

Increasing My Designer Profile

By Phillip Shakesby Interactive Multimedia Level 2

For my Personal Project I have decided to try and increase my profile as a designer. It is important to establish a reputation or perceived professional profile in any walk of life and I currently have a good profile in my other career but my designer profile is severely lacking.

I launched my own website in December 2008 and although it mentions who I am and it has a lot of information about my other career as a DJ it is lacking in content about the design services I can provide. So I intend to research the type of information provided by other design companies in order to develop content for my website.

The details of this can be found under the heading:

Website content

My website is currently quite hard to find as it appears way down the rankings in all search engines and I know we will be learning about how to improve this during this semester. I will try to put this into practice on my own website making me easier to find or in technical terms giving me a stronger online presence.

The details of this can be found under the heading:

Website (SEO)

Although it is important to have a strong internet presence it is not the only way in which I will try to develop recognition. I will also design business cards and invoices for use with my design profile.

The details of this can be found under the heading:

Printed Branding

I will also research, join and attend local networking groups in the hopes of establishing myself as a fixture within the local new media scene, this will also give me a chance to distribute some of my newly designed business cards.

The details of this can be found under the heading:

Networking

I will also research and join digital portfolio sites to provide potential clients with another way to find and view pieces of my work..

The details of this can be found under the heading:

Portfolio Sites

Website content

I have been looking at websites for some local website companies as part of my market research task, I have looked at the services they offer and I have created a services page for my own website where I have added the following information:

Website Design

Your website gives you an opportunity to sell yourself or your products or services.

No two businesses are the same so websites should not be the same either. I offer a full design and consultation service to help you find the appropriate solution for your needs. All of my websites are designed specifically for your needs with proven design principles and best practice so they conform to W3C Standards.

Search Engine Optimisation

Your future customers and current clients need to be able to find you website easily otherwise they may find somebody else first.

All of my websites are designed to be search engine friendly and I can provide a range of Search Engine Optimisation services that are affordable and proven.

Interactive Multimedia Design

Whether you are looking for animated advertisements, touch screen applications or traditional or webcam controlled games I can provide you with a wide range of multimedia solutions tailor made to meet your needs.

Through my research I have also identified future disciplines I would like to master in order to offer them as services:

- Photography and Video Production
- E Commerce
- Content Management Systems
- E-mail marketing

Although I have knowledge and skills in these areas I do not feel comfortable enough to offer them as services yet.

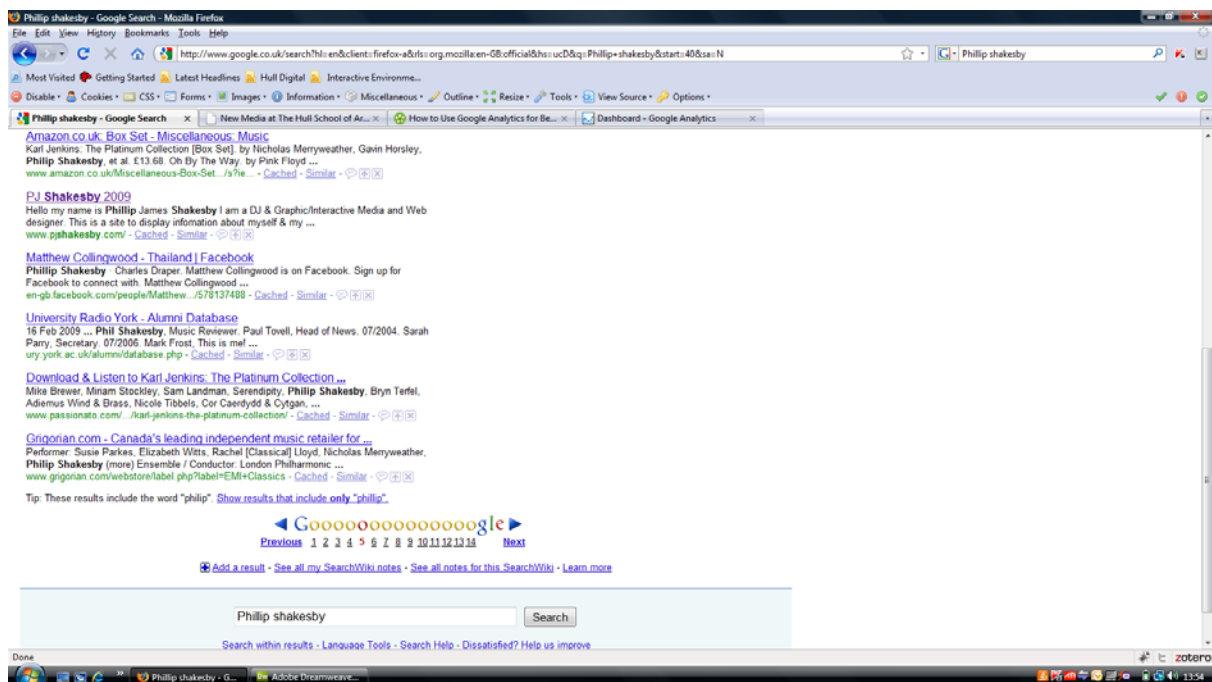
Website (SEO)

