

# Career Development & Resume Building

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For Web Design & Development



Learn by doing step by step exercises.

Includes downloadable class files that work on Mac & PC.

EDITION 1.2

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# Starting Your New Career & Getting Work

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## What You Need to Do

Below is a high level overview of the things you'll need to do. The rest of this book explains things in more detail.

### Your Game Plan

1. Update your profile on all social media websites (especially LinkedIn).
  2. Start regularly posting relevant content to build a history (especially on LinkedIn).
  3. Get your website going (get a domain name & web hosting).
  4. Create a public [Github account](#) and post projects so potential employers can look at your code and commit history.
  5. Create at least 3 projects for your portfolio website (focus on quality, not quantity).
  6. Make your portfolio website.
  7. Add a link to your website on all social media websites (especially LinkedIn).
  8. Make your resume (with link to your website).
  9. Start applying for jobs.
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## Developing Your Skills

You need to work on projects to practice your new skills and create projects for your portfolio.

You will make mistakes, but don't worry. Think of them as practice for the next time. The purpose of what you just did changed from being part of the final product, to being part of your education. It's not a mistake, it's part of your learning process.

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### Inspiration: You Can Do This! Don't Give Up!

- Watch this 1 min video: [The emotional cycles of change](#)
- Follow the '[70-20-10 Rule](#)' to [Produce Your Best Work](#):

"70 percent of your attempts will be mediocre, 20 percent will suck, and 10 percent will be amazing. These percentages hold steady no matter what level you're working at."

"the best way to get better at something isn't to worry and study, it's to do it, even if you completely suck at it at first."

"It's not 'quantity or quality.' It's: 'quantity breeds quality.'"

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### Tips for Practicing (How You Master Your Skills)

- Start small and simple. Don't try to build something too big or complex at first. We first crawl, then walk, then run. Take it easy on yourself and start simple. You can always add more things later.
- Build multiple sites, rather than one giant site. This gives you more practice going from start to finish and more work for your portfolio. Clients or hiring managers typically want to see multiple projects, rather than one project with many pages.
- Make sure that the sites you build show the types of things that are how an average site works. A potential employer or client should look at it and imagine you building that for them.
- Projects don't have to be entire websites, they could be one page of a site showing off some cool functionality or design.

**Not a Fast Typist?**

If you don't type very fast, or need to look at your keyboard when typing, we highly recommend doing some typing classes. It will let you more easily use keystrokes to use apps faster, and if you're a coder it's super important to type quickly, accurately, and to be able to watch the screen as you type to be able to take advantage of coding hinting. Improving your typing skills is something often overlooked by many people, but will help you everyday in anything you do on a computer. Here are some free typing websites you can try:

- [typing.com](https://www.typing.com)
  - [typingclub.com](https://www.typingclub.com)
  - [typingstudy.com](https://www.typingstudy.com)
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# Your Portfolio & Example Portfolio Websites

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## Your Portfolio Website

Make sure the messaging of your website is appropriate for the jobs you are applying for.

Example: If applying for a front-end web developer position, but your website seems like you run a full-fledged web design studio your job may think you were unsuccessful and you may not be happy in this job because it's a fallback plan.

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## GitHub

For web developer (coders) having a GitHub profile with public projects will show potential employers that you're actively coding and give them a chance to see examples of your code, commits, etc.

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## Example Portfolio Websites

As you look over the following example portfolio sites take note of what works and what does not work.

Approach them from the viewpoint of a hiring manager that does not know anything about the person they are looking at. They are looking for something with good work and hireable skills.

- [tsamoudakis.com/portfolio](https://tsamoudakis.com/portfolio)
  - [idesignstudios.com/portfolio](https://idesignstudios.com/portfolio)
  - [owltastic.com](https://owltastic.com)
  - [madebyeno.com](https://madebyeno.com)
  - [simplefocus.com/projects](https://simplefocus.com/projects)
  - [studiofrank.co](https://studiofrank.co)
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# Building Your Portfolio

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## What To Put In Your Portfolio

- Projects can be for clients (free or paid), concepts (made-up websites), or side/passion projects.
- You should start with at least 3 projects in your portfolio.
- Focus on quality over quantity. Only include your best work.
- It's better to show an amazing concept piece, than real client work that's only mediocre or bad.

