**List of Employers**

Stray Dog Branding (http://straydogbranding.com)

Basic Agency (http://www.basicagency.com)

Ion Design (http://www.iondesign.ca)

**Potential Job Posting**

* Visual Designer at Basic Agency (http://www.basicagency.com/careers (Links to an external site.))– thinking, sketching, designing, user flows, IA documentation, wireframes, presentation decks
* UX and Graphic Designer at Ion Design (http://www.iondesign.ca/2014/03/03/employment-internship.php (Links to an external site.)) - people who have a passion for design, typography and user experience

**One job description for a position that interests you:**

*Visual Designer at Basic Agency*

* Skills required: graphic design (Illustrator, Photoshop), digital design workflow (brainstorming, sketching, wireframing, prototyping, IA mapping, presentation design), web design (HTML, CSS, web tricks)
* Qualifications: 2+ years design work in professional setting
* How does the employer describe themselves?: Team focus (we, our), doing great work, mix of digital design and brand strategy, focus on engaging the consumer (creating brands that people love), collaborative (working within a team, working with the customer)
* What interests me the most: skills and expertise that align with mine (branding and digital design), collaborative workflow with teammates and customers, desire for excellence, focus on multidisciplinary design

**Brand Outline**

Who is your audience?

* Brand agencies – people in the field of graphic design, UX design, and web design who use their skills to tell stories about people and companies
* Could also be individual clients looking for a rebrand

What do they need to know in visiting your site?

* They need to see my work and my skills, which I believe resonate well with branding agencies. They need to know that I can learn new skills quickly and that I’m well-suited to the work that they already do (e.g. I already have professional experience in branding and graphic design)

Where and how might they access that content?

* In my work, on specific project pages (showcasing the skills I used to build them), in my profile/about me page (where I focus on my keywords and fundamental skillset) and through the design of the website, which should showcase my web design, UX, and graphic design abilities and sensibilities

What could uniquely identify your brand to them?

* Branding myself as teachable and resourceful – that I’m not done learning, that part of what makes me unique as a designer is the ability to be humble, know when I don’t know something, and quickly learn that thing

I’m a branding and graphic designer who focus on great user experiences.

I’m reliable, user-centered, and approachable. I do great work because I work **with** my clients, not just for them. I’m actively involved in learning more about who they are and who they’re serving, so that I can create great experiences and brands that resonate with who they are and who they want to serve.