Search engine optimization (SEO) is the process of improving the volume or quality of traffic to a web site from search engines.

For the purpose of this experiment I will be searching using The search engine Google using 2 search terms

“Phillip Shakesby” and “Interactive Multimedia Designer Hull”

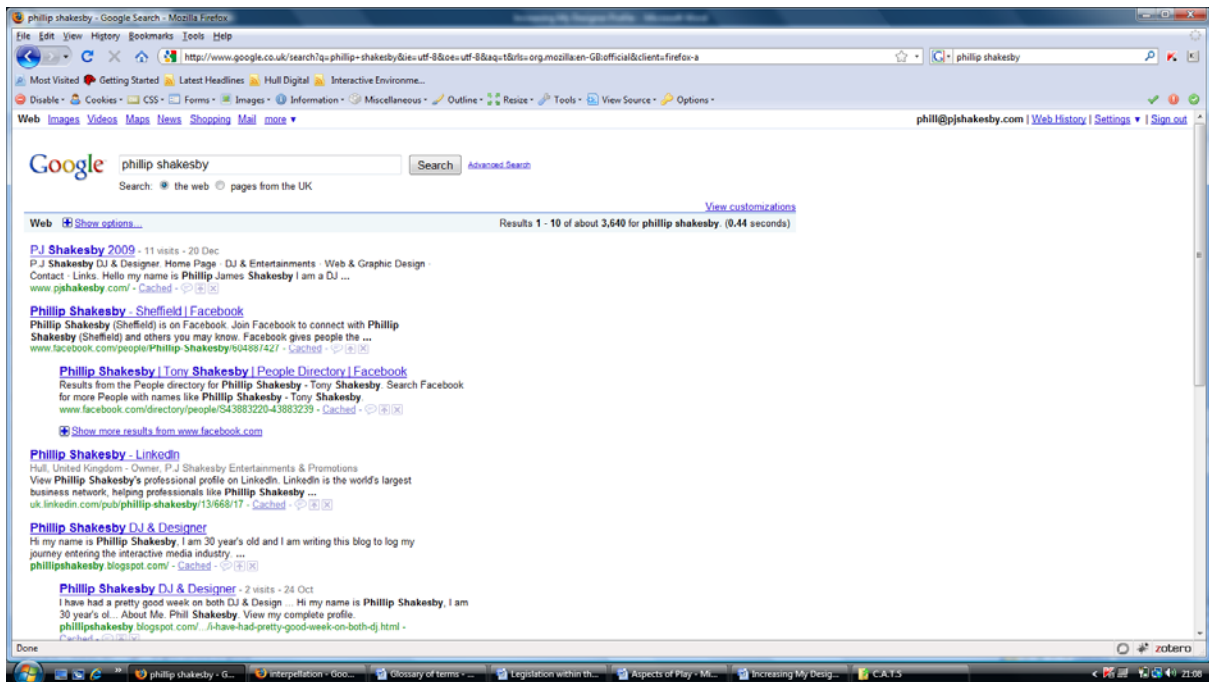
These are my first searches:



