Networking & LinkedIn

AVC 248 · Design Self-Promotion · Week 10

“Your network is your net worth in this field.”

WHY IT MATTERS · COMPETENCY 4

Most creative jobs are never posted

The portfolio gets you considered. The relationship gets you hired. For creatives, who you know quietly opens most of the doors.

Referrals

fill a huge share of design roles before they ever reach a job board.

Trust

travels through people. A warm intro beats a cold application.

Reach

compounds. Every real connection widens the next opportunity.

Networking is not schmoozing. It is staying really connected.

YOUR HOME BASE

What a strong LinkedIn profile includes

Recruiters will look you up. Make the profile do the work: clear, current, and built around the role you actually want.

Headline

Not just your title. Say what you make and who you help, in one sharp line.

About

A short story in your voice: what you do, what you care about, where you are headed.

Featured work

Pin your best pieces up top. Show, do not just tell, what you can do.

Keywords

The terms recruiters search. Weave your tools and skills throughout.

SHOW UP

Posting and engaging professionally

You do not have to go viral. Showing up consistently and thoughtfully keeps you visible to the people who matter.



POST

Share your work and process

A finished piece, a behind-the-scenes look, a lesson learned. Real and specific beats polished and empty.



ENGAGE

Comment like a colleague

Thoughtful replies on others' work get you noticed faster than your own posts. Be generous, not transactional.

GROW FASTER

Finding a mentor

A good mentor shortens your learning curve and tells you the things no course will. You do not need to ask anyone to label it mentorship.



Look around you

Instructors, alumni, working pros whose path you admire. Mentors are people already a few steps ahead.



Start small

Ask one specific question. Follow up with what you did. Relationships grow from real exchanges, not big asks.



Give back

Share their work, report your wins, respect their time. The best mentorships go both directions.

REACH OUT

Informational interviews & warm outreach

The lowest-pressure way to meet people in your field: ask to learn, not to be hired. It opens doors a job application never could.



INFORMATIONAL INTERVIEW

Ask for fifteen minutes

A short, friendly chat about their work and path. Come curious and prepared, and you leave with insight and a new contact.



WARM OUTREACH

Lead with a real reason

Reference their work, a shared class, or a mutual contact. A personal, specific message gets a reply. A copy-paste does not.

CLOSER THAN YOU THINK

Network right here in the classroom

Your strongest professional network may be the people sitting next to you. These are tomorrow's collaborators, referrers, and hiring managers.



Your peers

Classmates spread out across studios and companies. Stay in touch and your reach multiplies after graduation.



Your instructors

They know the field and the people in it. Do good work, stay in contact, and they become genuine references.



Alumni

Graduates who walked this exact path are often glad to help. Shared roots make outreach easy.

Build the network before you need it.

“Stay connected, and the opportunities find you.”