

The Freelancers Union (A)

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Social Cognitive Career Theory

Entrepreneur Utilizing Social Media

Job Openings

Industry Information

Networking Opportunities

Professional Associations

Career Assessments

Client's Identification

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Job Openings

Graphic Designer

Graphic Designer in the Beauty Industry

Freelance Graphic Designer

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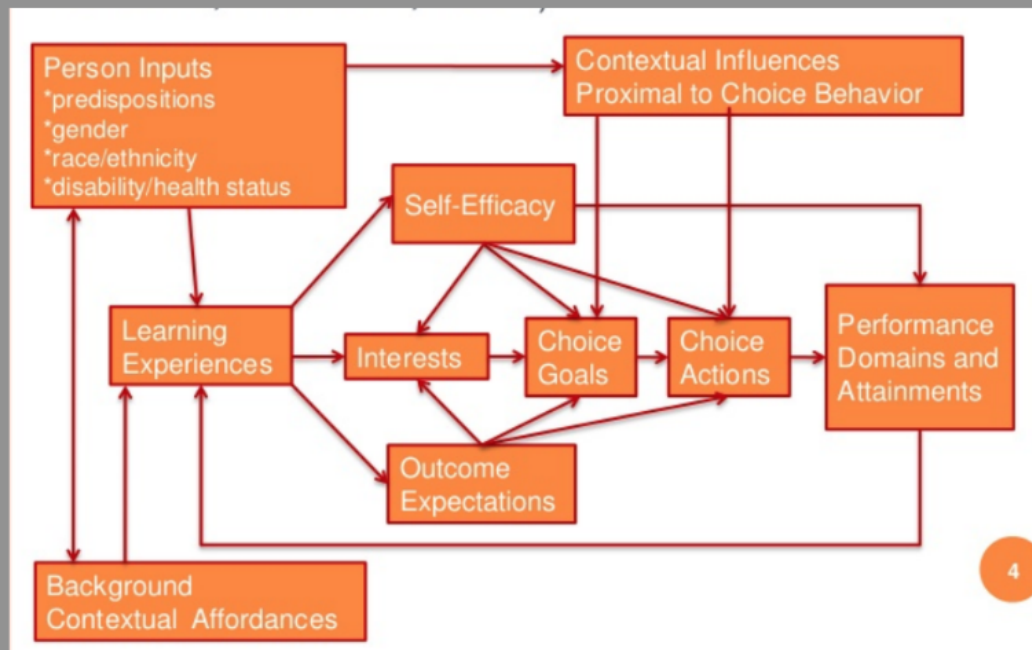
Anna

26 years old, married, female

- Graduated with a Bachelor of Arts in Graphic Design in 2015
- Worked as a graphic designer in an all around design firm after graduation until beginning of 2017
- Started a freelance design company on social media with peer in 2017
- Looking for a way to find clientele/put degree to use
- Currently employed in unrelated field to her goals

Social Cognitive Career Theory Part B

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Personal inputs

- mid-twenties
- limited field experience
- female
- limited time due to being a new mom

Learning Experiences

- location and travel time
- freelance vs. employee
- flexibility with schedule
- productivity under traditional work environment

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Self-Efficacy and Choice Actions

- productive as independent worker but works well in small, self-curated groups
- strong business instincts
- creative self-marketing + social media algorithm understanding

- has created social media platforms for company on Instagram, Facebook, and Twitter
- has set up an office with activity production stations
- left unhealthy job environment and relocated personal office close to home in order to decrease travel time

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Additional Tools and Background Resources

Already has a lot of material that she needs for this career, which eliminated start-up and overhead cost

ex. - Adobe Illustrator, In Design, Photoshop, etc.

- Pre-rented office space
- Physical and digital materials to design + produce
- Good standing relationships with local printers
- Past customer and friend referrals

- active on designer-facing help forums
- stationary ink, foil subscriptions and sample packs
- memberships to various image inventories for stock photos, symbols, backgrounds, vectors, and fonts

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Interests and Goals

- wants to explore entrepreneurship
- easy access through social media platforms with quick and efficient customer outreach
- has balanced creative design style and business vs. design background in combination with her business partner

- Goal: gain company exposure through local communities seeking event invitations, business cards, websites, company logos, etc.
- Outcome expectations have been slow starting and have currently discouraged creative output into networking, marketing, and service promotion

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Career Assessments

John Holland's Occupational Themes

Anna's Codes

- Artistic
- Enterprising
- Social



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16 Personalities

Myers-Briggs Type Indicator
Anna's Personality Type:

INFP

characteristics for this type includes:

- caring and loyal
- creative and perceptive
- sensitive and idealistic

Values Cards

Anna's Top 5 occupational preferences:

1. Artistic Creativity
2. High Earnings Anticipated
3. Location
4. Time Freedom
5. Make Decisions

