

Personal Branding Template

Google UX Design Certificate

Your personal brand is the way in which your personality, unique skills, and values as a designer intersect with your public persona. An effective way to present your brand is in the form of a personal statement—a one or two-sentence phrase that describes what you do and what you stand for. Answer the questions below to create your own personal brand statement!

Part 1 - How do I see myself?

1. What is an activity or idea I am passionate about? How does this passion motivate me as a designer?
2. List two or three things I value. How do I express these values in my everyday life?
3. What are my biggest strengths? What are the things I am naturally good at or have learned to do well?
4. What do I want people to recognize me for?

Part 2 - How do others see me?

Ask three or more people (e.g., friend, co-worker, manager, family member):

1. “What is an activity or idea you think I am passionate about?”
2. “What are some things you think I value?”
3. “What strengths do you think I have?”
4. “What makes me stand out from other people you know or work with?”



Part 3 - Crafting your personal brand

Ideally, how you see yourself will be similar to how others describe you. When crafting your brand, think about how you can bring your self-perception and public perception closer together. A well-crafted personal statement gives you a consistent and efficient way to present your brand.

1. Compare your answers from part 1 (how you see yourself) and part 2 (how others see you). What are the similarities? If there are surprising differences, what are they?
2. From this comparison between your answers in parts 1 and 2, compile a list of those words or phrases that best capture an authentic view of your brand. (You may want to add new words or phrases that help bridge the gap in those areas where you discovered a difference between how you see yourself and how others see you.)
3. Arrange the words and phrases from question 2 into statements that describe you in a way that expresses your brand. Start with something like “[Your name] is known for...” (For example, “Dhani is known for their belief in the power of technology to create more inclusive communities.”)
4. Your statements from question 3 should begin to tell a story about the person behind your designs! Now pull it all together into a personal brand statement. *Tip: Your personal statement should be 1-2 sentences that reflect what you do best (your strengths and values) and how you do it uniquely (your qualities that make you stand out).*

