

# Using Data Visualisation to Build Personal Brands

EDC101 Guest Session



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# Learning outcomes

What will I learn?

By the end of this session you will be able to:

- Explain how data visualisation can support **personal branding** and employability.
- Identify **actionable steps** to build a website and GitHub portfolio.
- Shift mindset from “*I haven’t done it*” to “*I made a demo*” via small, reproducible projects.
- Use a short list of **free tools/resources** (Git/GitHub, R Markdown/Quarto, Shiny) to publish work online.
- Plan one **visible demo** you can complete this week.

# Part I — Five Dimensions

## Five Dimensions of This Talk

Action · Application · Mindset · Skills · Reflection

- **Action** — Build a website and maintain a portfolio through data visualisation.
- **Application** — Examples that fit BA Digital Media and Society pathways.
- **Mindset** — From “I haven’t done it” → “I made a demo”.
- **Skills** — Tools and workflows for reproducible creativity.
- **Reflection** — How dataviz underpins your personal brand.

## Part II — Action

## Action (1): Build your personal website

- Calum's website: <https://calumwebb.co.uk>
- Calum's GitHub repo: <https://github.com/cjrwebb/calumwebb>
- Yiyang's website: <https://yiyang-gao-1.github.io>
- Yiyang's GitHub repo: <https://github.com/yiyang-gao-1/yiyang-gao-1.github.io>

**Takeaway:** Don't *say* you can do it; **show** you can do it — move from static slides to interactive, reproducible sites.

## Action (2): Create your portfolio on GitHub

- EDC101 slides are built in **R Markdown** — version-controlled and reproducible on GitHub.
- A strong GitHub portfolio collects projects, notes and materials — a transparent trace of learning.
- Example module repo: <https://github.com/cjrwebb/smi105-teaching-materials/tree/main>.

**Why portfolio?** Not just a gallery. It's evidence of practice and growth — *output drives input*.

## Action (3): Demonstrate capability

- Case study: **Sheffield post** — I didn't know *MAIHDA* initially but had multilevel modelling experience.
- Read JD carefully → extract themes: **longitudinal, spatial, causal** MAIHDA; methods like **MCMC**; data: **Understanding Society**.
- Built a **demo project** to show readiness — it became key evidence in the application.

**Rule of thumb:** Don't promise — **prototype**.

## Part III — Application

## Turning learning into digital career opportunities

Pathway	Example roles	Core skill sets	Demo ideas (data + storytelling)
Digital Media and Communications	Digital Media Manager; Social Media Account Manager; Digital Content Producer	Data visualisation; storytelling; content design; communication	Visualise social-media trends (e.g., TikTok/X hashtag dynamics; compare engagement across campaigns)
UX / User Research	UX Designer; Usability Researcher; User Experience Analyst	Data analysis; visualisation; user-centred testing	Map user journeys; create a mini dashboard of usability feedback
Marketing and Consumer Insights	Digital Marketing Analyst; Market Research Executive; Campaign Analyst	Data-driven storytelling; visual reporting; consumer insight	Visualise campaign performance; analyse brand sentiment; build a consumer-behaviour dashboard
Data Storytelling and Journalism	Data Journalist; Digital Storytelling Producer; Policy Communicator	Data narrative; interactive visualisation; ethical communication	Spotify listening-trend story; misinformation network visual; map online discourse flows
Public Sector and NGOs	Communication Officer; Digital Engagement Lead; Policy Analyst	Public communication; social-issue data presentation; impact evaluation	Protest movement maps

**Tip:** You don't need big data or complex models — **small, visible demos** (infographic, dashboard, short data story) published on GitHub + website.

## Part IV — Mindset

## From “I haven’t done it” → “I made a demo”

- AI/LLMs reduce barriers — you can **prototype** quickly and learn by doing.
- Success = **grit + self-learning + proactive attitude**.
- Expect confusion and mistakes → *draft* → *refine* → *repeat*.
- **Output drives input:** creating demos is the most effective way to learn.

## Part V — Skills and Handy Tools

# Skills and Tools — Self-learning resources (all free)

## 1. Git + GitHub (version control & portfolio)

- Track progress, collaborate, showcase work.
- *Happy Git with R* — <https://happygitwithr.com/>

## 2. RStudio + R Markdown / Quarto → HTML

- Turn analysis into shareable reports and web pages.
- *R Markdown: The Definitive Guide* — <https://bookdown.org/yihui/rmarkdown/>
- **Quarto** — <https://quarto.org/>

## 3. R Shiny dashboards

- Build interactive visualisations and apps directly from R.
- Shiny tutorial — <https://shiny.posit.co/r/>
- Shiny gallery — <https://shiny.posit.co/gallery/>
- Example (Calum): <https://webb.shinyapps.io/ipse/>

## Part VI — Reflection

## Small actions, big momentum

- Pick **one** idea that excites you this week:
  - Visualise your **Spotify** data
  - Analyse a **TikTok** trend
  - Map a **digital conversation**
  - Recreate a chart from a favourite article
- Document the process on **GitHub** → post on your **website / LinkedIn**
- Reflect on what you learned

Don't wait until you're ready. **Build, share, and learn out loud.**

