

SWAT Analysis highlights:

Unique Selling Proposition (USP)?

Student designer with quality work in Waterloo

Unique or lowest-cost resources can you draw upon that others can't?

I'm a student > I cost less to hire

What do people in your market see as your strengths?

Quality work, work experience, technical skills

(Motion graphics, digital illustration, interest in architecture)

What interesting trends are you aware of?

The technology industry in Waterloo, digital, need for motion graphics and video, UI

Are quality standards or specifications for your job, products or services changing?

Clients want work quickly, fast paced industry



Student

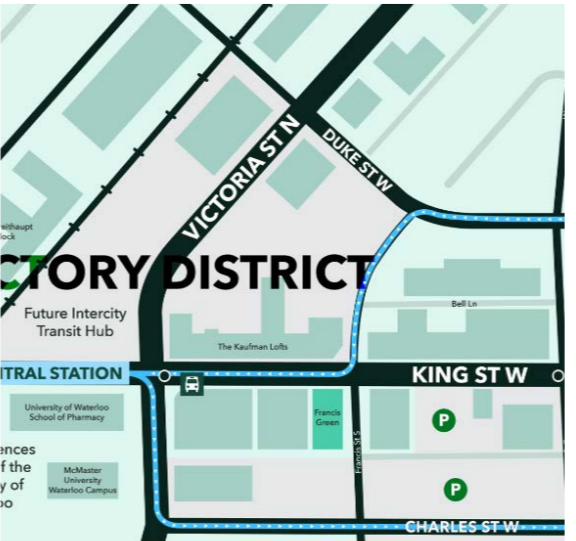
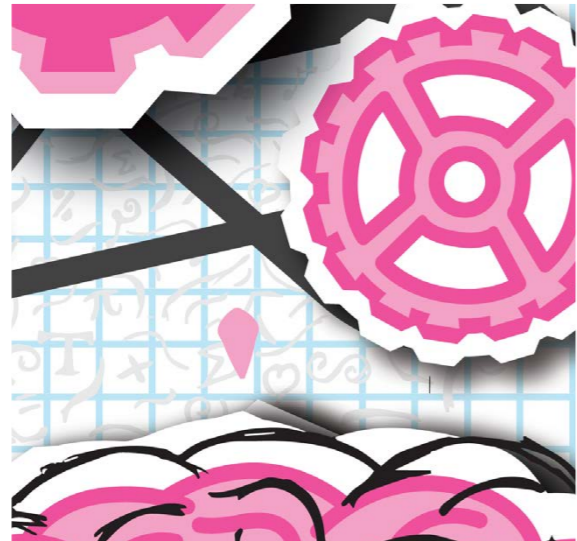
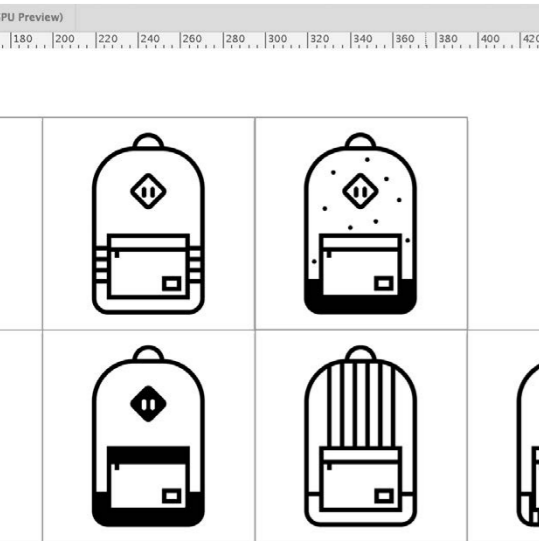
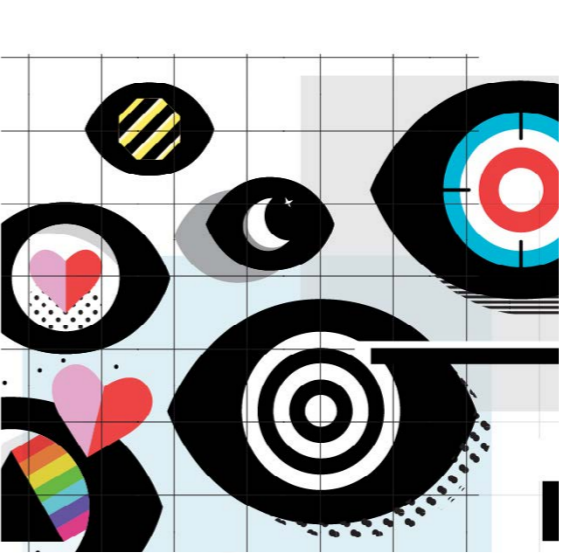
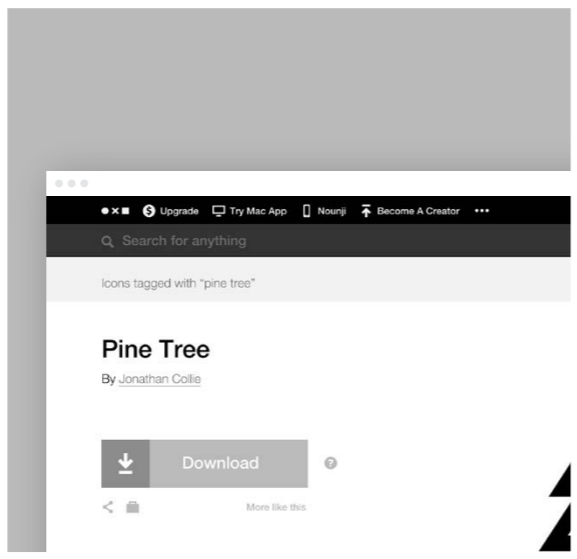
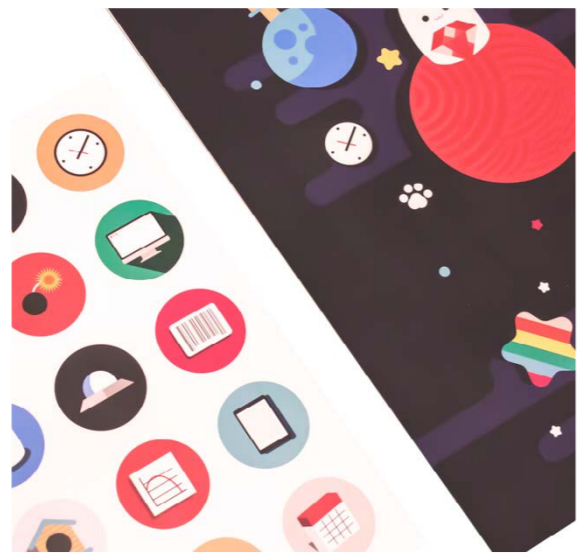
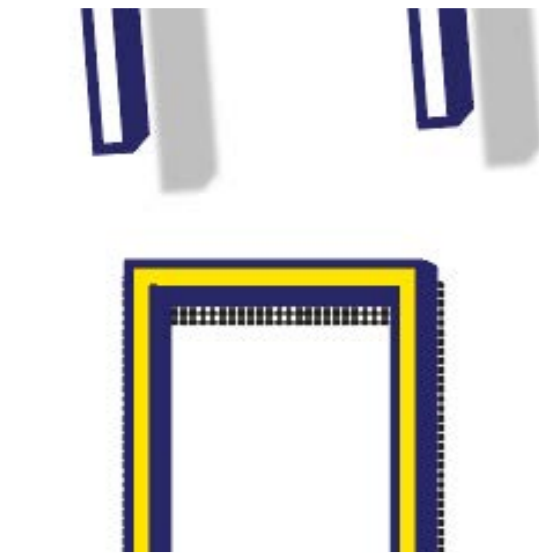
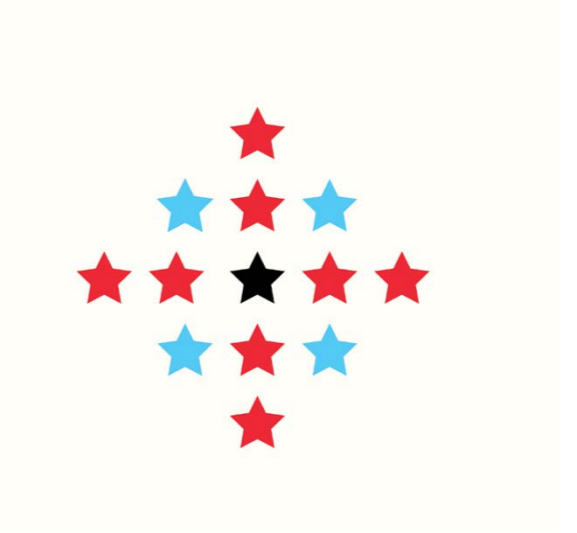
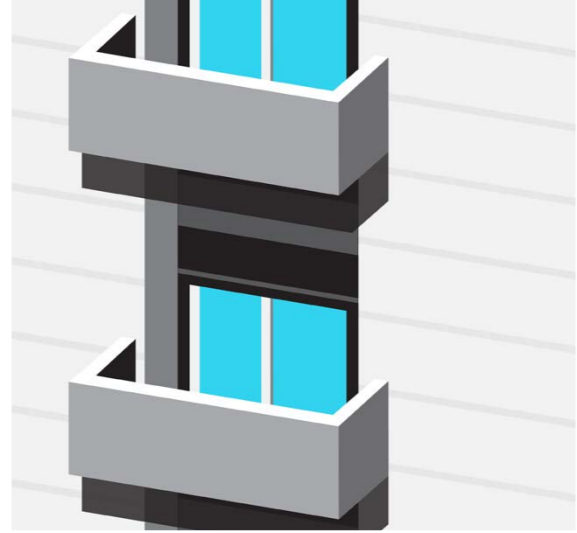
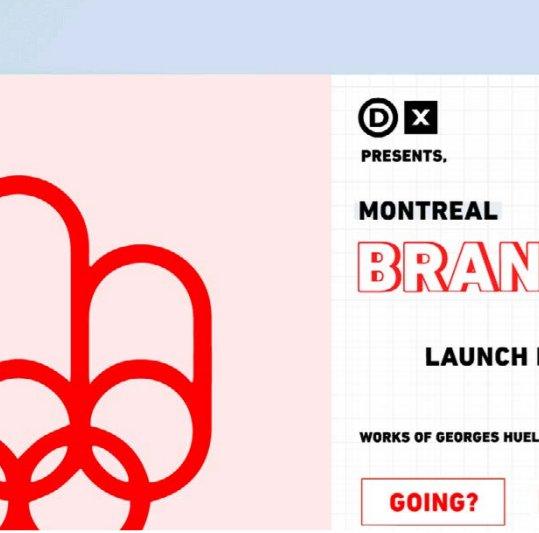


