YOUR CREATIVE CAREER START-UP MANUAL

Gone are the days when creatives had to rely on face-to-face meetings or chance encounters to be discovered. Today, you can instantly reach millions of creative minds, potential clients, and talent seekers by showcasing your work online.
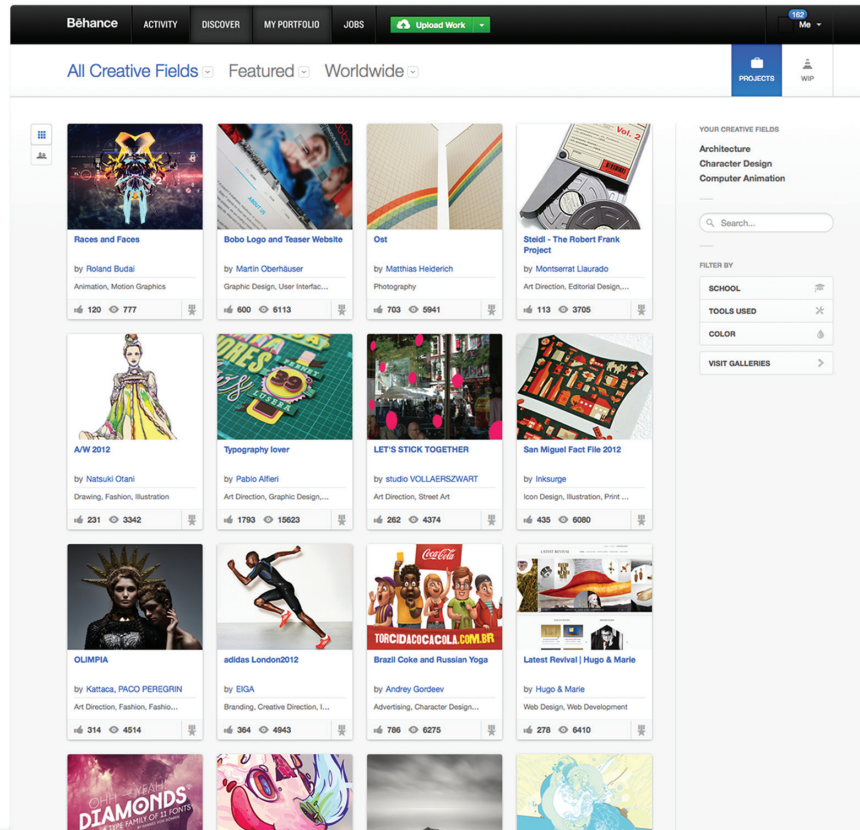
WHY WAIT TO LAUNCH YOUR CREATIVE CAREER?
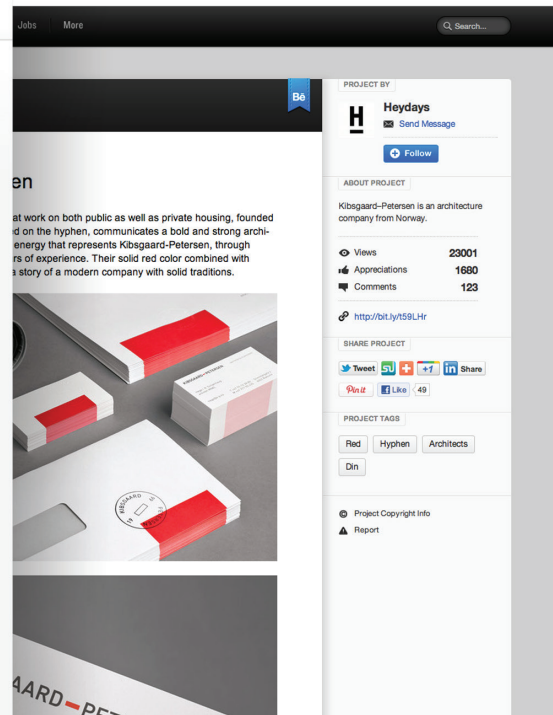# BEHANCE IS HERE TO HELP.

WHAT IS BEHANCE?

