

Personal Branding

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Introduction

To explore what I want to do in the future and the kind of person I want to become, I started by creating a questionnaire to reflect on myself. This helped inform the direction of my upcoming coursework.

Changemakers: Building your Personal Brand for Sustainable Employment

What about you?

Who is the creative you want to be and who will you be working for?

Work for game company.

be a freelance, take some commission. making social media(?)

Selling my personal ip (?) design styleful illustration like Album cover, drawing beautiful digital illustration.

What work will you be doing?

A freelance can work at home and work anytime.

Who are your dream employers/clients?

powerful game company;
like

How will you achieve this?

practice myself.
improve my art skills.
learning how to .

Notes:

market skill
copy right.



Through these questionnaires, I reflected on myself and realised that I'm still not entirely sure what I want to do in the future. However, I know that I'm particularly interested in manga and ACG culture, and I may want to move towards areas like game CG, anime-style games, or character design.

I place a strong emphasis on drawing skills, and I have quite high standards for my own technique. I've been studying art systematically since the age of 7, including sketching, structural drawing, and understanding human anatomy. Because of this, I feel that my strengths in fine art are currently stronger than in design.

As I'm Chinese, the companies I'm most familiar with are mainly Chinese anime-style game studios, and I haven't explored the Western industry in much depth yet.

Changemakers: Building your Personal Brand for Sustainable Employment

Personal Branding Exercise

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

Nagamemameko is my user id.

Mameko would be the name.

Because ~~And~~ I got 「豆子」 is a name in Chinese ^{Japanese} means beans.
pronounce as Mameko.

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

- low saturation colour use.
- digital illustration.
- focus on line work than light and shadow in my piece.

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

my art style...?

How will you reach your audience? Promotional ideas outline below

I post my piece on social media. and audience followed me. draw some famous IP's fanart first, get people know me, then after I got a stable fans amount. I start to switch to ^{post-} my personal piece.

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

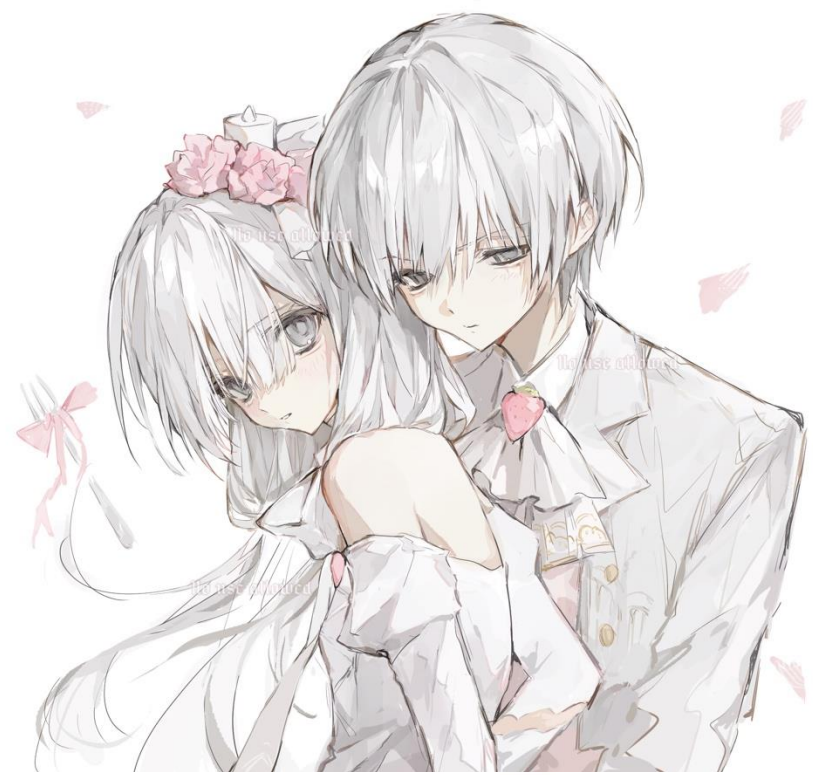
on social media?