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## Project Ideas

Make sure your projects feel professional and commercially relevant. They should be something companies would want to hire you to create. Could you imagine a client (or a design company) paying you to create this? Make sure your projects are applicable to the businesses that would need them.

- A side/passion project that one of our students made is [boast.nyc](http://boast.nyc)
- Make a site about something you're interested in. In the end you'll have learned something, and made something useful for the world. You never know how big the site will be until you make it and put it out there. [unsplash.com](http://unsplash.com) started off as a side project for a design studio, which later raised \$7 million in funding and then sold to Getty Images!
- Website promoting an iPhone/Android app
- Small business website
- Website for a startup
- Redesign a local restaurant's bad website (sadly these are not hard to find). You may be able to sell it to them when you're done!
- Seen a cool website recently? Try recreating it yourself (try not to peak at the code too much).

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## Portfolio Best Practices

- Tell people what kind of work you do. When people come to the site they should know what they are looking at!
- Make it easy to get from one project to another (if doing multiple pages). At the bottom of the page there should be a way to get to the next (or other) projects.
- Have your contact info at the bottom of every page.

- Put screenshots first, and then a link to website below that (if there's a live website link... which you don't always have).
- Have large examples (screenshots/videos) so people can see the work really well.
- Start by keeping your portfolio website simple so you can get it finished as soon as possible. You can make it fancier and better later, but you have to get it up!

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## How to Display Web Design

- Screenshot the best looking and most interesting parts of the website.
- Show desktop, tablet, and phone views.
- Consider putting the screenshots into mockups (usually made with Photoshop) that make for a nice presentation. We have some links in our [Web Design Portfolio class reference](#).
- If it's a live website, include a link as "Visit Website".
- For client projects, take lots of screenshots of the webpages as soon as they go live. Once clients start to manage their websites, the quality can sometimes go down so get your screenshots/videos while they are good!

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## How to Screenshot an Entire Webpage

1. In Firefox, go to the webpage.
2. **Ctrl-click** (Mac) or **Right-click** (Windows) on an empty page of the page (not on a link or image) and choose **Take Screenshot**. If that does not work:
  - To the far right of the address bar click the menu button (looks like 3 lines), choose **More Tools**, and choose **Customize toolbar**.
  - Drag the **Screenshot** item to the toolbar.
  - Click **Done**.
  - Click the **Screenshot** button in the toolbar.
3. Click **Save full page** or **Save visible** (or drag over any area to capture that).

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## How to Screenshot a Webpage & the Browser Window

- Mac: Press **Cmd-Shift-4**, then press the **Spacebar**, and click on the window to capture it. (Hold **Option** when clicking on the window if you do NOT want to include the drop shadow.)

- Windows: Hold **Alt** and press the **Print Screen** button to copy the current window. Go to an app (such as Photoshop) and paste it to use the screenshot.

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## Create a Video of Cool Functionality

1. Record your screen as follows:
    - Mac: Hit **Cmd-Shift-5**, then click **Record Entire Screen** or **Record Selected Portion**
    - Windows: [How to Capture Video Clips in Windows 10](#)
  2. Save the video as H.264 using Adobe Media Encoder or [Handbrake](#).
  3. To post the video online:
    - Upload the video to YouTube or Vimeo (you may want to make the video unlisted) and you can embed that into most websites.
    - If coding your own website, use [video.js](#) to embed the video into the webpage.
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# Making A Website (Domain Name & Webhost)

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## Domain Names

- A domain name is your website address, such as [nobledesktop.com](http://nobledesktop.com)
- Most domain names cost about \$9-18 per year.
- They are easiest to get when setting up your web hosting. If you purchase them separately (from a different company than your web host), you'll have to point the domain to the web host. This is a one time setup.
- Some hosting plans include a free domain name, but typically that's only for the first year. After that you'll probably yearly have to pay for the domain name.
- Check to see if a domain name is available at [lookup.icann.org](http://lookup.icann.org)