Behance is the leading online platform to showcase and discover creative work. Creatives from across all industries use Behance to gain exposure, attribution, and opportunity.
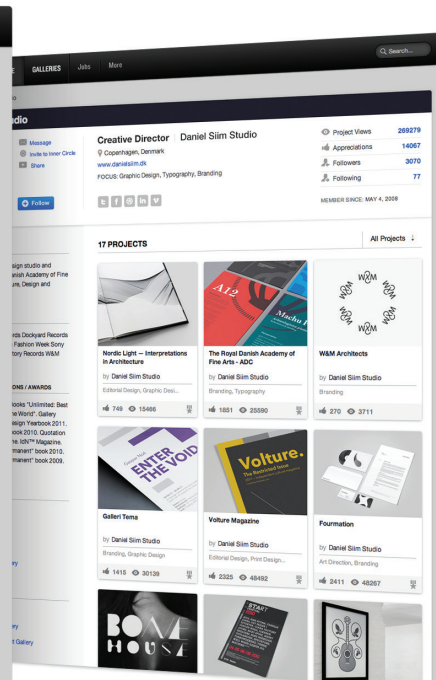—
Our mission?
To empower the creative world to make ideas happen.

BEHANCE GALLERY PAGE

PROJECTS PAGE

PROFILE PAGE

→ 15 times the traffic of all other leading portfolio sites combined

→ Behance membership is **FREE!**

Display any kind of creative work (unlimited images, text, audio, video, and embeds)

Easily promote your work on Facebook, Twitter and LinkedIn

Follow & discover new creatives from around the world

UI+UX / Graphic Design / Illustration / Fashion / Branding / Industrial Design / Interaction Design / Sound Design Photography / Automotive Design / Architecture / Advertising / Character Design / Interior Design / Fine Arts / Art Direction / Textile Design / Typography / Painting / Editorial Design / Fashion Styling / Animation / Film & more...