Google Search for Phillip Shakesby page 5 of Google results 08/10/2009

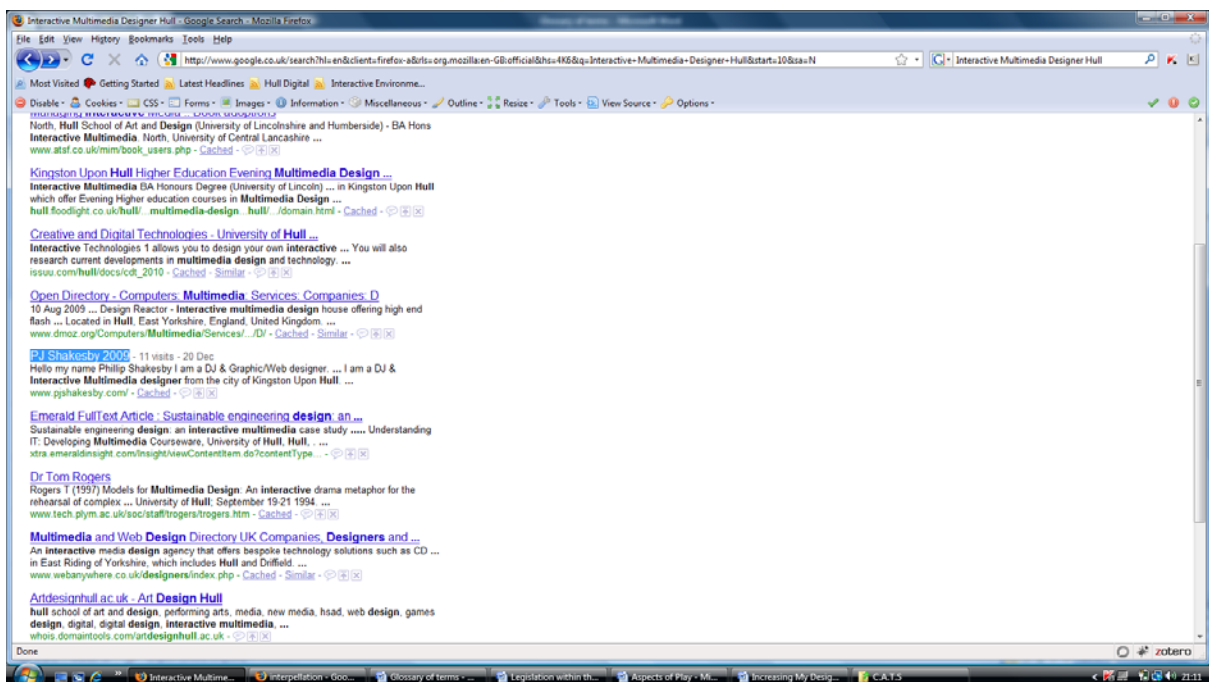
Google search for Interactive multimedia designer hull not in top 10 pages 08/10/2009

I have now used the search engine optimisation process we have been learning about within our DJ studio sessions.



Search for Phillip Shakesby page 1 of Google results my website is 1st on the list 30/12/2009

7 of the top ten results are about me including the top 3.



Google search for Interactive multimedia designer hull my website appears on page 2 of the results 30/12/2009

On the whole this process has been a success as I have now established a stronger online presence although with a bit more work I might be able to reach page one with both search terms.

