

# *My Personal Brand*

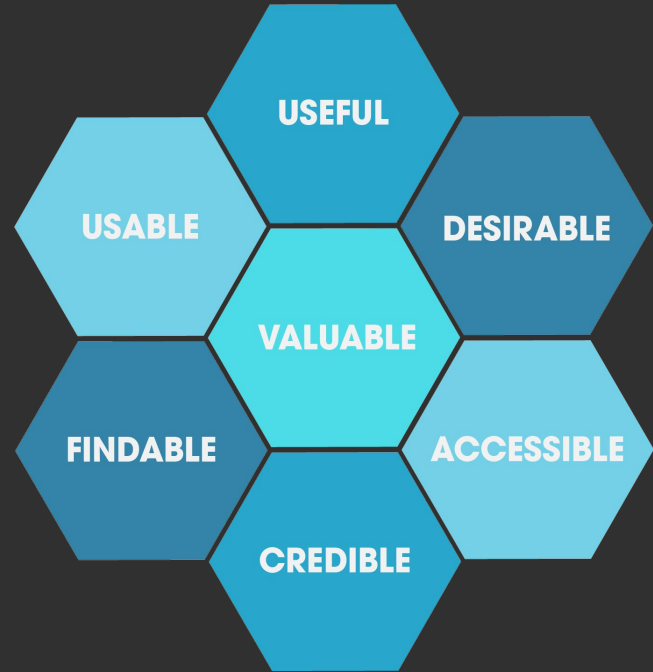
*Victoria Wells*

# *My Target Audience*

Dream Job: UI/UX Designer

Industry: Open to any

Keywords: Wireframing,  
Mockups, HTML, CSS, Web  
Accessibility



# *My Personal Vision*

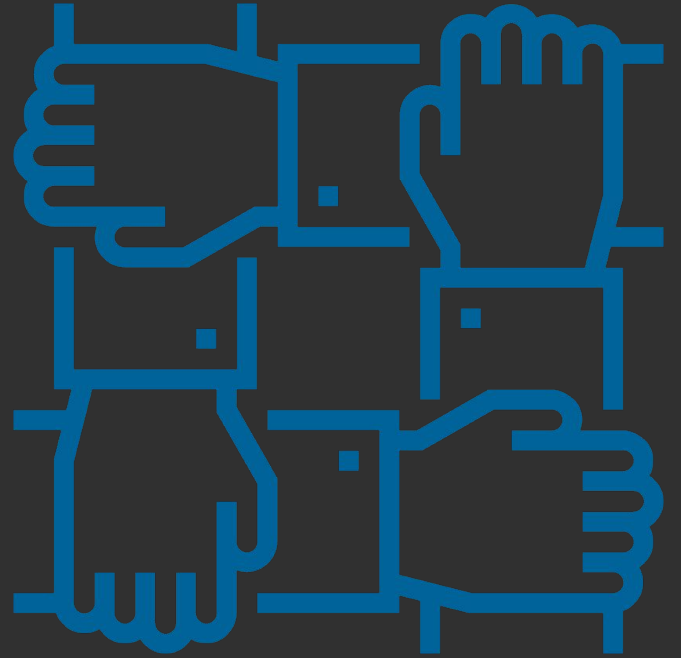
In the next few years I'm doing something I love and that I won't dread waking up for in the morning.

I want to be proud of what I've accomplished and not look at what someone else is doing and go 'I wish that could be me'.



# *My Values*

- Balance
- Creativity
- Authenticity
- Growth
- Self-Respect



# *My Passions*

- Collaborating
- Creating new things



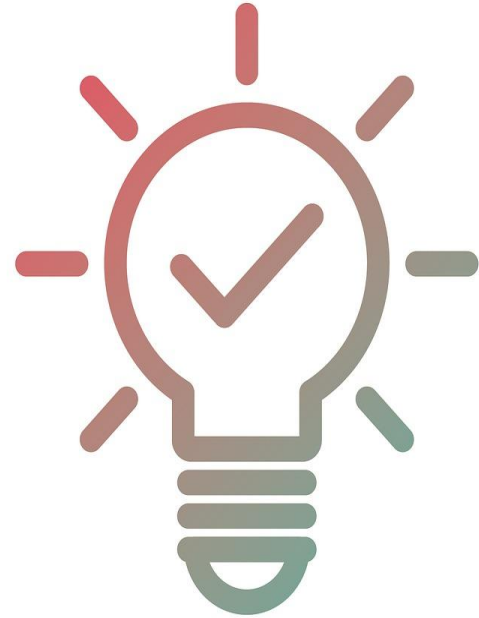
# *My Goals*

- Complete my Undergraduate degree.
- Complete Google UI/UX and Marketing Certificate.
- Reach Self-Actualization



# *My Brand Attributes*

- Good Communicator
- Unique
- Open Minded
- Sincere
- Responsible



# My SWOT

## My Strengths

- Good Communicator
- Unique
- Open Minded
- Sincere
- Responsible

## My Opportunities

- Tech Industry needs diversity
- Good resources out there

## My Weaknesses

- Social Battery runs out
- Overwhelmed easily occasionally

## My Threats

- Changing Industry
- Lots of layoffs happening right now
- Discrimination because of race and gender



## *My Competition*

- Other College Students
- People with similar majors

## *What Differentiates Me*


- I have my own story and know what my value is.
- My own sense of creativity.


# *My Personal Brand*


- Self Worth
- Creativity
- Communication





# LinkedIn





 Home


 My Network

 Jobs


 Messaging









**Victoria Wells** (She/Her)  
Student at University of Arkansas at Little Rock  
Little Rock, Arkansas, United States · [Contact info](#)  
[11 connections](#)


 RippleMatch

 University of Arkansas at Little Rock



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**VICTORIA WELLS**

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 **Scarlett Segura** · 1st  
Software Engineer 3 at Arvest Bank  
January 28, 2023, Scarlett was Victoria's mentor

Victoria took on responsibilities as an intern that did not align with her education or experience. This did not stop her from excelling!

In just 3 months, she trained on and had direct experience with development. She embraced opportunities to learn more about the banking industry. She even fixed and updated some of our legacy code for a website.

Victoria was an absolute joy to work with. I'd recommend her for anything as my time with her proved that relevant experience is not a barrier to her success!

**Interests**  
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