What I have already?

My personal works/ projects













I included a selection of my personal work from the past six months, including both fan art/OCs and commissioned pieces. I feel that my style tends to use relatively low-saturation colours, with a strong focus on character design, which is where my strength lies.

I'm not very confident with backgrounds, and I often find them less engaging to work on, as I don't connect with them emotionally in the same way. I enjoy drawing characters because they allow me to explore and express subtle emotions. Overall, I would describe the emotional tone of my work as quite restrained rather than highly dramatic.

I think this style could be well suited to anime-style game industries in China, Japan, and Korea. At the same time, I'm also exploring whether my approach could adapt to or fit within studios in Western contexts.

Self-Reflection

强画技

高自媒体运作

高审美

强个人风格

drawing skills (fine art).

social media making.

strong personal style.

languages.

work in lots of area countries.

Strengths

S

心理承受能力太低.

健康, 精神状态.

mental.

health

Weaknesses

W

知名度.

身价.

与公司签约.

公司邀请.

品牌形象设计.

品牌商用机会.

collaborate with
brands / companies.

IP design.

get know more popular
people.

Opportunities

O

Threats

T

游戏画面.

原画, CG 插画.

周边产品制作.

Games.

~~Game~~ Gaming CG illustration.

brand design. like key chain.
phone case.

Strongly style stickers. → for decoration.
stylish

In class, I reflected on my strengths and weaknesses and made some brief notes. Here, I want to expand on that and present a clearer, more comprehensive overview.

Hard Skills

I have strong technical skills in both digital and traditional illustration. I am proficient in digital drawing software such as CSP and Procreate. In traditional media, I am confident in sketching, watercolour, and observational drawing.

I have a solid understanding of structure and form, and I am able to capture accurate proportions, allowing me to draw subjects with a high level of resemblance. I also have strong colour control, particularly within low-saturation palettes, which has become a distinctive part of my visual style. In addition, I have a good sense of composition, including an awareness of positive and negative space.

Soft Skills

I am able to work independently and complete projects on my own, which has helped me stay productive during my studies. I am relatively self-disciplined and able to manage my workload when given clear goals.

I also have strong observational skills, which support both my technical drawing ability and my visual decision-making. Alongside this, I have developed a good sense of aesthetic judgement through continuous visual research and practice.

Skills Gap & How I Plan to Improve

There are several areas I am currently working to improve.

I sometimes struggle with procrastination, particularly when tasks feel overwhelming. To address this, I plan to break my work into smaller, more manageable steps and set clear, short-term deadlines to keep myself on track.

My mental state and negative emotions can occasionally affect my creative efficiency. Instead of waiting to feel motivated, I am working on building a more consistent routine and treating creative work as a regular practice, so that my productivity becomes less dependent on my mood.

I also tend to set very high expectations for myself and pursue perfection, which can slow down my progress. Moving forward, I aim to prioritise completion and development over perfection, allowing myself to experiment and learn through mistakes.

In addition, I feel that I am not yet fully confident in social and professional environments. To improve this, I plan to gradually engage more with the creative industry by sharing my work online, interacting with other artists, and building connections with studios and potential clients.

4 Pillars of Branding

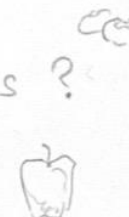
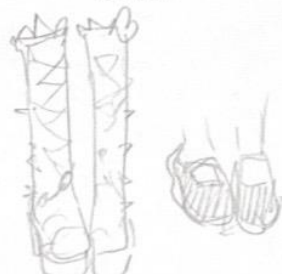
Brand Name Nagamenameko

Narrative	Differentiation	Communication	Consistency
- passion I love drawing since I was really young. - The style I love is deeply attract me, so I wanted to be that. - I'm strict to myself that I always want to improve my technical skills. - Study drawing systematically for more than 10 years.	- I love use low saturation, light colours. stand out line works. - A bit Eastern Art style with special traditional technical?	Manga style illustration. Special character design. Cute face ☺	when people see such line work and colour use. They might know that's me.