Sagmeister & Walsh

Donn Koh

Levi van Veluw

Rodrigo Aguade

Nielly Francoise

ACRE

MNML

Brendan Savage

Anagrama
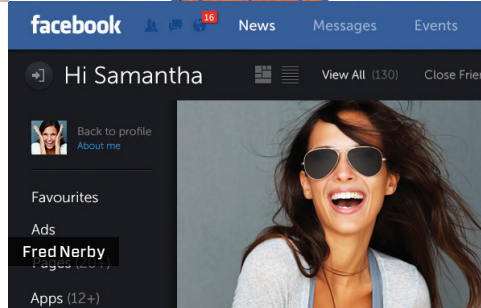

Crtomir Just

Michael Doret

FIGURA

d.kele

David Schultz

Fred Nerby

Alexis Marcou

Martin Oberhäuser

Henry De Leon

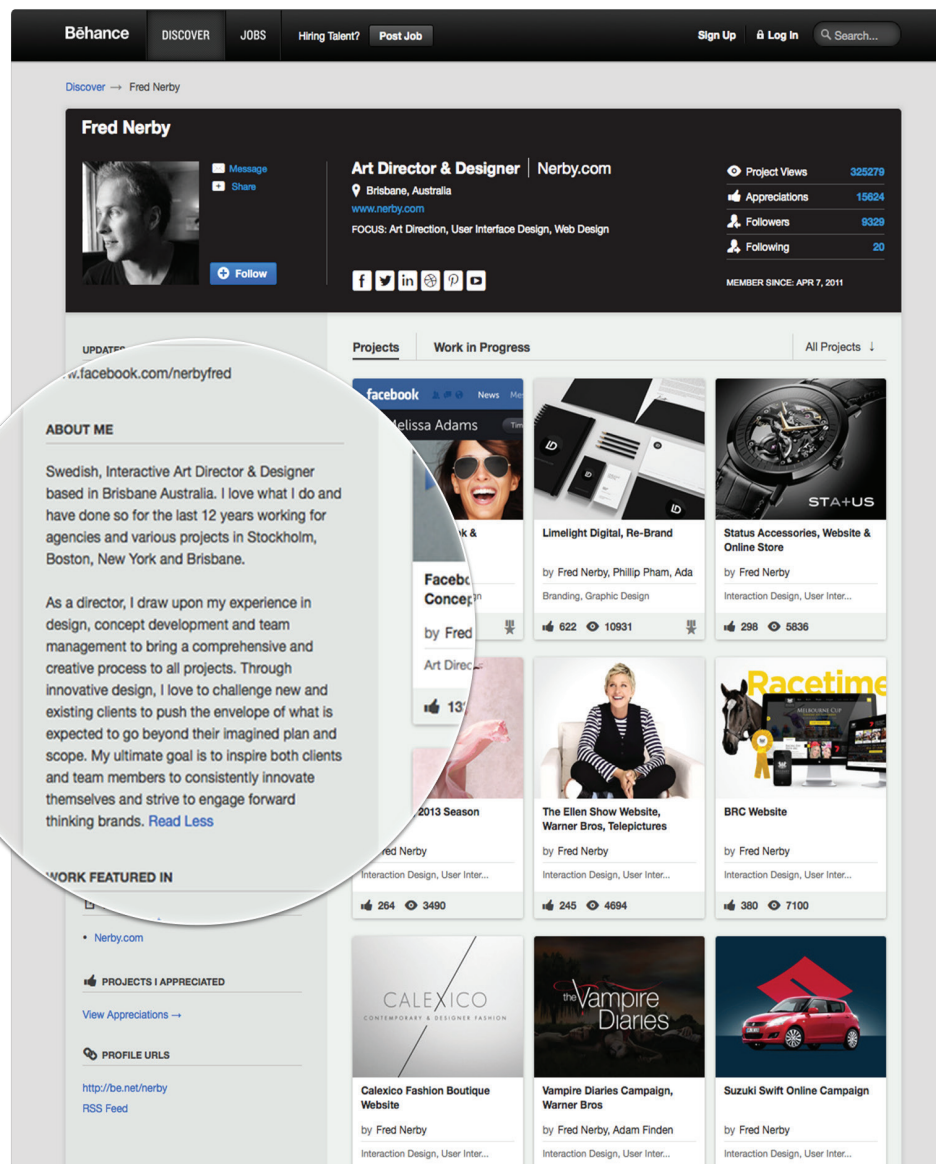Creative Affairs

HeyDays

5 TIPS ON:
HOW TO MAKE YOUR PORTFOLIO A SUCCESS

TELL YOUR STORY

—

Including a bio in your portfolio is a great way to share your backstory and creative vision.

Share a point of view
Think about why you got into your field in the first place, channel that passion and excitement, and include it in your bio.

Answer the questions:
Who am I? How can I help you? How did I get here? Why can you trust me? What do we share in common?

Be approachable.
Sharing your sources for inspiration, latest obsessions or hobbies will make you more relatable.

EDIT YOUR WORK

—

Your portfolio is only as good as your weakest project. Spend time crafting the images and descriptions, and curate your work carefully.

—

Respect your work by making sure that all of your assets are of the highest possible quality. You want them to be crisp, clear, and professional.

BLURRY

SHARP

HELPFUL HINTS

Stay relevant
Only show the type of work you want to keep creating (i.e. don't show illustration work if you're hoping to get hired as a photographer).

Be professional
Use high quality images and be sure to proofread your project descriptions.
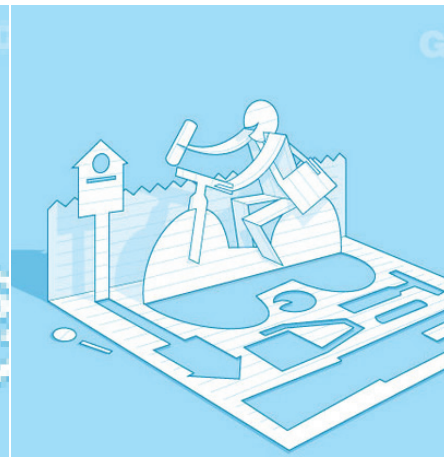
Choose quality over quantity
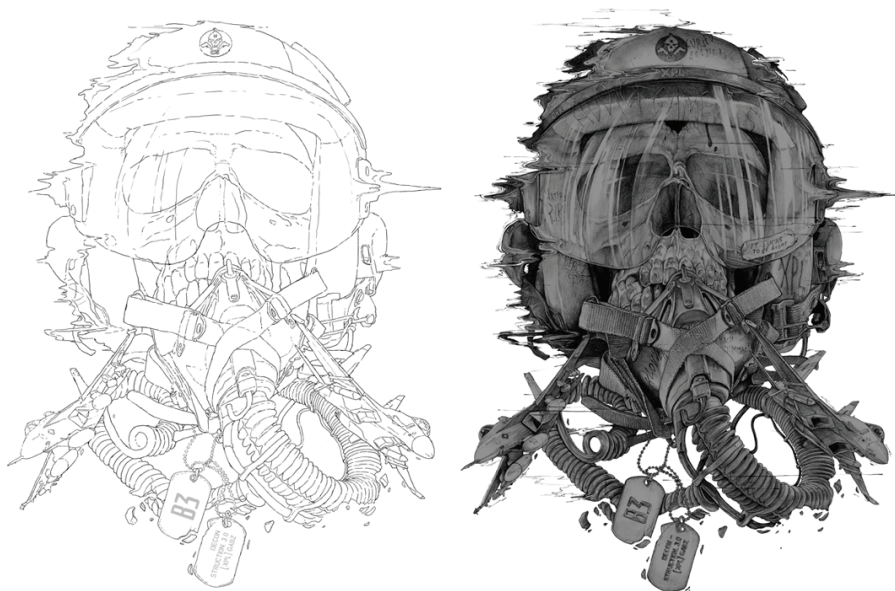It's better to show 3 amazing projects versus 10 mediocre projects.

