

1. Fill in the blank: A _____ is a one- or two-sentence phrase that describes what you do and what you stand for.

0 / 1 point

- ☐ personal statement
- ☒ tagline
- ☐ personal brand

⊗ Incorrect
Taglines are typically short phrases. A personal statement is a one- or two-sentence phrase that describes what you do and what you stand for.

2. How can your presence in online design communities help you gain exposure to UX design? Select all that apply.

- ☒ You can engage with other UX designers by liking or commenting on their community posts.
- ⊙ Correct
Liking and commenting on projects by other UX designers is a great way to connect with UX designers outside of your network. You can also post your designs and receive feedback from other experienced professionals.
- ☒ You can post your designs and receive feedback from experienced UX designers.
- ⊙ Correct
Posting your designs is a great way to demonstrate your skills. You can also engage with other UX designers by liking or commenting on their posts.
- ☒ You can follow the profiles of non-UX design professionals.
- ⊗ This should not be selected
Participating in UX-based online communities connects you to professionals in the UX industry. You can follow them and find design inspiration.

3. Why do recruiters check your social media profiles when considering you for a job? Select all that apply.

0.5 / 1 point

- ☒ To learn about your interests outside of work
- ⊙ Correct
Recruiters check personal social media profiles to see if you'd be a good fit for the company. They also use professional networking sites to confirm your work and educational background.
- ☒ To test your knowledge of UX design
- ⊗ This should not be selected

You demonstrate your knowledge of UX design in your portfolio. Recruiters check your social media profiles in order to learn about your interests outside of work, and confirm your work and educational background.

☒ To assess if you have a strong professional network

☐ This should not be selected
Recruiters ultimately want to determine how well you'd fit with a company or project, so they would not assess the strength of your professional network. They check your social media profiles in order to learn about your interests outside of work, and confirm your work and educational background.

☒ To confirm your work and educational background

☒ Correct
Recruiters view profiles on professional networking sites like LinkedIn to confirm your education and work experience, and learn about your interests outside of work.