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## Renewing Your Domain Name

- If your domain name expires and someone else gets it, you'll lose your domain name! (That is unless they are willing to give/sell it back to you, which is doubtful.)
- Set it to auto-renew and make sure you keep a current credit card on file. Add a calendar alert for a week before it expires to make sure credit card is up to date and things are good.
- Do not fall for spam emails, letters, etc. offering to renew. Unscrupulous companies may try to get you to transfer the domain to them and will charge you a lot!
- Renewals for most domain names should cost about \$9-18 per year.

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## Templated Website Builders & Services

If you're a web developer it's expected that you code your own website, so do not use a templated website builder/service like [Adobe Portfolio](#) or [Squarespace](#).

It's OK to use WordPress if you code your own theme.

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## Web Hosting

- Web hosts hold your files and are responsible for the running of the website.
- Web hosting costs about \$8/month and up. You may get a discount for paying yearly rather than monthly.

- Some plans allow you to host multiple websites for one price:
    - You must own the domain name for each site (and pay the yearly fees for them).
    - A business idea is to host websites for your clients and they pay you monthly/yearly. This creates passive income, but you are responsible. Only do if you are ready for the responsibility.
  - Some plans offer free SSL (a secure https website), while others will charge for it. It's good, but not required.
  - Our [Web Design Portfolio class reference](#) has links to popular web hosts and more.
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## Updating Social Media Profiles

- Check the profile images (user icons, header images, etc.) of all your public social media accounts to make sure they are clean, appropriate, professional, and on message for your desired career path.
- Add your website link on all social media platforms.
- Update the description or profile info on all social media platforms.
- Let people know what you're doing. You never know who you know that may need your services.

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## Social Media Content

- Start posting as early as possible so you have a longer history of content relevant to the job you want to get.
- Make sure all your public social media accounts have appropriate content and messaging.
- Delete any posts that don't align with your career goals (or are unprofessional) that could make you look unattractive to a company.
- We've found web designers/developers are mostly on Twitter. Follow web designers you like and share what you're doing on Twitter.

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## We Look Forward to Seeing What You Do!

Please stay in touch with us. Follow Noble Desktop on:

- [Facebook](#)
- [Twitter](#)
- [LinkedIn](#)

Mention us on social media when you do a cool project, or email [hello@nobledesktop.com](mailto:hello@nobledesktop.com)

We love to feature good student projects as inspiration to others, so let us know if you're OK with us sharing your work on our social media accounts, with a shoutout to you of course :)



Update your LinkedIn profile with relevant skills, including keywords employers will search for.

Keep things in mind: [samanthaming.com/blog/tips-to-optimize-your-linkedin-profile-for-developers](https://samanthaming.com/blog/tips-to-optimize-your-linkedin-profile-for-developers)

Go back over old posts and remove any that are not appropriate. LinkedIn is not Facebook, so it's best to avoid politics and personal info. Keep it professional and relevant to your industry.

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## Profile Photo

Be sure to have a high-quality professional profile photo.

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## Education

Not all developers have a degree in this specific field, but having any degree (even if it's unrelated) is still a good thing to show your education level.

Some degrees such as marketing, business, and more could be related and seen as a positive.

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## Licenses & Certifications

List your Noble Desktop certificate. You can do this easily by doing the following:

1. Go to our [classesportal.com](https://classesportal.com) website and log in.
2. Go to the **Certificates** section and click on a certificate.
3. Click the **Add to Profile** button which will take you to your LinkedIn account and pre-fill out all the certificate info. Verify it's all correct and click **Save**.

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## Recommendations (Other People Give You Testimonials)

Reach out to friends, associates, classmates, or anyone you know who can give you a recommendation.