TIP 3:

SHARE YOUR PROCESS

—

Hiring managers and prospective clients don't just want to see your work, they also want to see *how* you work—include the nitty-gritty of your process alongside your finished work.

Grzegorz Domaradzki includes the step-by-step process and detail shots to show the evolution of his project.

FINISHED PIECE

TIP 4:

CREATE A POLISHED PROFILE PAGE

You only get one chance to make a first impression. Spend time on your profile page, ensuring it's professional, up-to-date and easy to navigate.

PROJECT COVER EXAMPLES:

SMARTAS Luxury Bath Tissue

by Anagrama

Branding, Graphic Design

1162   18835

Salvatierra

by Anagrama

Branding, Graphic Design

682   6625

Doce Ceilos

by Anagrama

Branding, Graphic Design

1350   21717
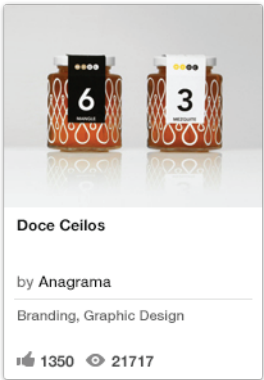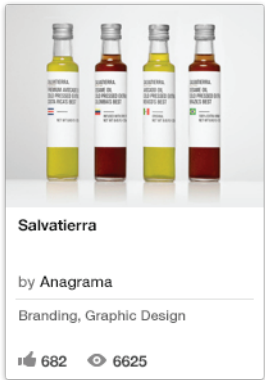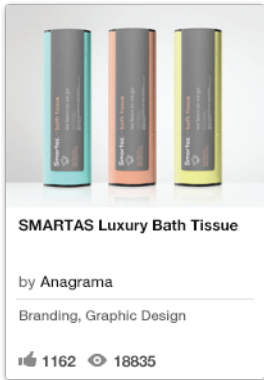
Anagrama consistently shows full shots of their finished products with a grey background in each cover.
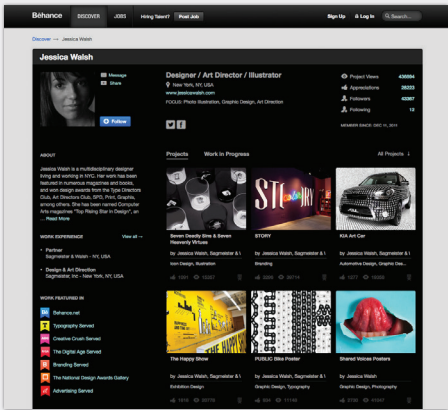
CUSTOMIZED PROFILE EXAMPLES:
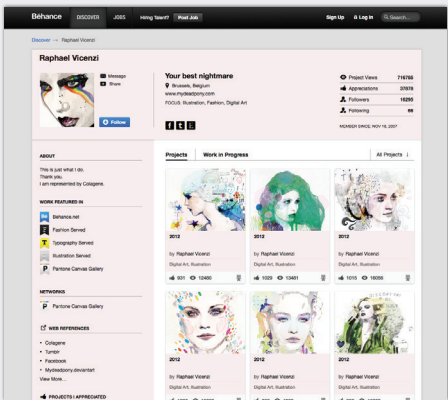
Raphael Vienai - Tonal pinks to match her illustrations
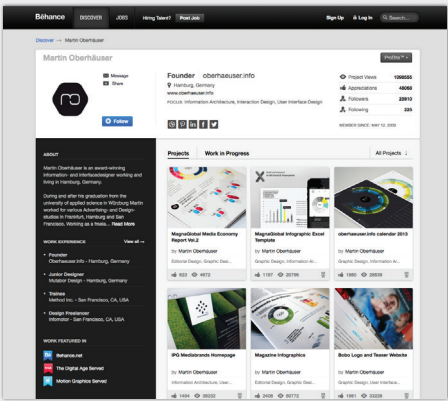
Martin Obenhauser - Contrasting and bold side panel

Jessica Walsh - Black color scheme

STAY CONNECTED & GAIN EXPOSURE

—

Selling your services doesn't end with your portfolio. In order to be discovered, you need to connect and engage with other creatives, too.

