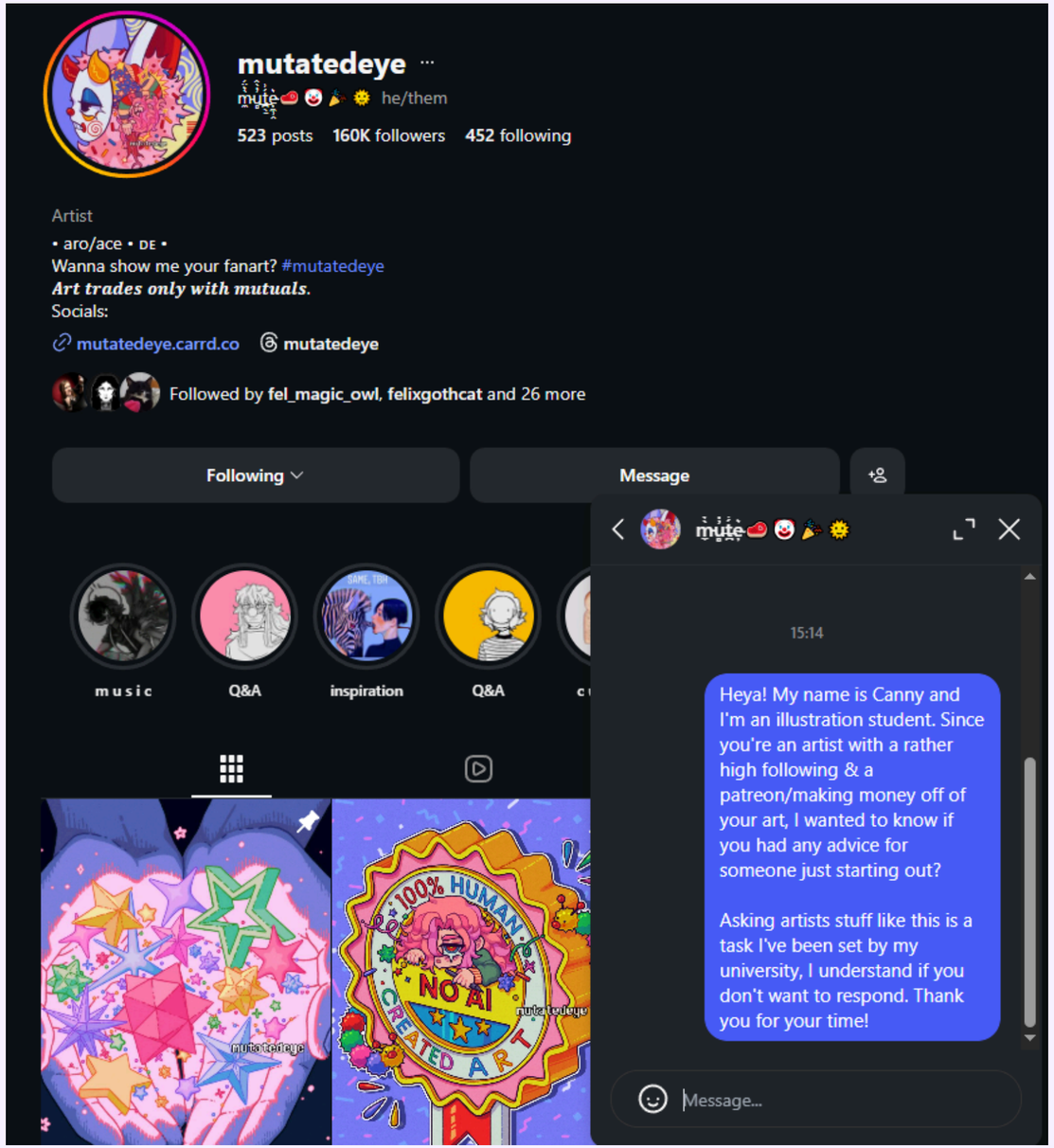




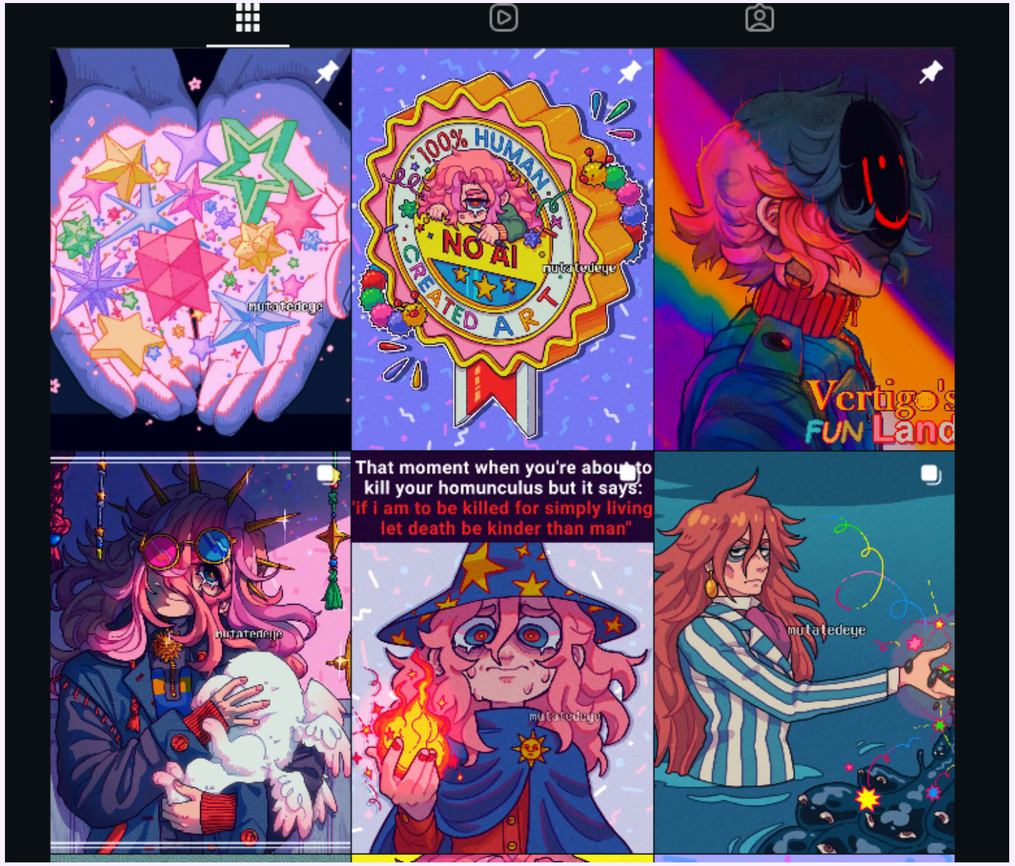




Mutatedeye



I DM'd artist Mutatedeye on Instagram asking if they had any advice for someone "just starting out" as an illustrator online. I hope to get a response but don't think I will during the time given for this module.



Reflection of Communication

I do not enjoy reaching out to people but I understand that this is a skill I need to build to help ensure growth of my career. I find it rather daunting and nerve racking but the only way to improve this skill is by doing it.

That is why I think that this section of the module is very important, and I’m glad that I had to do it despite how I didn’t enjoy it. I have attempted to start conversations before learning the “correct” way of doing it, and having this guidance gives me more confidence on how to approach situations like this.

