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Activity introduction

Your personal brand is an essential way to demonstrate your unique value as a designer. When working as a UX designer, your personal brand gives others a sense of the designer behind your designs. You want to build a personal brand that showcases the type of work you want to do and your unique abilities for doing that work. Don't worry, you don't need to have your personal brand all figured out just yet! We just want to get you started on developing your brand, so you can refine it as you discover more about yourself as a UX designer.



Step-by-step instructions

Follow the steps below to begin building your brand.


Step 1: Access the template

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

Link to template: [personal branding template](#)^[↗].

OR

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

 [Google UX Design Certificate - Personal Branding.\[Template\]](#)
[DOCX File](#)

Step 2: Answer the questions in the template

Answer the questions in the template. As you do so, you should begin to reflect on the ways your personality, unique skills, and values as a designer intersect with your public persona.

An effective way to present your brand is in the form of a personal statement—a one or two-sentence phrase that describes what you do and what you stand for. This template will help you focus on your personal brand statement. A personal statement is a great way to introduce yourself as a designer and can help you stand out from others. Think of your personal statement as your tagline or slogan and keep it one or two sentences in length. Your personal statement communicates your brand and can be an important element in your portfolio.

Step 3: Reflect

Once you have completed the worksheet, reflect on what you learned about yourself. How might you incorporate some of these insights into your personal statement?

Step 4: Draft your personal brand statement

Your brand should be consistent everywhere you have a professional presence. For example, on your social media accounts, profiles on professional networking communities, your resume, and your business cards. In fact, one advantage of a good personal statement is that it usually can fit on a business card! We'll help you set up accounts using platforms like LinkedIn and Behance later, so don't worry if these aren't ready yet. But you can start by adding your brand statement to your portfolio website.

Step 5: Telling your "About Me" story

Your personal statement often captures only a part of the story behind your brand which is why another important element of your portfolio website will be your About Me page. After all, your brand is about you.

Your Personal Brand Template provided you with some good material for drafting an About Me page for your portfolio. You likely came up with several ideas for the statement when you described yourself in a way that expresses your brand. Use your template

answers to create a fuller description of your brand that you can write into your About Me page. Your personal statement would be a great way to begin your About Me story! For inspiration, explore an example of an About Me page from the portfolio of a UX designer at Google provided below:

www.shabnamkashani.com/kashani-about^[↗]

Assignment:

Draft your About Me page for your web portfolio on a new blank document.

When writing your About Me page:

Consider your audience: What do you think your potential employers and recruiters want to know about you?

What are you hoping for them to learn about you?

Here are some things you might include:

What kind of work do you do?

What you're passionate about, or things you value

What kind of work culture are you seeking?

Where you work currently, and if your job is in a related field

What types of teams have you worked on in the past? (remote, in-person, freelance)

Your credentials, like this certificate and any additional education

Any notable projects, clients, or awards

Your contact information, including your email address, links to your profiles on professional networking sites

A picture or two of yourself that captures and communicates your personal brand

As you go through this program you'll be developing projects that you can include in your portfolio. Throughout your portfolio, let your designs tell the story and provide evidence of your talent.

Step 6: Choosing fonts and a color scheme

For those creatives out there, choosing what fonts to use and determining a color scheme can be an especially fun part of the portfolio design process! Fonts and colors affect the look and feel of your portfolio website and have a strong influence on your user's experience.

Here are some guidelines to follow:

Choose fonts and colors that are aligned with your personal brand.

Stick with no more than two fonts.

Select a small set of colors. To start, choose one or two primary colors and a couple of accent colors.

Make sure you apply the same color scheme and fonts to all of your online profiles and your resume in addition to your portfolio. This will help you maintain consistency in your personal brand. Remember, you can always update your choices in the future.