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## Mark Yourself as "Find a New Job"

Watch this video to learn more about this tip: [vm.tiktok.com/ZMeMP38MY](https://vm.tiktok.com/ZMeMP38MY)

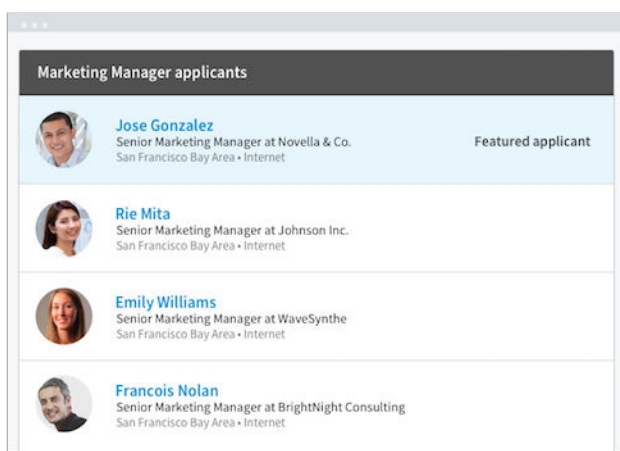
## Alternate Way of Finding a Job on LinkedIn

In addition to applying for jobs, here's another approach you can try to get hired by connecting with recruiters. [vm.tiktok.com/ZMeXAHpUA](https://vm.tiktok.com/ZMeXAHpUA)

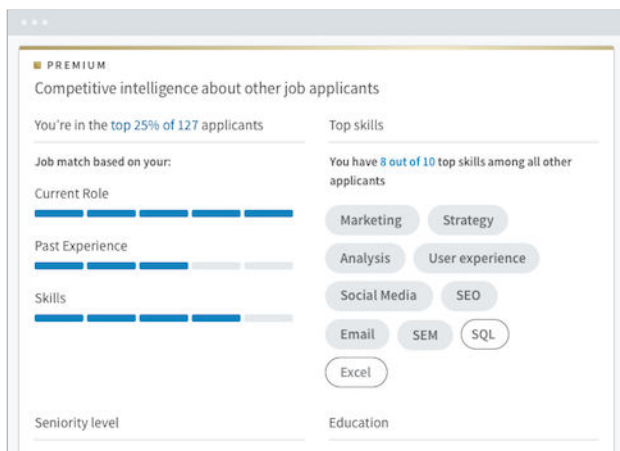
## Why You Should Consider LinkedIn Premium

Especially if you're applying for jobs on LinkedIn, consider paying for the [LinkedIn Premium](#) membership. LinkedIn says the following when featuring 2 benefits we think are useful:

- "As a Premium Career member, you can apply to jobs as a Featured Applicant. Your job application is highlighted, drawing the job poster's attention."



- "Get the inside scoop on how you compare: See how you stack up against other applicants or a company's current employees, based on your LinkedIn profile. Compare education, skills, and more."



Example: Someone we know was moving from NYC to the west coast, and they felt LinkedIn Premium helped them get a job quicker (within a month of starting).

So when you're ready and are serious about applying to jobs, consider this and if you get a job quickly you might not need to pay for premium for very long.

### Other Premium Benefits

You gain access to LinkedIn Learning courses with videos on how to interview, build your resume, and more:

- [Resume Makeover](#)
- [Expert Tips for Answering Common Interview Questions](#)
- [Complex Negotiation Tips](#)
- [Creating Great First Impressions](#)
- [Communicating with Confidence](#)

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### TIP: You May Be Able To Get LinkedIn Learning for Free!

Lynda.com is now LinkedIn Learning. With most library cards you can get free access!

Check with your local library for access (and to get a library card if you don't already have one). In most cases to sign in you go to [lynda.com/signin](https://lynda.com/signin) then click **Sign in with your library card** and follow the prompts.

For example, the New York Public Library offers it free to anyone with their library card. Any person who lives, works, attends school, or pays property taxes in New York State is eligible to receive a New York Public Library card free of charge! To apply for a NYPL card visit [nypl.org/help/library-card](https://nypl.org/help/library-card)

For more details on the free lynda.com for NYPL card holders, go to [tinyurl.com/nypl-flil](https://tinyurl.com/nypl-flil) and to log in click **Connect to database**.