Contact List

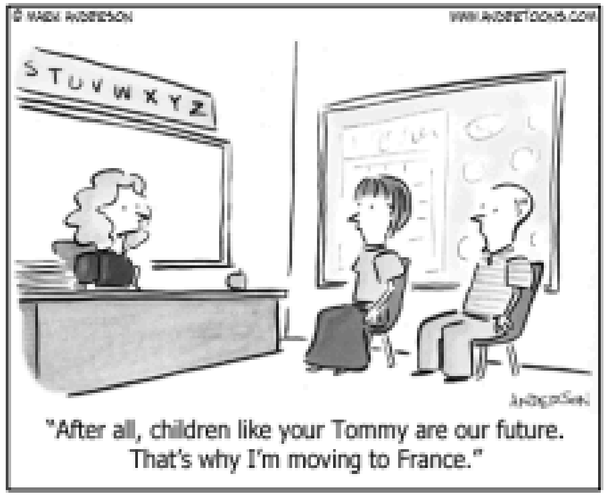
Company	Location	Contact Details	Website	Notes
Artists and Illustrators Magazine	London	The Chelsea Magazine Company, 111 Buckingham Palace Road, London, SW1 ODT	https://www.artistsandillustrators.co.uk/	The Britsh Art Prize Competition August 2026
Penguin		mail@penguindesignaward.co.uk	https://www.penguin.co.uk/about/contact-us-offices	

I have begun to create a general contact list in a spreadsheet. There isn't much on there as of now but I hope for it to grow as I contact more people. I will colour code the individuals I have been in contact with with a seperate cell colour, and once I have spoken to enough they will be moved to their own sheet.

Future of Employment

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.



"After all, children like your Tommy are our future. That's why I'm moving to France."

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.

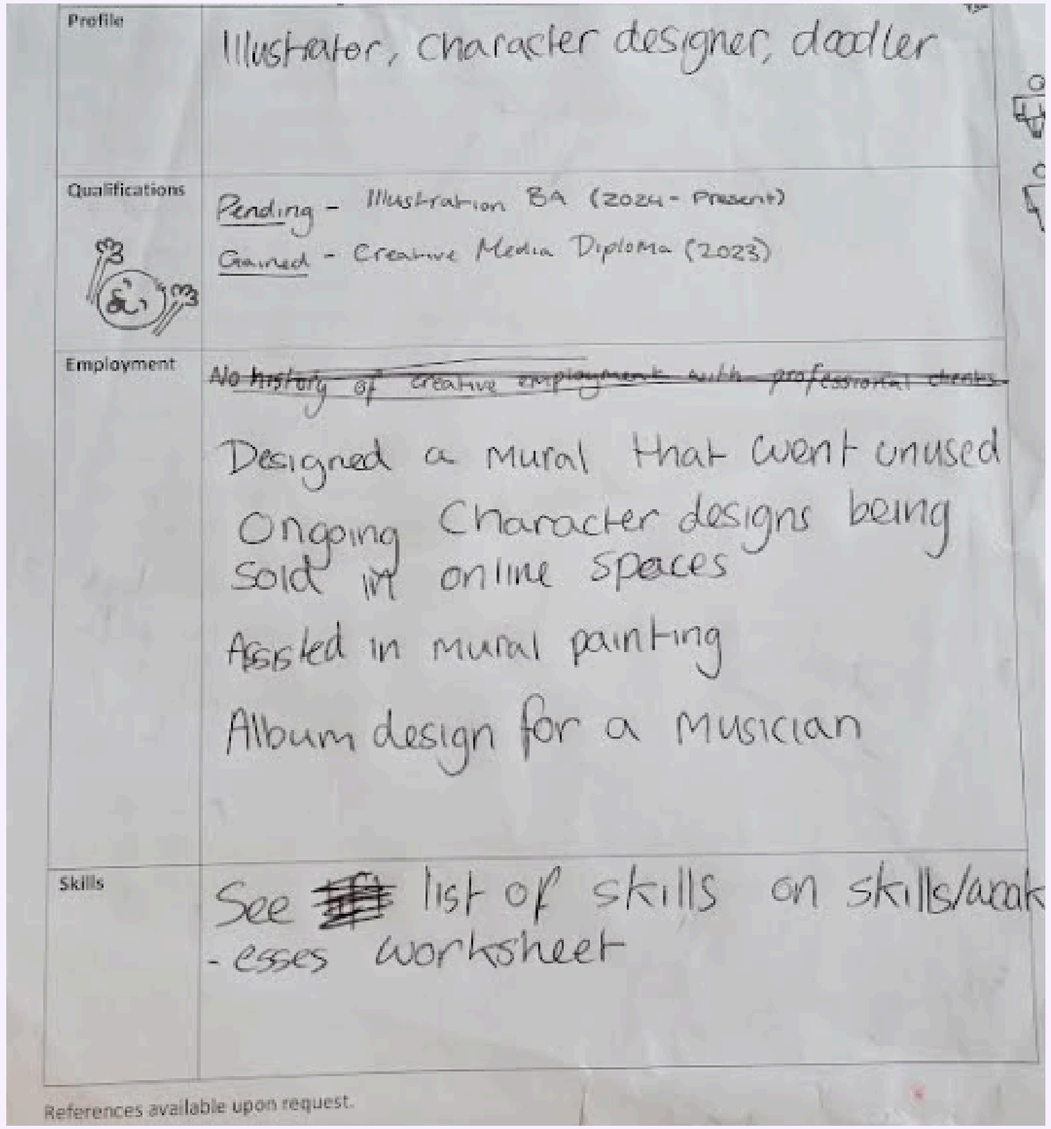
Think of a job that doesn't exist yet; what is it? What will you be doing? How will you be doing it? Where will you be doing it? What skills will you need?

