

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.

The Behance Gallery Page displays a grid of creative projects. Each project card includes a thumbnail, the title, the creator's name, a brief description, and engagement metrics like views, appreciations, and comments. The categories shown include Animation, Motion Graphics, Drawing, Fashion, Illustration, Art Direction, Graphic Design, Photography, and Web Development.

BEHANCE GALLERY PAGE

The Behance Projects Page shows a detailed view of a project by 'Heydays'. It includes the project title, description, stats (Views: 23001, Appreciations: 1680, Comments: 123), social sharing options, and a preview of the work, which appears to be a branding or packaging design featuring red and white elements.

PROJECTS PAGE

The Behance Profile Page displays a user's portfolio, including their bio, stats (Project Views: 269279, Appreciations: 14067, Followers: 3070), and a list of recent projects. The user, 'Daniel Slim Studio', has 17 projects listed, each with a thumbnail and basic details. The page also shows a 'GALLERIES' section with a grid of creative works.

PROFILE PAGE

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

→ Behance membership is **FREE!**

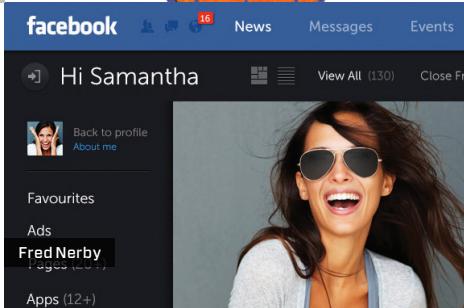
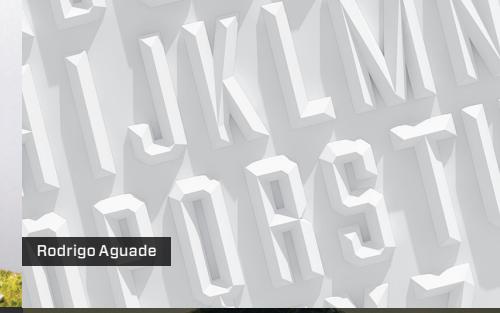
Display any kind of creative work (unlimited images, text, audio, video, and embeds)

Easily promote your work on Facebook, Twitter and LinkedIn

Follow & discover new creatives from around the world

**MILLIONS OF CREATIVES FROM ALL
OVER THE WORLD DISPLAY THEIR
WORK ON BEHANCE IN CREATIVE
FIELDS LIKE:**

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...



HOW TO MAKE YOUR PORTFOLIO A SUCCESS

5 TIPS ON:

TIP 1:

TELL YOUR STORY

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



Bēhance

Discover

JOBS

Hiring Talent?

Post Job

Sign Up

Log In

Search...

Discover → Fred Nerby

Fred Nerby



Message

Share

+ Follow

Art Director & Designer | Nerby.com

Brisbane, Australia

www.nerby.com

FOCUS: Art Direction, User Interface Design, Web Design

Project Views 325279

Appreciations 15624

Followers 9329

Following 20

MEMBER SINCE: APR 7, 2011

UPDATES

w.facebook.com/nerbyfred

ABOUT ME

Swedish, Interactive Art Director & Designer based in Brisbane Australia. I love what I do and have done so for the last 12 years working for agencies and various projects in Stockholm, Boston, New York and Brisbane.

As a director, I draw upon my experience in design, concept development and team management to bring a comprehensive and creative process to all projects. Through innovative design, I love to challenge new and existing clients to push the envelope of what is expected to go beyond their imagined plan and scope. My ultimate goal is to inspire both clients and team members to consistently innovate themselves and strive to engage forward thinking brands. [Read Less](#)

WORK FEATURED IN

Nerby.com

CALEXICO

CALEXICO CONTEMPORARY & DESIGNER FASHION

Calexico Fashion Boutique Website

by Fred Nerby

Interaction Design, User Inter...