Cost less to hire

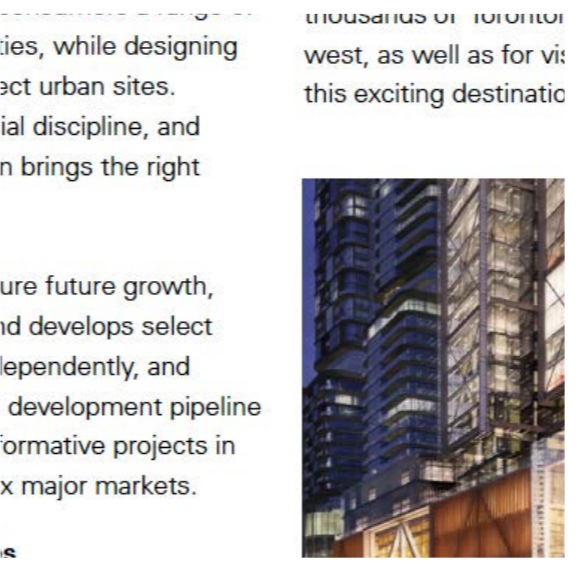


technical skills:

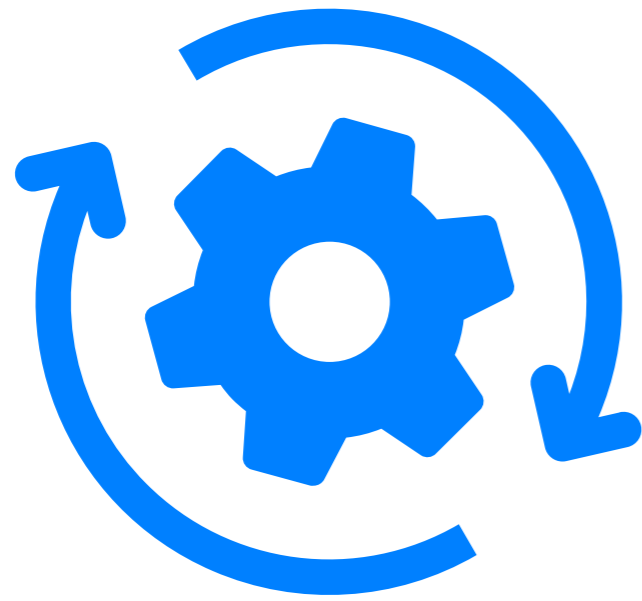
(Motion graphics, digital illustration,
interest in architecture)



| | |
|-------------------------|-----------------------------------|
| berry | 1 Crawford & Company Ltd. |
| tie Digital Systems Inc | 2 Equitable Life Insurance Co. |
| Corp. | 3 Gore Mutual Insurance Co. |
| le | 4 Manualife Financial |
| Security | 5 Mutual life Insurance Company |
| uite | 6 Sun Life Financial Canada |
| Text Corp. | |
| ity Inc | HEALTH CARE |
| dyne Dalsa Inc. | 1 Cambridge Memorial Hospital |
| ard | 2 Carizon Family & Community Svcs |
| EDIA | 3 Grand River Hospital |
| Media | 4 K-W Counselling Services Inc |
| rs Communication | 5 KW Habilitation |
| | 6 St. Mary's General Hospital |



