1.
Social media can be a great way to connect with potential employers, learn about new concepts and ideas, and network with other UX designers. For now, you'll focus on one of the most important social media sites for networking and boosting your job search: LinkedIn⬈.
LinkedIn is a professional networking site where you can connect with people you know, learn about companies, read about interesting ideas, and post your own content. You can use your LinkedIn profile to showcase your personal brand and industry goals. In short, LinkedIn is your online resume, where like-minded professional contacts can find you.
In this activity, you'll explore:

How other UX designers set up their LinkedIn profiles

How you should set up your own LinkedIn profile

Best practices for building your online presence on LinkedIn

Why you should update your portfolio to include links to your LinkedIn profile

By the end of this activity, you'll recognize the characteristics of a good UX designer LinkedIn profile and how to set up your own.
Note: If you cannot connect to LinkedIn in your country, you may need to use a VPN or skip this activity.

Step-by-step instructions

Follow the steps below to create or update your LinkedIn profile.

Step 1: Access the template

To use the template for this course item, click the link below and select "Use Template."

Link to template: LinkedIn comparison template⬈

OR

If you don't have a Google account, you can download the template directly from the attachment below.

📎 Google UX Design Certificate - Linkedin UX Portfolio Comparison [Template]
DOCX File

Step 2: Explore other UX designers' profiles on LinkedIn
Find inspiration in how other UX Designers set up their own LinkedIn profiles. You can start by going to LinkedIn⬈ and typing "UX Designer" into the search bar. You can also check out some of these Google UX designers' profiles:
Shabnam Kashani's profile⬈

Nicolas Pellegrino's profile⬈

Tongfang Sun's profile⬈

Kartik Rao's profile⬈

Select three profiles to review. To make notes about each profile that will help you fill out your own profile later, use this template.
Link to template: ⬈LinkedIn comparison template⬈

Be sure to put the profile URLs in the top row of the template, and your answers to the questions about each profile in the columns. Your answers can be as long or short as you like. After you complete steps 2-6, review your filled-in template to see if you included the most important elements in your profile.
Step 3: Sign up for your own LinkedIn profile
First, go to the LinkedIn⬈ home page and create an account. For more detailed instructions on how to create a profile, check out this article: Signing Up to Join LinkedIn⬈.

Step 4: Add a headshot

Using a professional profile picture is one way to seem credible and serious. According to LinkedIn's data, users with a profile photo on LinkedIn can get up to 21 times more profile views ↗ than members without a photo. You don't need to go to a professional photographer to create a professional headshot. You can take one with a smartphone or personal camera, but make sure that your headshot:

Is a high-resolution photo

Is shot in portrait orientation, rather than landscape

Has a non-distracting background

Shows you from the chest-up

Is well-lit

Features you looking at the camera, with your face as the photo's focus

Step 5: Write a clear and concise headline

Your LinkedIn headline is the first thing that appears under your name and photo on your profile. It should clearly and concisely describe who you are and your skillset in UX. If you are just starting out as a student in UX or are making a career transition, you can start your headline with "UX designer in training" and follow it up with the expertise you'd like to highlight. For example, it's a good idea to mention your creativity and organizational skills.

Step 6: Fill in your "about section"

After you've selected a good headshot and written a headline, you'll fill out your About section ↗. This is where you list your job history or other professional experiences, along with descriptions of your role at each organization. Until you're further along in your UX design career, it's okay to simply list the places you've worked at and your job title. When you're ready to start the job search, you can fill in more details about your work experience.

Step 7: Connect with others on LinkedIn

Once your profile is filled out, you're ready to connect with other people! To add a connection, click the *Connect* button at the top of the person's profile. This will send a note to the person that says, "I'd like to add you to my professional network on LinkedIn."

If you're sending a LinkedIn message to someone you know, remind them how you know them and explain why you're reaching out. If you like, use this template for your message:

Hi [connection's name],

It's good to see you on LinkedIn. [It's a good idea to then explain your relationship to the person here—whether you went to middle school together, are part of the same religious community, or know each other in another way.]

I'm starting my career as a UX designer, and I really like your company's work. [It's a good idea to reference specific projects the company's done that you like, and why.]

I want to learn more about your role at [company name], and I was wondering if I could talk with you at some point?

Sincerely,

[Your Name]

Once they accept, you'll get a LinkedIn notification that you two are connected!

If you want to work at a specific company, you can also consider connecting with employees at that company.

A good way to reach out to those people is to browse the LinkedIn profiles of people associated with the company to find out if you know anyone who currently works there or worked there in the past. If you don't know anyone at the company, that's okay too. You can still send a message asking if they'd be willing to have a 15-minute conversation about the day-to-day tasks at their job and how they like working at the company.

If you like, use the following template when sending a LinkedIn request to a person you don't know:

Hi [connection's name],

My name is [your name.] I'm a UX designer in training, and I really like your company's work. [It's a good idea to reference specific projects the company's done that you like, and why.]

I want to learn more about your role at [company name], and I was wondering if I could talk with you at some point?

Sincerely,

[Your Name]

To make more connections, you can also join a LinkedIn Group⬀. These are groups of people in a particular industry, or who share a specific interest. There are dozens of groups already dedicated to UX design, so join one or two that interest you. Get involved in the group conversation, then feel free to connect with folks in the group and start networking.