264 3490

Vampire Diaries

the Vampire Diaries

Vampire Diaries Campaign, Warner Bros

by Fred Nerby, Adam Finden

Interaction Design, User Inter...

380 7100

Suzuki Swift Online Campaign

Red Suzuki Swift

Suzuki Swift Online Campaign

by Fred Nerby

Interaction Design, User Inter...

Projects Work in Progress All Projects ↗

facebook

Melissa Adams

Lilimight Digital, Re-Brand

by Fred Nerby, Phillip Pham, Ada...

Branding, Graphic Design

622 10931

STA+US

Status Accessories, Website & Online Store

by Fred Nerby

Interaction Design, User Inter...

298 5536

The Ellen Show Website, Warner Bros, Telepictures

by Fred Nerby

Interaction Design, User Inter...

245 4694

Racetime

BRC Website

by Fred Nerby

Interaction Design, User Inter...

380 7100

HELPFUL HINTS

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.

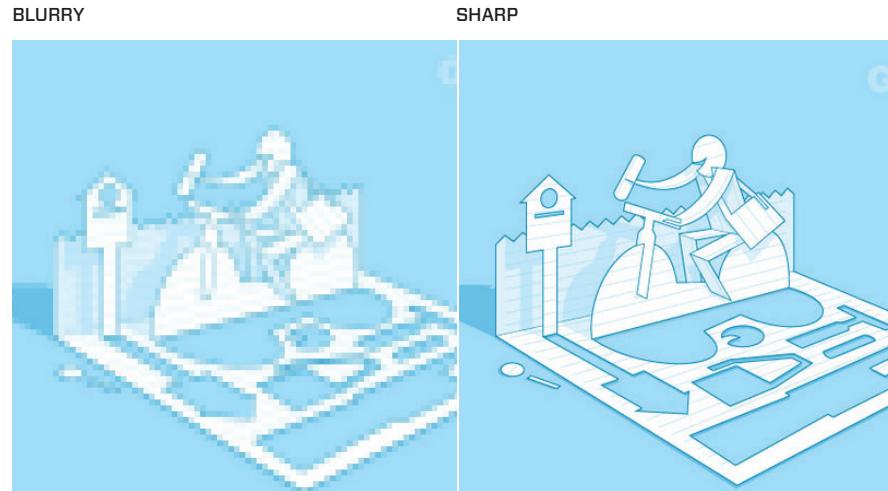
TIP 2:

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.



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.

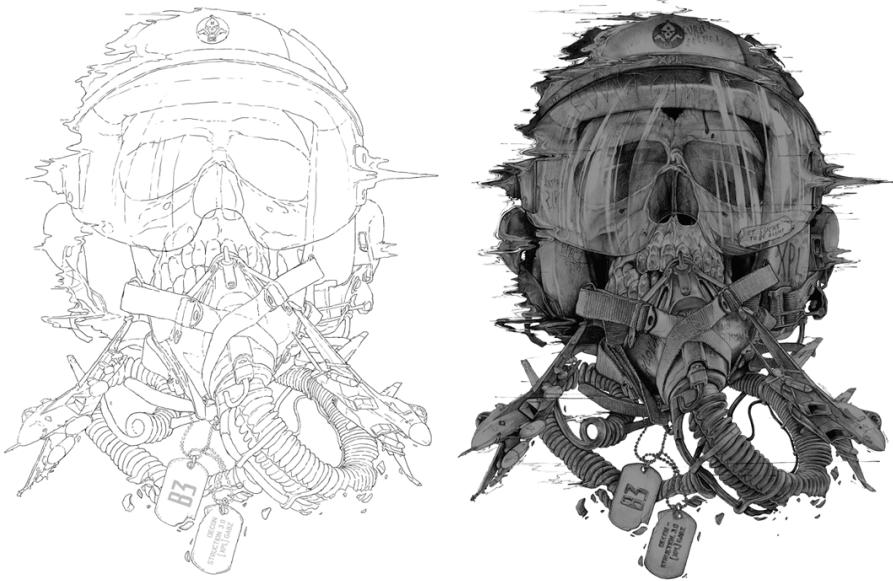
Choose quality over quantity

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.