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
Light Gray white Black.	A fox 	Typeface 	Sparkling water. coconut water. 	Castle! Cathedral 
HAIRSTYLE	LANDSCAPE	TREE	FRUIT	SMELL
 male female			Any berrys? Apple? 	Molly flower?
TRANSPORT	SHOE	JACKET	SINGER	ARTIST
			electricity Music. Any	myself :-

My personal brand keywords:

Low saturation

Emotional

Narrative

Soft

Explorative

Observational

Contemporary

What I have already?

My social media platforms currently in development

 豆コ。 ▾
rednote ID : douz_0i 器
IP location: United Kingdom ⓘ

=豆
置顶基本告知所有
什么都不接了 私信已关
mhs 小荳 x

♀ Gemini 广东广州 广州美术学院 13 originals

344 28.1K 368.8K
Following Followers Likes & Saves

Edit profile

<https://xhslink.com/m/2QC3xrC7eeh>

 豆コ。 認証を受ける
@nagamemameko

=豆 | 中日 en 可

📍 United Kingdom 📅 2023年4月からXを利用しています >

36 フォロー中 8,209 フォロワー

<https://x.com/nagamemameko?s=21&t=e7cQjCvQD0FXDZk46dSN3g>

I am currently developing two social media platforms: X and Xiaohongshu (RedNote). From what I've observed, my audience is mainly East Asian, along with some Western ACG fans.

I use these platforms to share my work, and people who are interested usually contact me via direct messages to ask about commissions. At the moment, my commission slots are fully booked, to the point where I've had to close my DMs because I can't take on more work. I feel that I've reached a stable stage with private commissions, and I'd now like to move towards commercial opportunities, such as illustration work for game companies.

I also have a steady client base on the Chinese commission platform Mihuashi, where each time I open commissions I receive hundreds of requests.

On the Western side, I've registered on VGen, although I haven't actively used it and it has mostly remained inactive.

I hope to start receiving opportunities from larger companies, as I'm currently still mainly working at the level of private commissions. However, I feel quite unsure about how to access or attract commercial commissions, and I'm not entirely clear on how to reach that next stage.

Personal branding

My social media name: Nagamemameko

This name comes from both my pronunciation and my nickname. “Mameko” means “豆子 (beans)”, which has been my nickname for a long time. “Nagame” is derived from “霖 (long rain)”, a character from my real name. This combination makes the name more unique and less likely to overlap with others, and I personally really like it.

My employment plan:

I currently intend to work as a freelance illustrator, taking on commissions that are enough to support my daily living. My main priority is to maintain a happy and balanced lifestyle. If possible, I would also like to further develop my practice by creating my own original IP and publishing illustration collections, in order to build my reputation and increase my visibility.

Some companies I think my style could suit



Hypergryph

<https://www.gryphline.com/en-us/home>

The studio behind the game *Arknights*. I could create character illustrations like the beside piece or promotional artwork for them.



rednote ID: Summer_xiazhi



<https://www.mihoyo.com/en/>

Other anime-style game companies include miHoYo, known for titles like *Genshin Impact*, *Honkai: Star Rail*, and *Honkai Academy* 1, 2, 3.