my own work



**Evolving work
& industry**

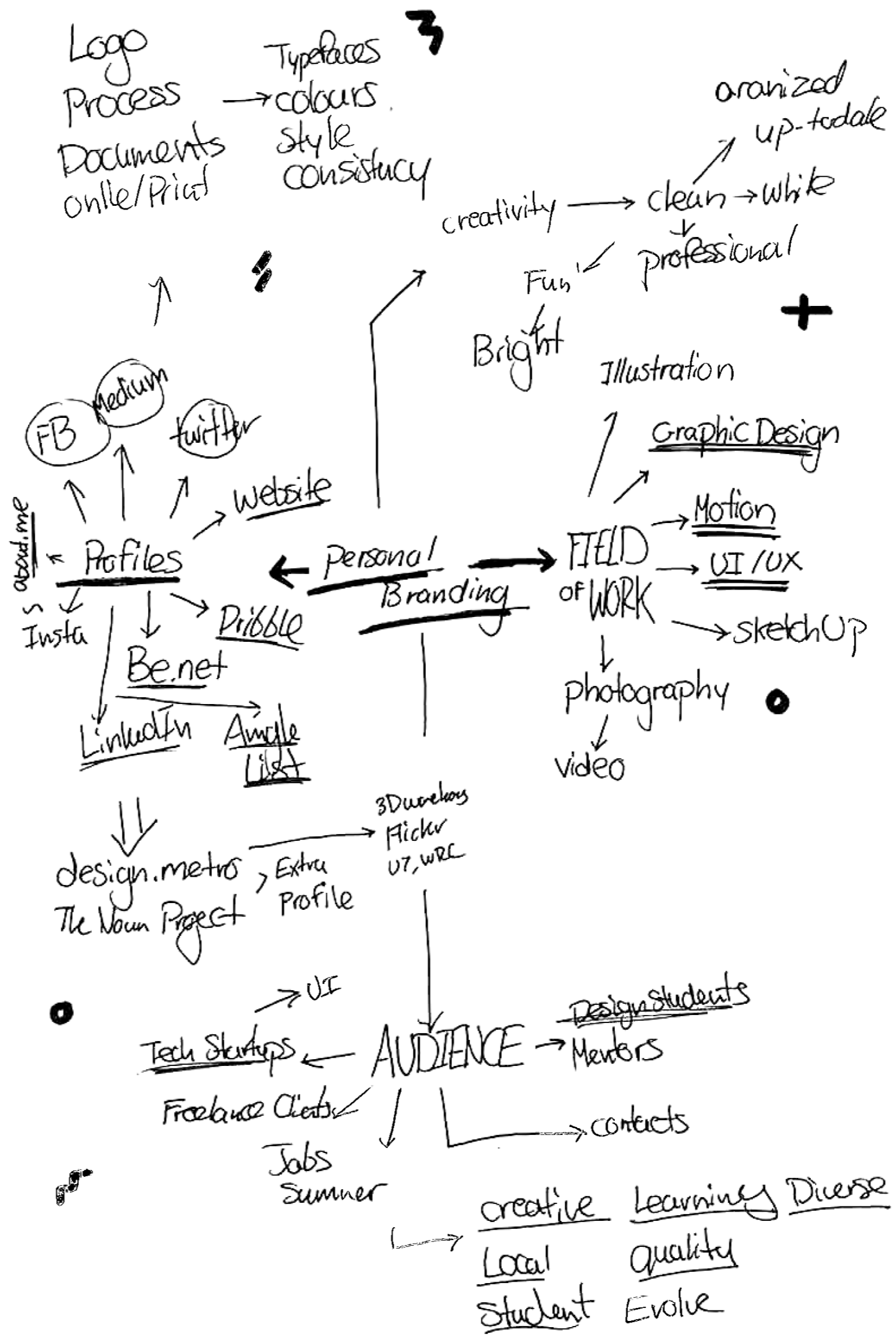


**Showcase my
skillset & interests**



**Highlight growing
interest in UI/UX
design**

Brand strategy



Brainstroming notes



Bryn Taylor — Digital Product Designer

I'm Bryn Taylor — a London-based digital

We're looking for a Senior Creative to join our team! [Find out more](#)

 Animade

[Work](#) [About](#) [Notes](#) [Contact](#)

Making things move with Character

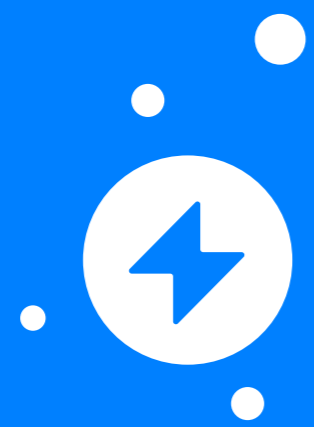
[See our work →](#)



Examples



Jonathan Collie
graphic/motion designer



Jonathan Collie

Hi! I'm Jonathan,

I am a visual communications designer specializing in graphic design, design thinking, illustration, and motion graphics. Currently, I am studying graphic design and business at Conestoga College.