Raewyn Brandon
Focus: Graphic Design, Branding

FOLLOWERS
02 381

PROJECT VIEWS
65 746

PROJECT APPRECIATIONS
12 732

"I first received a call from Facebook in 2009, having just posted my 'Facebook Facelift' project to Behance. Three years later, I was sitting in their Menlo Park office, interviewing for a position. They hadn't forgotten about that project."

BARTON SMITH

"I was offered a permanent position at a design studio in Goa after they spotted some of my work on Behance!"

DAMAYANTI CHAKRAVARTY

"Danone Worldwide saw my drawings in my portfolio, and offered me a chance to develop a character for them. Without Behance, I would never have come near this kind of job."

JORN NIELSON

"After our project for Exit Festival was featured on Behance, we were showcased on hundreds of blogs in just one month, and of course after that, lots of new people (including art directors and companies) started to contact us."

D-BEND STUDIO

"Two publishing companies found my package designs on Behance & my work got featured in two books! My jewelry packaging was featured by Behance, so I got a lot of other features on some important blogs!"
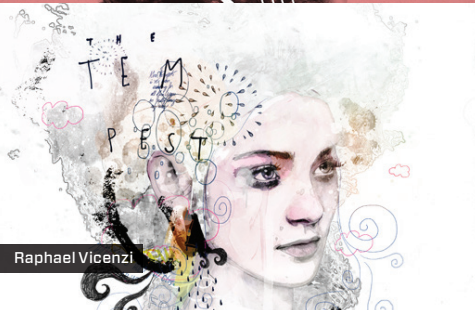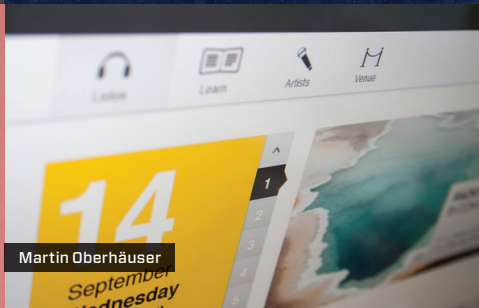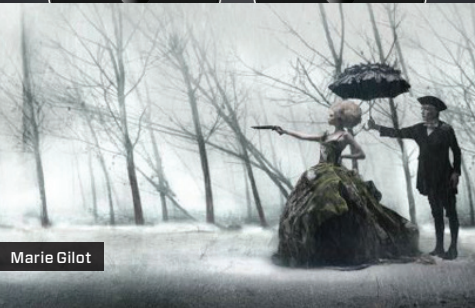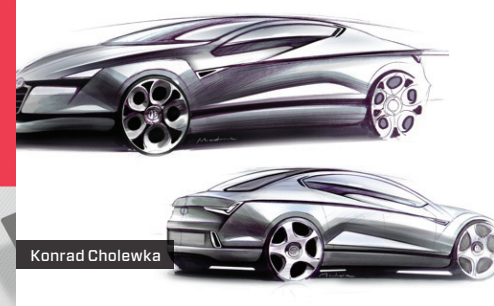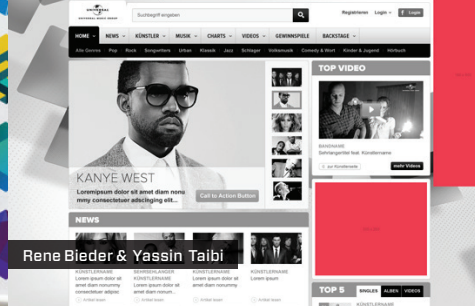
GERLINDE GRUBER

"I've gotten job offers from two interactive agencies in my country (Poland). When I've asked them how they found me, it was always on Behance!"

MICHAL GARSKI

"Oakley saw my work on Behance and has given me a $30k commission to shoot 11 of their stores across the US! Without Behance, I would never have been commissioned."

ADRIAN WILSON

Adam Jesberger

Jason Little

Rene Bieder & Yassin Taibi

Konrad Cholewka

Marie Gilot

Konstantin Shalev

Alexis Marcou

Sagmeister & Walsh

Liraat Visuals

BDM Design

Ben Cline

Byron Cunningham

Oh Yeah Studio

Martin Oberhäuser

Studio Newwork

Andrea Parikh

Raphael Vicenzi

Oscar Ramos

Akos Major

MNML

CON
TACT
&
RES
OUR
CES

—

If opportunity doesn't knock, build a door.

— MILTON BERLE