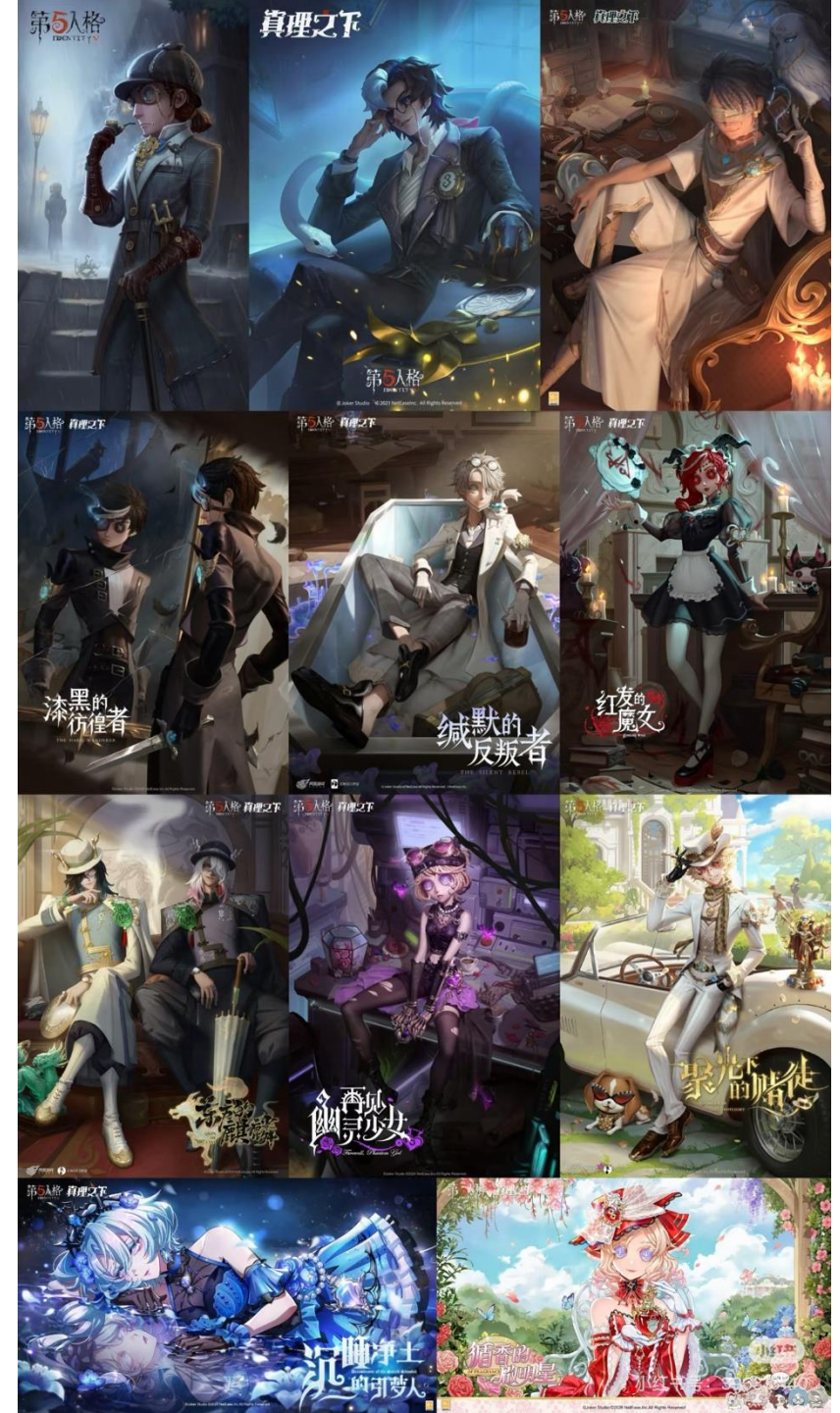
I could create character illustrations, character designs, or CG artwork for them.