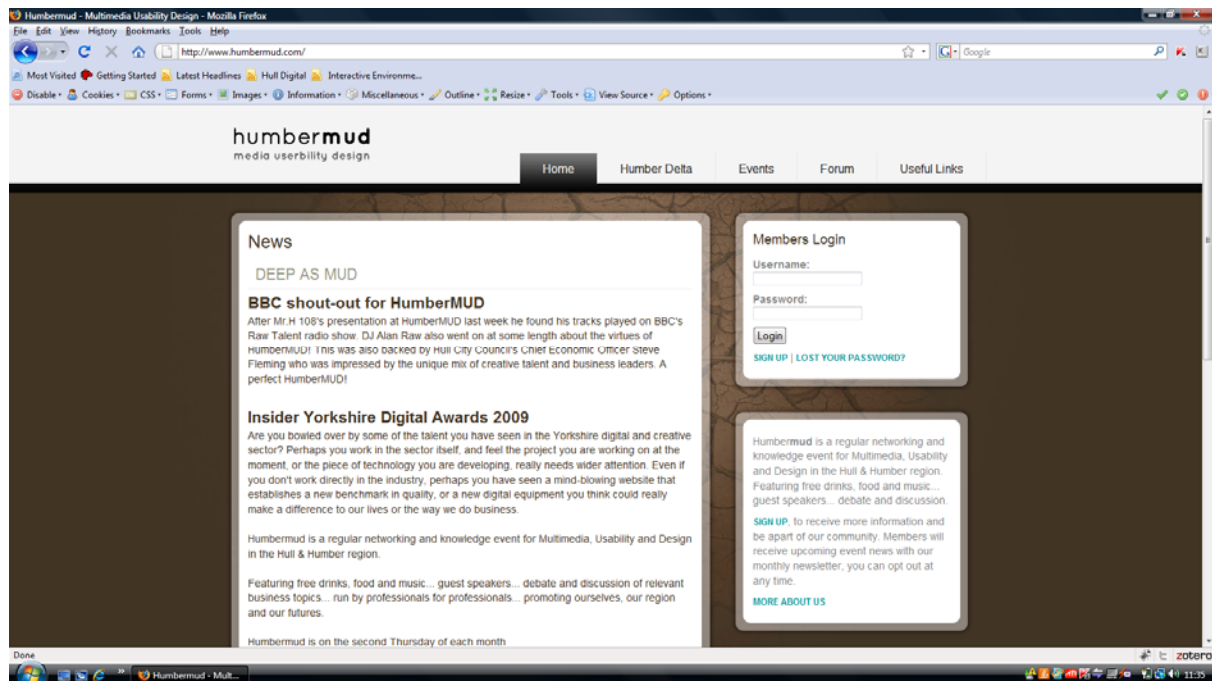
Printed Branding

I have designed myself some business cards and I had them printed, I have tried to distribute these at relevant networking events and on occasions where I have encountered possible clients or interested parties.

I have also designed and produced invoices with my logo and branding , as shown on the next page.

Networking

I started looking into local networking groups relative to my chosen career during my first year at university. I attended 'Humbermud' a networking group for creative people in the Humber area here are a few details about their group:



About HumberMud

HumberMud is a regular networking and knowledge event for Multimedia, Usability and Design in the Hull & Humber region. Featuring free drinks, food and music... guest speakers... debate and discussion.

HumberMud exists to promote the work and profile of new media and design innovators within the Humber delta.

The aim is to get us all talking to each other, sharing resources, pooling our knowledge etc. By collaborating with each other we create a stronger, more united presence to the outside world, enabling local innovators and businesses to prosper.

The Humber delta has a long history of innovation within the media industry, from the development broadcasts of radio in 1924 to the creation of the UK's first broadband cable network. With HumberMud it is hoped we can continue our proud story.

I have attended a number of Humber Mud events and I have found them to be not only useful but extremely interesting I have met lots of people from the local new media industry and I will continue to go to these Events.



About Hull Digital

Hull Digital is a new website / blog covering everything about the web and technology in the Hull area.

We are going to be writing about:

- Local news, events and happenings in the online world
- Online Web Applications
- Broadband
- Home and business computing
- Gadgets
- GPS and Geo Location
- And many more great topics!

The site is run by Jon Moss, from [theappleofmyi](#), a leading Marketing Consultancy, specialising in Online Marketing and Engagement.

I have attended a couple of Hull Digital events and I have made some good contacts including Jon Moss the founder of Hull Digital. I also attended Hull Digital Live, Hulls first ever Digital and technology conference. Here is my ticket from that event.

Portfolio Sites

I have looked at and joined two portfolio sites the details are below:



<http://www.coroflot.com/>

Coroflot is an employment community for designers: Make an online portfolio to promote your work. Browse portfolios or post design jobs

Coroflot is a great site to display and find work on although like most other portfolio site it is suited to displaying static visual images and with my discipline it is quite hard to show off projects within those terms, so at the moment I have a profile on their site but there are no examples of my work. I also feel I do not have enough pieces of work available to show off my skills in the correct manner but as soon I have more appropriate work available I will be placing it on there.

You can view my profile here:

<http://www.coroflot.com/PhillipShakesby>



<http://critit.net/index.php>

Critit is a local portfolio site designed to establish closer links between the creative industries within the Humber area, this is quite good as there are a lot of local designers who are sometimes overlooked within their own local area.

As with the above site I do not feel I have any work worthy of showing yet but as soon as I do I will place it on this site.

You can view my portfolio here:

<http://critit.net/portfolio.php?id=49>