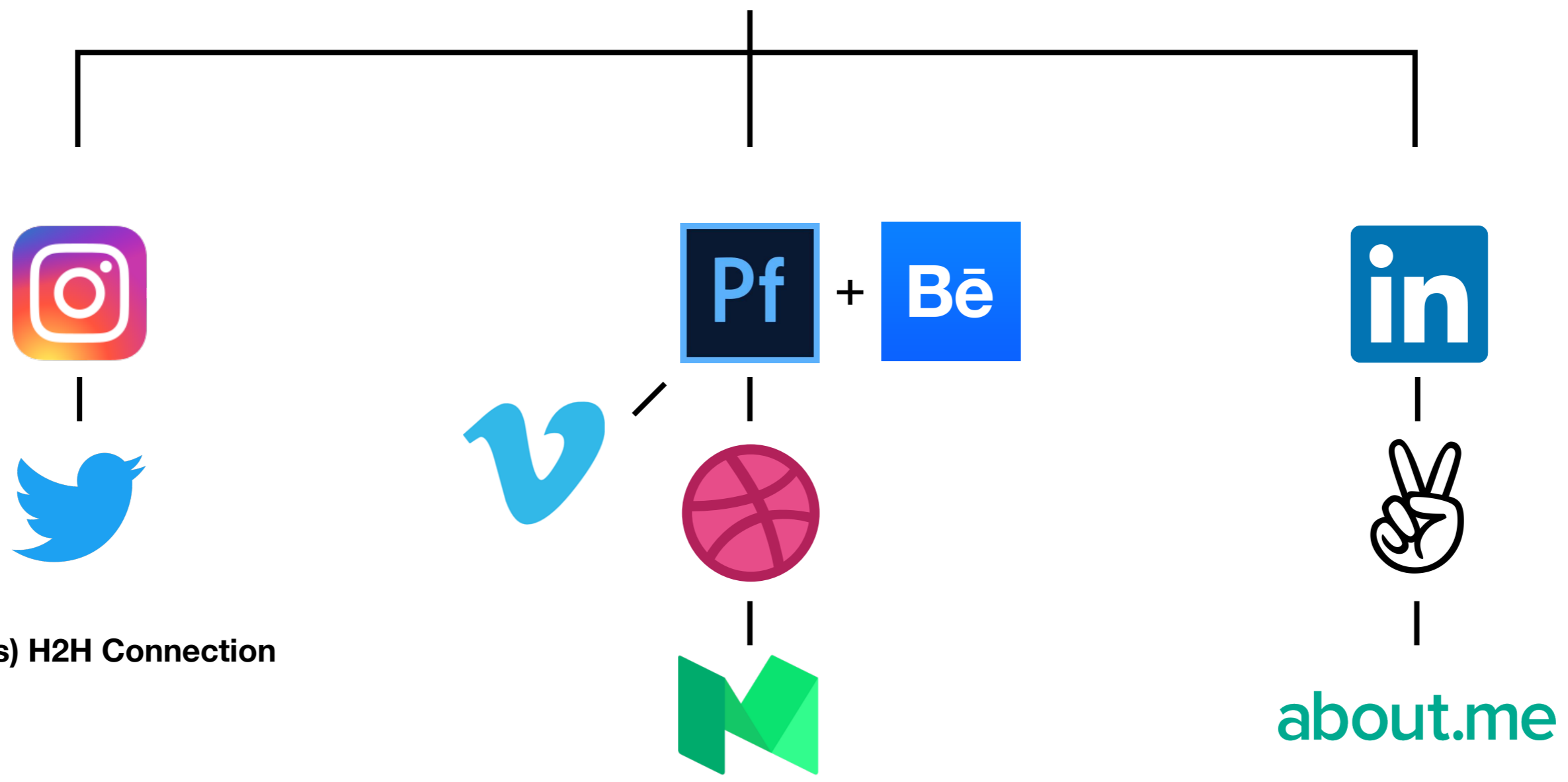
SOFTWARE



LEARNING SKILLS

- Organization
- Creativity
- Initiative
- Punctuality
- Collaboration



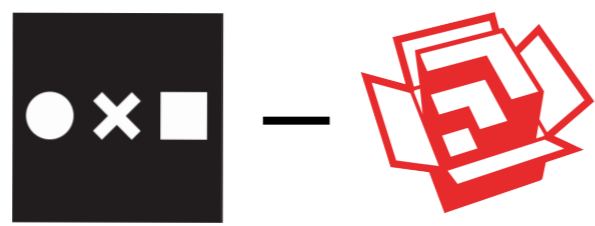


(Process) H2H Connection

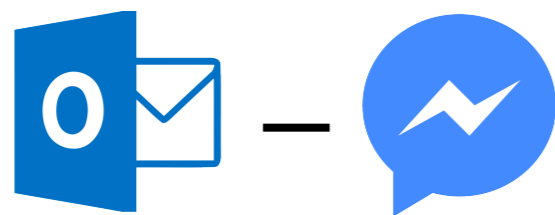
(Portfolio) B2B Connection

(Career, Resume) B2B Connection

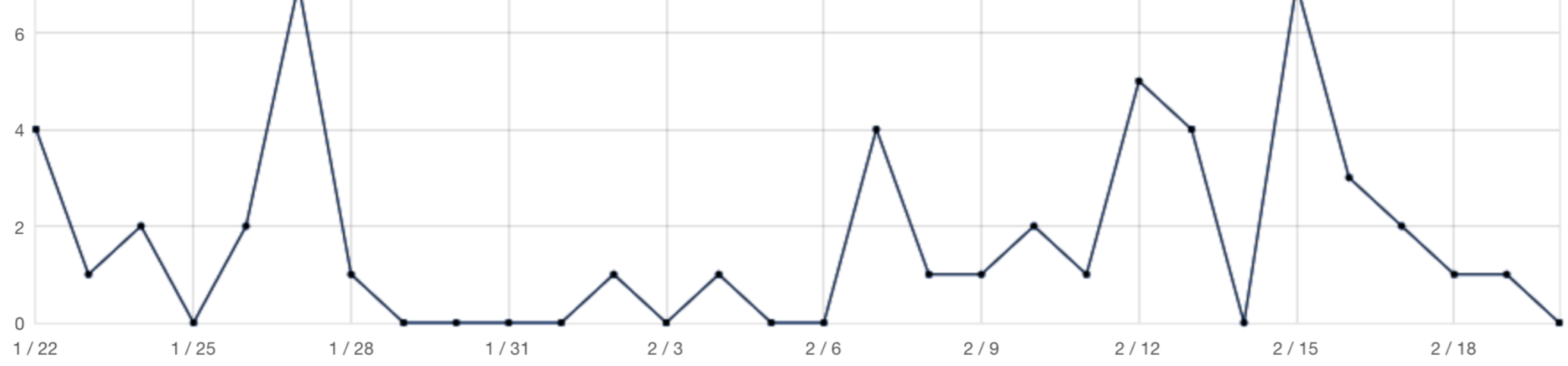
(CC Content) - B2C Connection



(Contact) B2B Connection


















#KWawesome #Dribbble #Behance #AfterEffect #Illustrator #InDesign #SketchUp #vector #design #graphicdesign #process #illustration #animation #flat #gif #motiondesign #motion #ux #UI #graphics #freelance #branding #logo