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## Content & Writing

- A link to your website is a must. You can't apply to jobs until you have your own website up.
- For coders (especially back-end developers) if you have a GitHub profile with public activity that looks good, include that in addition to your website.
- Try to keep your resume to 1 page, 2 pages at most
- For job descriptions focus on skills employers are looking for
- Do not include an objective/summary
- Tips on how to write <https://vm.tiktok.com/ZMer2bhxG/>

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## Prior Work Experience

- For previous jobs that are not in the industry you're trying to get a job in, focus on your accomplishments at the company.

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## Formatting

- Keep the layout neat and organized
- Do not overdesign (this is not your portfolio)
- Save as a PDF, unless otherwise instructed.
- You may be required to submit a text-only resume. If so, format it nicely as possible and keep the .txt version updated as you update your other (nicely-formatted) resume.

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## Grammar & Proofreading

- Double and triple-check to make sure you use proper grammar, proper punctuation, and have no typos.
- Be typographically correct:
  - Refer to [nobledesktop.com/typography-rules](https://nobledesktop.com/typography-rules)
  - Use endashes between dates (with no spaces around them)
- If possible, have someone else look over your resume for typos, legibility, and to get their impression.

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### **Applicant Tracking Systems (ATS)**

An Applicant Tracking System (ATS) may be used by some of the companies you'll apply to, especially larger companies.

How to spot an ATS: [vm.tiktok.com/ZMe6nX4kC](https://vm.tiktok.com/ZMe6nX4kC)

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### **Making Your Resume ATS Friendly**

- Include a lot of keywords using the terminology of the job description so you'll get a better match through the ATS.
  - What a resume looks like in an ATS [vm.tiktok.com/ZMe6n461f](https://vm.tiktok.com/ZMe6n461f)
  - Example resumes [vm.tiktok.com/ZMe6n5akf](https://vm.tiktok.com/ZMe6n5akf)
  - Consider using something like [resumeworded.com](https://resumeworded.com) to check your resume against a job posting.
-



## Cover Letters & Emails

Many applicants send mass generic emails when applying to jobs. It shows that they didn't put in a little extra effort, and therefore don't stand out. Try to stand out from all the generic emails!

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### Things to Keep In Mind

- Customize your email or cover letter so it shows that you read the job description and think you're an appropriate candidate. Highlight a key qualification you have that matches you to the job description.
- Don't be cocky and tell them you're the perfect candidate, because you don't really know what the job involves. You can come across as arrogant. Point out key things they are looking for, so they can see you're a good fit.
- Don't make it too long. Whoever is reviewing likely has MANY resumes to look at!

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### Cover Letter Template

[vm.tiktok.com/ZMe6nm6rm](https://vm.tiktok.com/ZMe6nm6rm)

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## Average Salaries

Here are some websites where you can see average ranges for the type of job you're interested in (in the area you will be working):

- [glassdoor.com/salaries](https://www.glassdoor.com/salaries)
  - [indeed.com/career/salaries](https://www.indeed.com/career/salaries)
  - [linkedin.com/salary](https://www.linkedin.com/salary)
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## Pricing & Contracts

The [Graphic Artists Guild Handbook: Pricing & Ethical Guidelines](#) contains pricing guidelines, sample contracts, and lots of info regarding the business side of the creative and digital industry.

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## Check Out Our Other Workbooks

Web Development Level 1 & 2

JavaScript & jQuery

Flexbox, Grid, & Bootstrap

WordPress

PHP & MySQL

HTML Email

Photoshop for Web & UI

Photoshop Animated GIFs

Sketch

Adobe XD

Adobe After Effects

Adobe InDesign

Adobe Illustrator

Adobe Photoshop

Adobe Lightroom

and more...

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**[nobledesktop.com/books](http://nobledesktop.com/books)**