NetEase Games

<https://www.neteasegames.com/>

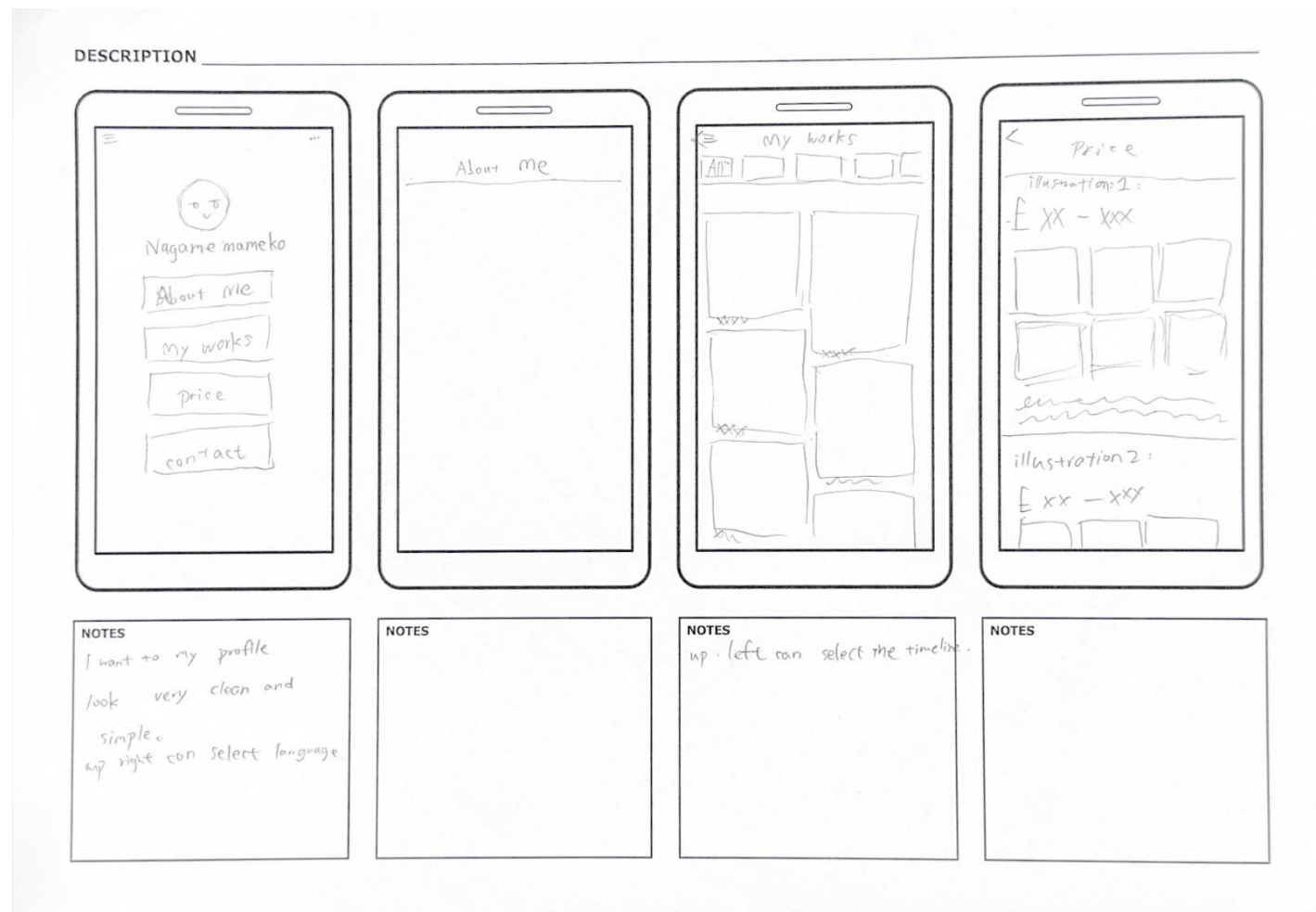
I could create CG posters or promotional illustrations for games like *Identity V* and similar titles.



Other companies could include Nintendo, Disney, Tencent, and so on.
In these cases, I would likely take on a **“Illustrator” role**, creating artwork and images according to the company’s vision or project needs.