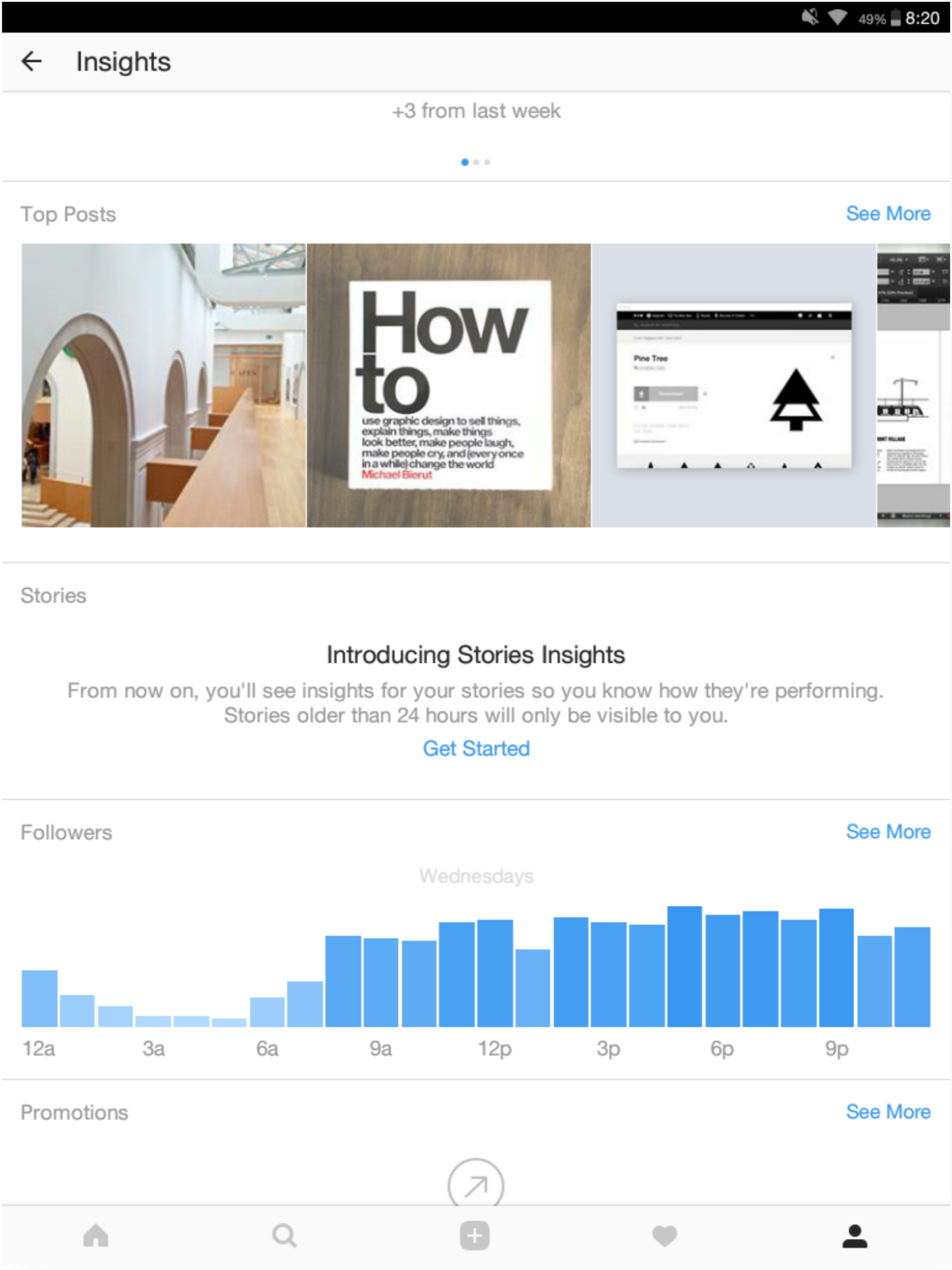
RECEIVED **GIVEN** All Time

| | | | |
|------------------------------|-------------------------------------|-------------------------------|------------------------------|
| 1953 PROJECT VIEWS | 271 PROJECT APPRECIATIONS | 40 PROJECT COMMENTS | 1397 PROFILE VIEWS |
|------------------------------|-------------------------------------|-------------------------------|------------------------------|

PORTFOLIO MONTHLY REVIEW (In last 30 days)

| PROJECT |  |  |  | APPRECIATED BY: |
|--|---|---|---|---|
|  KW - Landmarks Illustrated Published: 12/09/16 | 16 | 2 | 0 |      |
|  Student Employment Infographic Published: 12/24/15 | 10 | 3 | 0 |      |

Behance & Adobe Portfolio analytics



Instagram insights



1

View Tweet activity

View all Tweet activity

Oct 2016 • 31 days

TWEET HIGHLIGHTS

Top Tweet earned 557 impressions

Had a blast with this one! @illustrator #flatdesign #illustration pic.twitter.com/KoA0qABF1b



Top mention earned 3 engagements



AskTracy @AsktracyCa · Oct 27

@JonathanCollie @ROMtoronto wasn't it beautiful and awe inspiring?

