Learning Contract

Originally, when I applied to study Digital Media, I was not completely sure what I would like to do in the future. At first, I planned to bind my professional future with online, social media-centred, marketing. I suppose the idea was driven by the rising popularity of e-marketing, but also thought of it being a ‘cool’ job to get into. My initial occupancy idea began to change already during my foundation year, where I discovered my interests in databases and web development. This was a game-changer. I realised my skills in logical thinking, as well as solving problems and making people’s life easier with my solutions gives me satisfaction.

As I progressed with my studies and discovered different possibilities in the industry, I found myself connecting particularly closer to user experience and interface design. The design process allows me to make my solutions not only functional but also visually outstanding and engaging. I constantly look for various real-life work experiences as an intern and a freelancer, and every opportunity I have taken on so far helped me to understand how things work in the industry and contributed towards my personal growth. I am now a user experience and interface designer, and this is the main path I want to follow and progress in the following years. Going forward from where I am now, I want to improve my research and graphic design skills, including the ability to deliver high-standard illustrations and assets. I want my designs to be fresh, yet simple and minimalistic, and I want to be able to deliver these ’non-traditional solutions’ that create a unique user experience. The ability to program the front-end of my projects is also important for me, but at the moment it is an addition to my skill set and not the priority.

My first goal is to get myself in the position to work in or with an independent studio, where I could be working with multiple clients on new, interesting projects. I want to be in the workplace where I enjoy doing what I do, and working is a pleasure and not a responsibility. At some point in my life, I would also like to build my own studio of creative individuals, but I believe, I should focus on one goal at a time.

To be able to reach my set goal, most of all, I need to practice and work hard on various projects, even it if means redesigning already existing solutions. I will aim to establish my personal style and work on an impressive way to present my projects to the audience and fellow workers. Remember: focus on quality, not quantity. It is also important to keep on educating myself, researching new possibilities, and staying on top of trends in the digital media world: “To be an expert, you need to remind a student”. It's tough being a designer as your work is constantly critiqued, so it's easy to take it personally. This is why having thick skin and confidence in your own decisions and abilities helps a lot. I need to start believing in myself more because I am awesome and there is yet a lot to come my way!