My website



I designed how my website might look on a mobile device, although this is not my final template, as it is based on my own imagination. If I later rely on a website builder to create my site, the layout may change slightly.

My main intention is for the website to appear very clean and minimal, similar to Avogado6's style, conveying a sense of professionalism. I do not plan to include too many decorative elements, as I personally do not prefer adding ornamental illustrations or objects.

DESCRIPTION



In my website, I included an option to select different languages, as my target audience is not limited to English speakers. I also added a feature that allows viewers to browse my work by year, so that my projects are organised over time rather than all being presented together. This is my initial idea.

Personal website

By comparing various different websites, many of them require payment and one needs to purchase domain names as well. The process is quite troublesome. Therefore, I chose to follow Tash's workshop practice. Using Adobe Portfolio as my personal website. I think it can clearly display my works and categories, and the introduction is easy for others to read.

<https://yanlinli.myportfolio.com>

Yanlin Li

Uni Works

Independent works

Contact



My OCs

2026



fanart

2026



commission works

2026

Yanlin Li

Uni Works

Independent works

Contact



Workshops

2026



Mangas

2026



Life drawing

2026

Yanlin Li

Uni Works

Independent works

Contact

Contact

X

RedNote

Nagamenameko@gmail.com

Illustrator researches



アボガド6

@avogado6

化学が好きな一般人です。映像作品とか創ってます。 nicovideo.jp/mylist/28725264

avogado6.com 已加入 2011年6月 >

22 個跟隨中 242.8萬 位跟隨者

已被你跟隨的 tom、早睡好 和其他 55 人跟隨



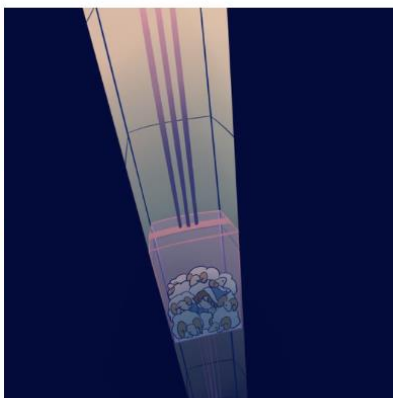
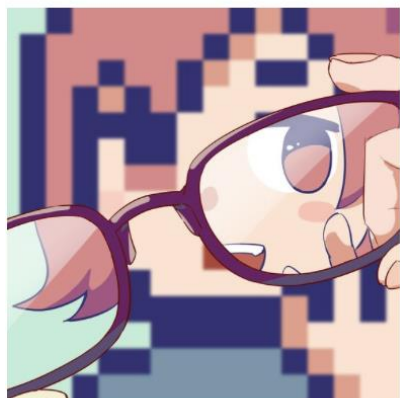
正在跟隨

貼文

回覆

精選內容

媒體



鈴木ジュリエッタ

@hiyokosweet

白泉社で漫画を描いています。花とゆめにて「推しに甘噛み」連載中 【過去作】カラクリオデット、悪魔とドルチェ、神様ははじめました、トリピタカ・トリニーク、忍恋、名探偵耕子は憂鬱。好きな動物は、猫、コアラ、サメ。

threads.net/@julieta_suzu... 已加入 2009年12月 >

125 個跟隨中 8.4萬 位跟隨者

未被你跟隨的任何人跟隨



正在跟隨

貼文

回覆

媒體





... 正在跟隨

税

@shuishisama

=小税 中国人 翻訳機を使った 转载需要标明出处。草稿箱@GongC59826

📄 插畫家 📍 3815682204@qq.com 📅 已加入 2023年12月 >

625 個跟隨中 3.6萬 位跟隨者

🐱🐭 已被你跟隨的 tom、豆コ、和其他 25 人跟隨

貼文

回覆

媒體



... 正在跟隨

水澄ぐみ

@misumigumi

みすみぐみと申します

✉ :misumigumi@yahoo.com

📍 56/100 🔗 lit.link/misumigumi 📅 出生於 10月21日

📅 已加入 2020年4月 >

287 個跟隨中 4.6萬 位跟隨者

🐙🐙 已被你跟隨的 Octopus33、間凜 和其他 20 人跟隨

貼文

回覆

精選內容

媒體





tom
@t0myu3

(^o^)/ Thank you for following! You can also follow me on other apps using the website link below