1

View Tweet

Top media Tweet earned 182 impressions

Another cloudy day. Staying inside in the

OCT 2016 SUMMARY

Tweets

12

Tweet impressions

2,896

Profile visits

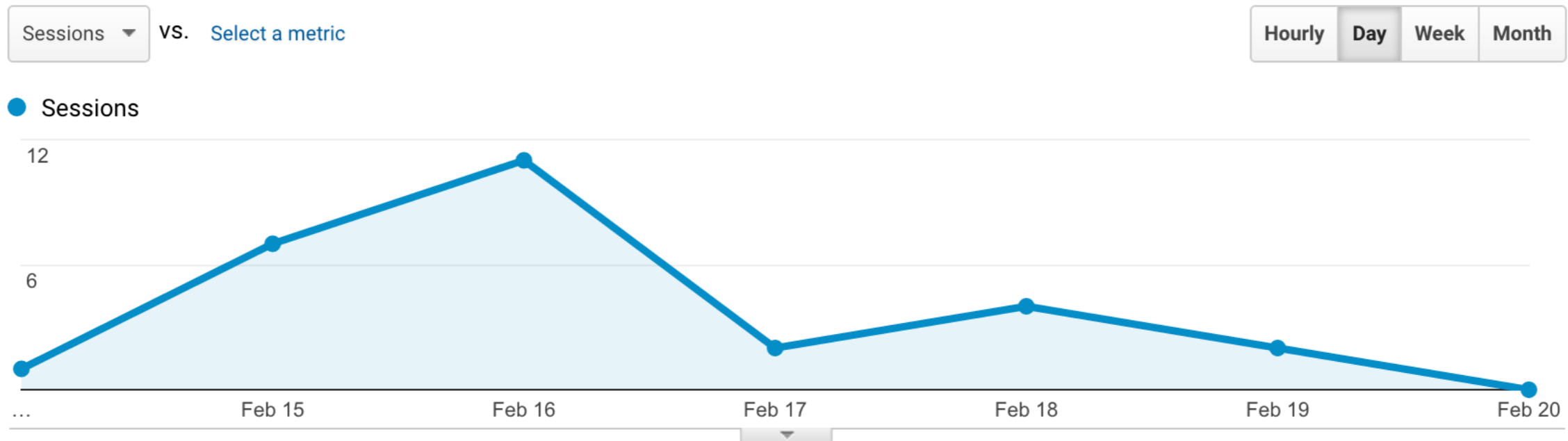
154

Mentions

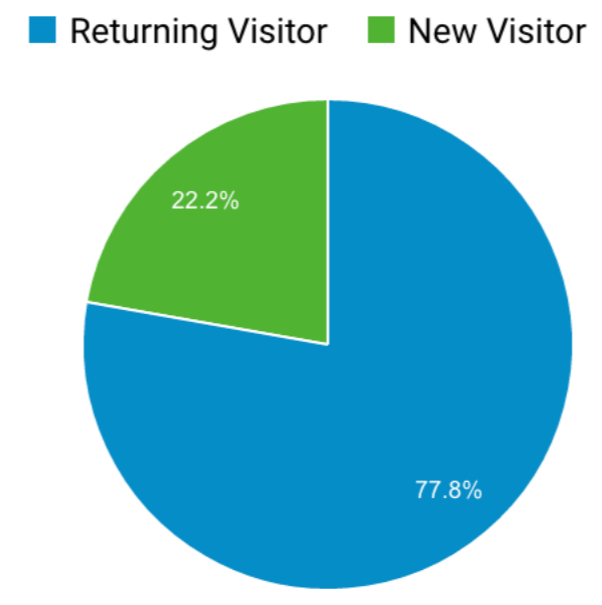
3

New followers

22



| | |
|--|--------------------------------|
| Sessions 27 | Users 6 |
| Pageviews 125 | Pages / Session 4.63 |
| Avg. Session Duration 00:08:12 | Bounce Rate 37.04% |



Demographics

[Language](#)

[Country](#)

[City](#)

System

| City | Sessions | % Sessions |
|------------------------------|----------|------------|
| 1. Waterloo | 16 | 59.26% |
| 2. Kitchener | 10 | 37.04% |
| 3. New York | 1 | 3.70% |

[view full report](#)



Personal Branding - Jonathan Collie

What connections do you make with the blue colour that is used in my personal branding.

Your answer

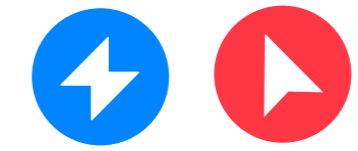
Do you like the lightning bolt icon?

