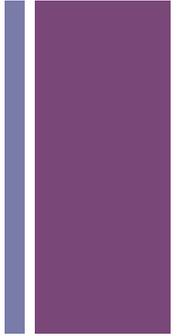


Take it From Me

AIGA Boston Event @ MOO



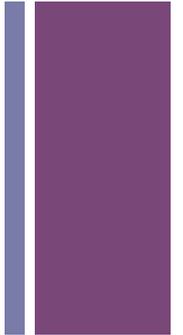
Guests of Honor



- Brian Pope, Senior Recruiter @ Creative Circle
- Lisa Granlnek, Head of Marketing @ MOO
- Tim Radville, Senior Brand Designer @ Continuum
- John McHugh, Design Director @ Arnold Worldwide
- Mat Budelman, Product Designer @ Evertrue & AIGA President
- Laura Grey, Moderator for the Event



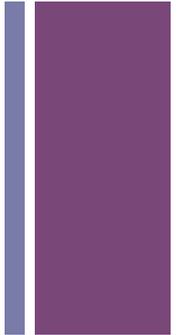
Resumes



- Get Creative! Creativity helps you be remembered
- Make your information quick and easy to access
- Brian – “Consider it a compliment if I only look at your resume and not your work because your resume tells me everything I need to know”
- Only list what you’re proficient in. For example if you’ve only used Dreamweaver once, don’t put it on your resume
- Don’t list Microsoft Office, they already know that you know how to use it...



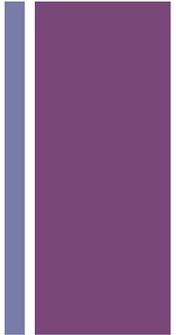
Cover Letters



- Before: Mandatory, Now: Objective. An Artist Statement can usually take this purpose now
- Double check for other business names, people, etc..
- Talk about why you want to be at this company. Educate yourself!



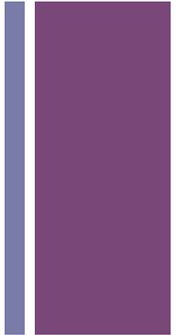
Portfolios



- Digital > Physical, but that doesn't mean you shouldn't have a physical portfolio
- Tailor your work so it is relevant to the job you want, but always be sure to show your strongest pieces.
- 6 great pieces is better than 20 lousy ones



Portfolios cont.



- Recommended Online Portfolio Websites:

Behance.com

Cargo.com

Krop.com

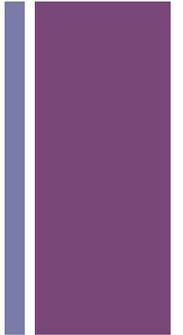
Dunked.com (what I use)

- Know how to code, even if it's just basic HTML/CSS

- Also helpful to have your portfolio as a PDF



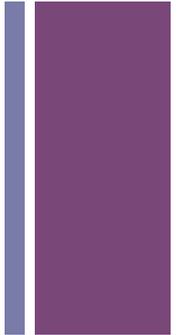
Interviews



- Cyberstalk! Get as much info as you can on the interviewer and their company.
- Focus a lot on how you present your work, if it's not beautiful don't bother bringing it.
- Be self contained, especially if your work is digital.
- Why did you do what you did in your projects? Be knowledgeable.
- There is no "I" in team.
- Stand out! Present yourself!
- Take note of their favorite pieces.



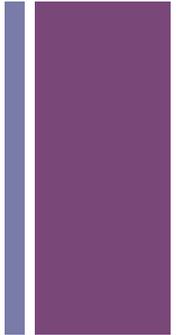
Interviews cont.



- Handwritten thank you cards.
- Don't forget to give them a leave-behind. (they love to get mail!)
- Lastly, be aware of what you're signing onto.



Final Thoughts



- NETWORK NETWORK NETWORK!
- Good clean type is key, don't get too fancy
- Everyone needs pro-bono work