DETAIL SHOTS



FINISHED PIECE

DICE
BATTLEFIELD 3™
EA



HELPFUL HINTS

Share your process

Share the rough sketches, iterations, mood boards and mockups that led to your finished piece.

Define your role

For example, if you include a website in your portfolio, specify whether you worked on the graphics or coded the front end by adding a description or captions to accompany your work.

Make it exciting

Keep your viewers engaged by ensuring that each photo, video or sketch is visually interesting.

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 likes, 18835 views

Salvatierra
by Anagrama
Branding, Graphic Design
682 likes, 6625 views

Doce Ceilos
by Anagrama
Branding, Graphic Design
1350 likes, 21717 views

Anagrama consistently shows full shots of their finished products with a grey background in each cover.

CUSTOMIZED PROFILE EXAMPLES:

Raphael Vienzi - Tonal pinks to match her illustrations

Martin Obenhauser - Contrasting and bold side panel

Jessica Walsh - Black color scheme

HELPFUL HINTS

Create strong cover images
Select project covers (thumbnail images) that are compelling enough to make visitors click through to the whole project.

Use a professional profile photo

Whether you use a portrait or a logo, your profile picture should be professional (i.e. the photo you use on your Facebook profile might not work for your professional portfolio).

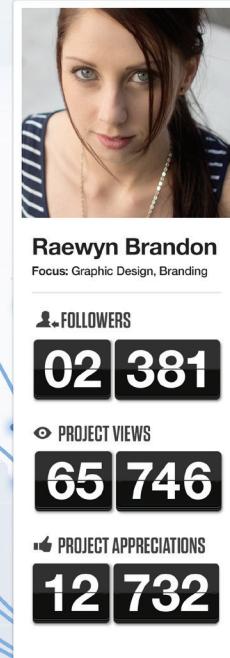
Keep it fresh

Each time you complete a new project or add a new client to your roster, you should add it to your page.

TIP 5:

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.



HELPFUL HINTS

Connect & engage

Connect with creatives you admire by appreciating and commenting on their work.

Cross promote

Sharing your projects on other platforms like Twitter, Facebook, and LinkedIn will help build your following. Behance syncs easily with all of these networks.

Invite feedback

Sharing works-in-progress and asking visitors what they think are great ways to prompt engagement with your work.

“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!”

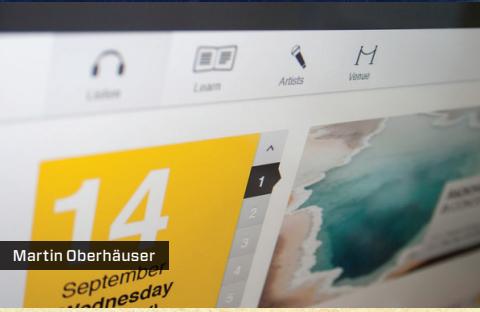
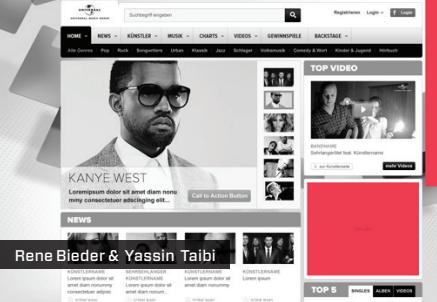
GERLINDE GRUBER

“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



CONTACT & RESOURCES

TWITTER

@Behance

FACEBOOK

facebook.com/Behance

QUESTIONS?

behance.net/faq

NEED HELP?

behancenetwork.zendesk.com

BEHANCE BLOG

blog.behance.net

**If opportunity
doesn't knock,
build a door.**

— MILTON BERLE