- Yes
- No
- Unsure

How strongly do you feel that my personal brand relates to the fields of graphic design and UI design

1 2 3 4 5



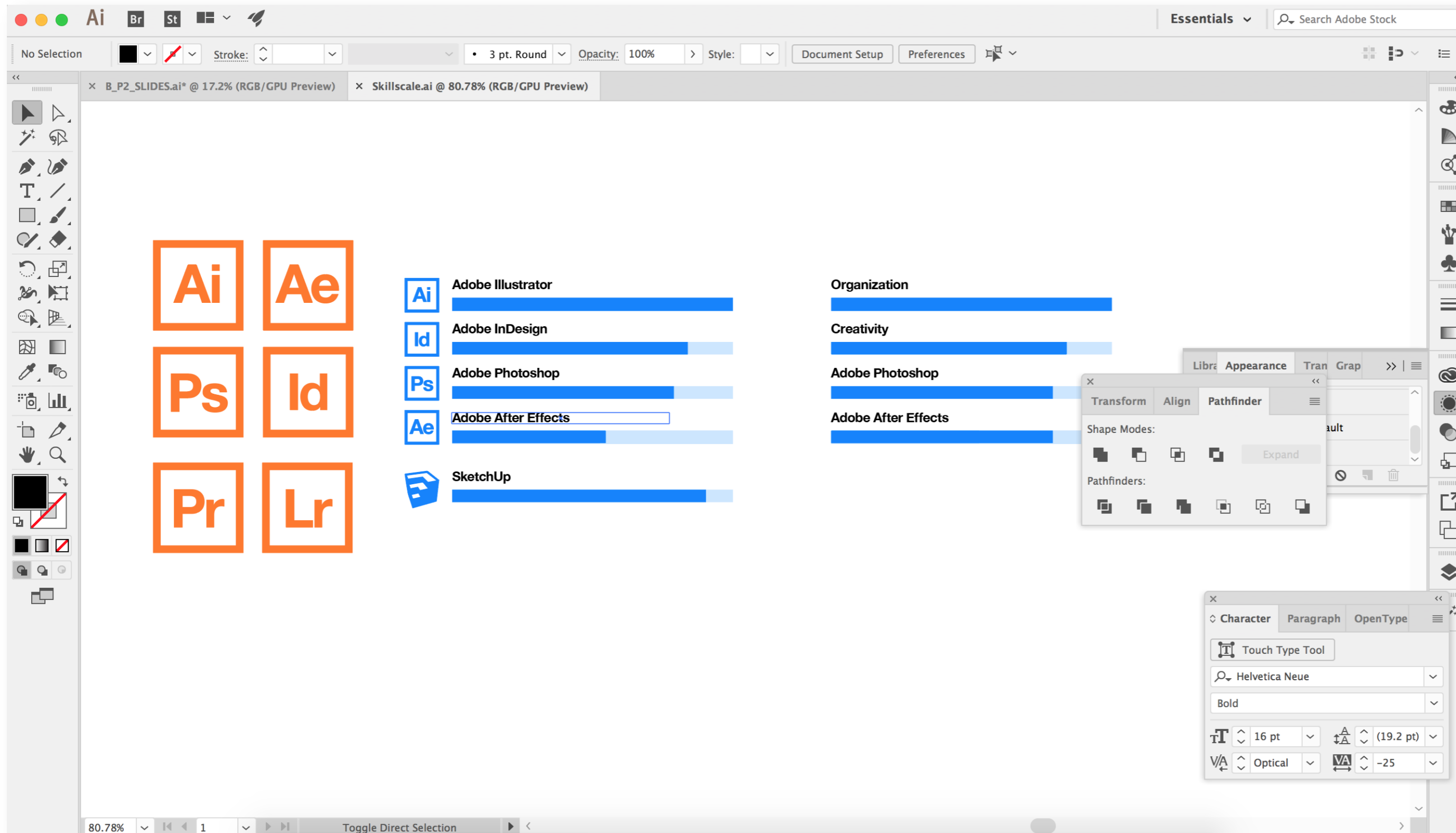


Jonathan Collie

graphic/motion designer

 **Jonathan Collie**
graphic/motion designer

Logo drafts



Examples

Full SWOT Analysis:

What advantages does your organization have?

Creative hard working, productive, modern, new

What do you do better than anyone else?

Experience, quality work, variety of work

What unique or lowest-cost resources can you draw upon that others can't?

I'm a student, I cost less to hire

What factors mean that you "get the sale"?

Student, hard working, persistent

What could you improve?

The variety of work, UI design and graphic design portfolio, more experience

What should you avoid?

Photography, coding

What are people in your market likely to see as weaknesses?

Young, not enough experience, lack of UI design skills

What factors lose you sales?

Don't have enough experience

What good opportunities can you spot?

Freelance jobs, jobs within the community, start-up businesses in Waterloo

What interesting trends are you aware of?

The technology industry in Waterloo, digital, need for motion graphics and video, UI

Changes in technology and markets on both a broad and narrow scale.

Automated design software, software is more accessible, easier for anyone today to call themselves as designer

Changes in government policy related to your field.

Student funding for employers

Changes in social patterns, population profiles, lifestyle changes.

Social media, clients can find me online, easier to communicate online

Local events.

Communitech has job fairs, local businesses

What obstacles do you face?

Competitive, can be difficult to find a job

What are your competitors doing?

They are getting small part time jobs, into fine art rather than graphic design

Are quality standards or specifications for your job, products or services changing?

Clients want work quickly, fast paced industry

Is changing technology threatening your position?

Some technology is however this would be more related to traditional art work

Do you have bad debt or cash-flow problems?

No, not a large budget

Could any of your weaknesses seriously threaten your business?

I am still growing and developing my skillset

Questions retrived from:

https://www.mindtools.com/pages/article/newTMC_05.htm