[tomyum007.carrd.co](#) 已加入 2023年8月 >

1,142 個跟隨中 6.4萬 位跟隨者

已被你跟隨的 税、ぶんち 和其他 2 人跟隨

九水巷
@999999999sx

Share my art /ig : 999999999sx

已加入 2018年11月 >

196 個跟隨中 5.8萬 位跟隨者

已被你跟隨的 榆酱吐司、Renz 和其他 37 人跟隨

貼文

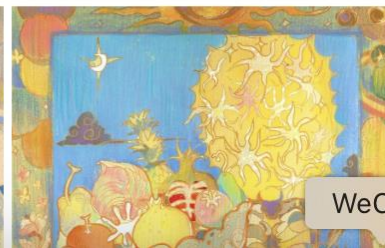
回覆

媒體

貼文

回覆

媒體





翅翅子

@akihare_

weibo@我真的好想食辣翅 🍗

🚫 AI 🚫

📍 中国 🌐 weibo.com/akihare0329 🕒 出生於 3月29日

📅 已加入 2014年8月 >

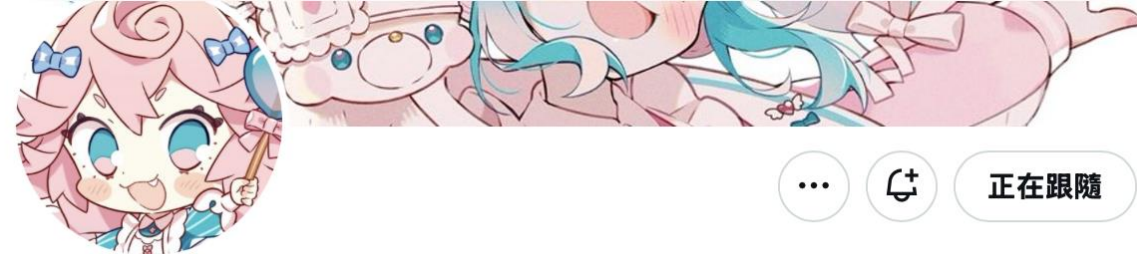
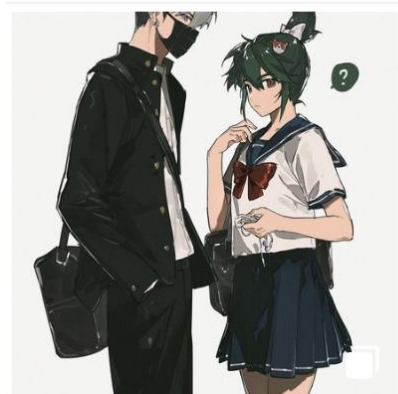
198 個跟隨中 8.2萬 位跟隨者

👤 已被你跟隨的 税、tom 和其他 51 人跟隨

貼文

回覆

媒體



上倉エク

@ekureea

Illustrator | キャラデザ/コラボ/ミニキャラ/衣装デザイン等
作品集 | 「Sugary Girls」「Tea Party」「Candy Collection」