Job Title - Martian Engineer

Description - Engineers that work specifically on infrastructure on mars

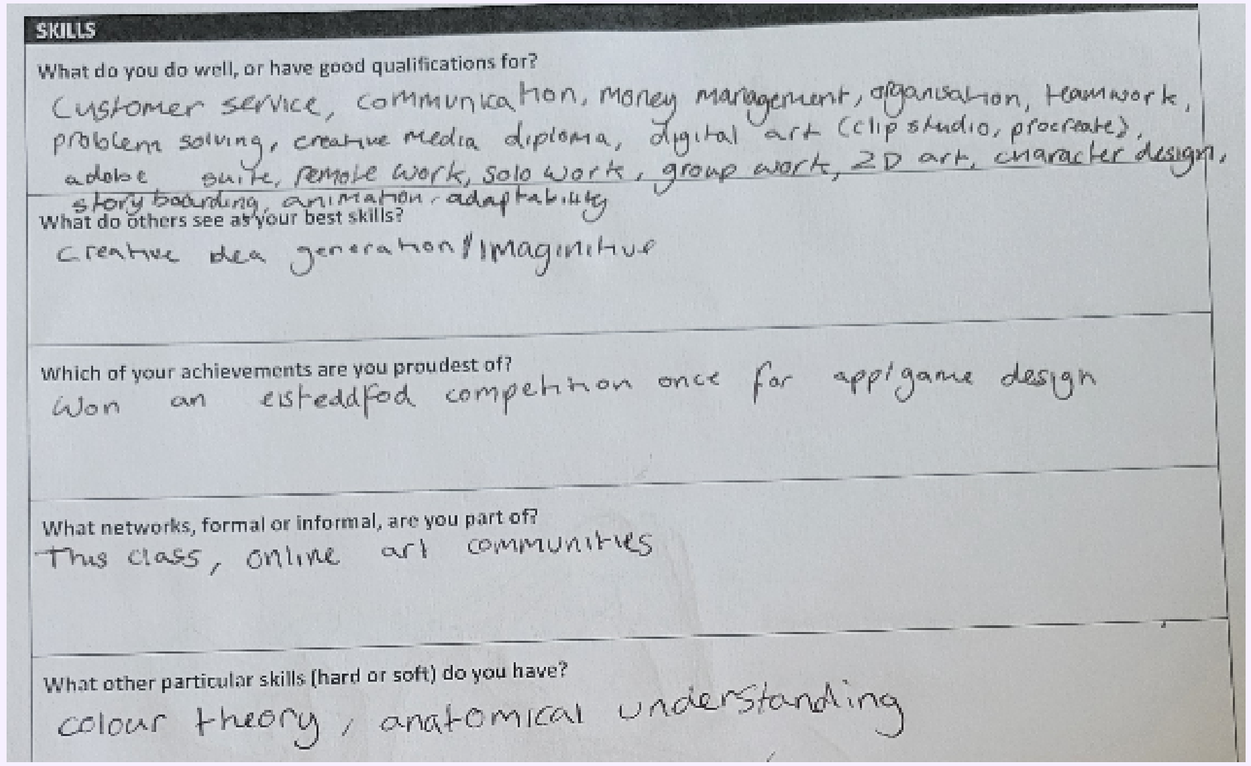
Skills - Technical knowledge in softwares like CAD and knowledge in civil engineering. Understanding people and their needs as well as how structures will be utilised in day to day activities