🌸 お仕事のご相談について: uekuraeku.com

📅 插畫家 🌐 pixiv.me/uekuraeku 🕒 出生於 6月17日 📅 已加入 2011年11月 >

1,104 個跟隨中 29.1萬 位跟隨者

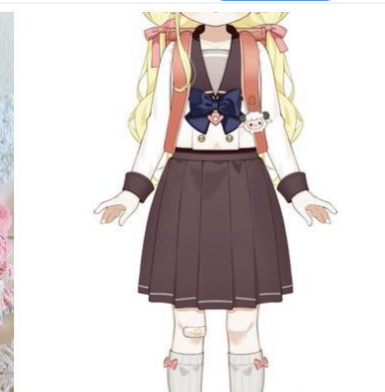
👤 已被你跟隨的 Renz、GLUTTON 和其他 56 人跟隨

貼文

回覆

精選內容

媒體



These are all illustrators I really like. They create original artworks and comics, take on private and commercial commissions, and also produce and sell merchandise based on their own original IPs.

Illustration Industry Research

1. Where is the illustration industry active?

The illustration industry is currently highly active in digital and online spaces, with most illustrators working in a freelance and platform-based environment. A large proportion of illustrators rely on multiple online platforms to gain exposure and income, with over 80% depending on freelance platforms for a significant part of their earnings.

2. Key platforms in the illustration industry

Portfolio & Professional Platforms

- [Behance](#)

A global platform for creatives to showcase their work. It offers strong visibility and is widely used by designers and illustrators to present polished projects and attract clients

.

- [ArtStation](#)

A more industry-focused platform, especially popular in gaming, film, and concept art. It is often used by professionals and studios for recruitment and networking

3. What market suits my style

Based on my current artistic style, which focuses on:

- low-saturation colour palettes
- strong composition and use of negative space
- emotionally driven and personal visual language

I believe my work is best suited to the following markets:

Firstly, my work is well suited to editorial illustration, where images are used to support ideas, moods, or narratives alongside text. My work is quite simple and emotionally focused, which allows space for interpretation, something that is important in this area.

Secondly, my practice connects well with developing personal IP and independent products, such as art prints, illustration books, and merchandise. My style is quite consistent and recognisable, which makes it suitable for building a body of work that can be used across different formats.

In addition, my work works well on social media platforms, where having a clear and consistent visual identity is important for building an audience. I think my style has the potential to gradually develop into a more defined personal brand.

Finally, I am interested in more selective commercial collaborations, especially with brands or projects that value creativity, such as album covers or creative campaigns. Rather than doing a large amount of commercial work, I would prefer to focus on projects that are more concept-driven and allow for visual storytelling.

Contacts list

I have started a contacts list so every time I network with someone and get their details can just put it straight in this document, so all my contacts are stored neatly in one place.

- Chris Harrendence
My teacher in UWTSD

- Ian Simmons
My teacher in UWTSD

- Martin Bush
My teacher in UWTSD

- Ian Vaughan
My teacher in UWTSD

- Natasha John
My teacher in UWTSD

- Laura Woodfin
Friend in UWTSD

- Ai Zhang
Friend in UWTSD

- Zrk
Famous freelance illustrator, we followed each other on social media, she gets over 150k followers from each platforms.

- TangMiao
Famous freelance illustrator, we followed each other on social media, she gets over 50k followers from each platforms.

- Wanru Xu
a friend from real life, freelance illustrator, she gets over 10k followers from each platforms, always sharing drawing skills with me.

- Crumbsskgal 回南天青苔

Famous freelance illustrator, we followed each other on social media, she gets over 50k followers from each platforms.

- Quqi

Illustrator, she draws fanart. we followed each other on social media, she gets over 50k followers from each platforms.

- Amane

Illustration student, she draws fanart. we followed each other on social media, she gets over 10k followers from each platforms.

- Daimaou

Famous freelance illustrator, we followed each other on social media, she gets over 120k followers from each platforms.

- Xiaoliangzi

Friend and Illustrator, she draws fanart. we followed each other on social media, she gets over 20k followers from each platforms.

- Youlingwan

Famous freelance illustrator, we followed each other on social media, she gets over 50k followers from each platforms.

- 005

Famous freelance illustrator, we followed each other on social media, she gets over 70k followers from each platforms.