CV



Profile	Illustrator, character designer, doodler
Qualifications	Pending - Illustration BA (2024 - Present) Gained - Creative Media Diploma (2023)
Employment	~~No history of creative employment with professional clients~~ Designed a mural that went unused Ongoing Character designs being sold in online spaces Assisted in mural painting Album design for a Musician
Skills	See ~~list~~ list of skills on skills/weak-esses worksheet

References available upon request.



SKILLS

What do you do well, or have good qualifications for?

Customer service, communication, money management, organisation, teamwork, problem solving, creative media diploma, digital art (clip studio, procreate), adobe suite, remote work, solo work, group work, 2D art, character design, story boarding, animation, adaptability

What do others see as your best skills?

creative idea generation/imagination

Which of your achievements are you proudest of?

won an eisteddfod competition once for app/game design

What networks, formal or informal, are you part of?

This class, online art communities

What other particular skills (hard or soft) do you have?

colour theory, anatomical understanding

To plan out my CV I listed out some of my skills and qualifications. I also included a history of my employment. I put it all together on a google doc, using a template to ensure that it looked clean and tidy. I am aware that this looks less unique than making a layout myself, but I am not familiar with document programs.

Evie Canny

Illustrator, Character Designer, Doodler
Completer//Finisher

Pembrokeshire

rocannyart@outlook.com

rocannyart.wixsite.com/portfolio

PROJECTS

Murals

I have designed multiple murals.

Character Design "Adopts"

I design and sell characters online, known as "adopts".

Album Cover Design

I have created multiple album covers in both illustrative and collaged styles.

EDUCATION

University of Wales Trinity Saint David, Swansea — *BA(Hons) Illustration (Pending)*

2024 - 2027

I am learning many valuable skills about working in the industry and producing professional level work at University of Wales Trinity Saint David.

Pembrokeshire College, Haverfordwest — *Creative Media Diploma*

2022 - 2024

Gaining a diploma in creative media at Pembrokeshire college taught me skills in every level of the pipeline across multiple disciplines such as film, animation, and concept art.

SKILLS

Digital Art/2D Art (Clip Studio Paint, Procreate), Communication, Organisation, Teamwork, Problem Solving, Customer/Client Communication, Adobe Suite

AWARDS

EISTEDDFOD 2024 App Design Award (Under 18s)

LANGUAGES

English (Proficient/First Language)

Reflection



Assessment Reflection

Assessment 2 of this module has been particularly challenging for me, but I enjoyed the organisation and research required. My favourite section was the personal branding segment as I found this to be the more “creative” side of the assessment, as apposed to the sections that required me to create diagrams and fill out forms.

Assessment 2 has taught me valuable skills in how to market my work, communicate with others, and how to arrange my online accounts for a strong brand identity. I did struggle through this module due to outside factors, but I believe they have not affected my work for Changemakers: Building your Personal brand for Sustainable Employment.