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Custovo

A Digital, Personalized Job Search Collection Aid, Streamlined for Creatives

Anna Vecchi

A Thesis submitted in partial fulfillment of the requirements for the degree of:
Master of Fine Arts in *Visual Communication Design*
School of Design | College of Imaging Arts and Sciences
Rochester Institute of Technology

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Abstract

In today's society, the most common way for people to search for job opportunities is by using the internet on their personal electronic device, whether it be a laptop, desktop, tablet, or mobile phone. There are hundreds of websites and mobile applications catering to all kinds of career services in a plethora of fields. One specific sector of employment that is rather unique is the creative field. Creative positions are posted on their own websites like Behance, AIGA, Coroflot, etc. Since these niche websites exist, there are also hundreds of articles discussing how creative individuals approach the job searching process. Each industry has a different protocol when it comes to the hiring process; that which creatives, in my personal opinion, go through a rather intensive process in order to get that desired job. Not only does it require an interview, but a designed resume and cover letter, a portfolio, and an impress piece (among other things).

While creatives search and apply for these jobs, they are most likely finishing up their collegiate career or working full-time. It can be difficult and tedious to keep up with each application and remembering the status of each job applied, especially trying to remember which website you found XYZ job posted on. It is up to the individual to create their own method for keeping track, whether it be an Excel spreadsheet, text document, or using their Email history and labeling folders for each company. Regardless, these methods can fail due to the individual simply not keeping up and checking in frequently. This can result to not becoming employed by a date when the user wants to ideally be employed by and losing opportunity. I searched to see if there was a universally available system currently accessible to the public to prevent that from happening; there was not.

The objective of this thesis was to establish the systematic function of a mobile application and website pairing that will act as a guide/tool to aid graduating creatives and individuals already working in the creative field. This tool would have made the job search process easier by organizing all job postings of interest in one location (similar to a Pinterest-type of database), keeping track of all job applications, and automatically sending appropriately timed reminders via push notifications to the user while prompting the user's actions through Q&A/informative directions, rather than simply demanding an action through directions.



Introduction

When it comes to applying for jobs and kickstarting careers, there are multiple platforms tailored to creatives that host job postings involved in all kinds of creative fields. However, there is no way for an individual to catalog all jobs of interest in one location. In addition to that problem, there is no job search/employment tool that helps creatives in documenting and tracking their job applications in the sense of keeping an individual on track with the progress of each job application sent out. This thesis project would ideally aid those in the creative field with gentle enforcing being proactive with each job application while also allowing the user to save jobs from all pre-existing platforms in one location, similar to a Pinterest board. Therefore, the user can easily locate all postings of interest at once.

The issue I addressed is that creatives currently don't have a foolproof way to keep track of their pending job applications. The only methods they have are the ones they create themselves, which are not uniform nor foolproof since they rely on said person's memory to constantly keep it up to date. This program was intended to bridge that gap and be the middle man in the job hunt.

Thesis Statement

I set out to solve the issue creatives faced with managing their job applications by creating a website/mobile application combination that can corral specific jobs of interest, let the user apply to said jobs, and automatically notify the user of updates such as deadlines, upcoming interviews, and times to check-in via notifications sent to their mobile device.

Survey of Literature

For my survey of literature and research, I headed to the library, internet, and social media network. I searched for articles, journals, books and publications discussing UI design, vocational guidance tools, creatives preparing for job hunting, and to see if there were any digital trends coming up now that hunting for jobs is predominantly digital. In regards to my social network, I sent RIT graphic design graduates messages asking what their job hunting methods were, what they wished they could have done, and what they would ideally want. Lastly, I posted a discussion in LinkedIn groups such as AIGA and the RIT/CIAS School of Design Alumni to which a few people responded to. The following is an abridged list of only the article/journal/book resources I have referenced and gained knowledge from.

- *Python language*
This website discusses the program language in which users can work more quickly and allow one to integrate their systems more effectively.
- *Django language*
Django is similar to Python yet allows people to build better web applications faster and with much less coding. This framework encourages rapid development and clean, pragmatic design. Django focuses on automating as much as possible. Some sites that run off of Django are Pinterest, Instagram, Mozilla, and Disqus.
- *Use of Flat Design in Mobile App Interfaces, Best Examples by Nataly Birch*
Discusses the popularity flat design in some of today's mobile apps such as PicLac, National Geographic re-design, and Taasky to name a few. All examples touch base on emphasizing that flat design adds flair of sophistication, elegance, and neatness allowing an app to look more organized. All examples featured vivid color schemes combined with simplicity.
- *How to Get Your First Job: 5 Job Search Tips for Creative Grads by Kellie Shadie*
Goes through the basic processes of a creative college grad during a job search. Talks about points like establishing references, being realistic with first-job expectations, checking and drafting all social media interaction and visibility, and customizing items like the resume and cover letter to ones self and the potential employer.
- *It's Not About the Resume: Creative, Successful Job Search Tips by Cleve Rowley*
Another article discussing the importance of establishing relationships outside of resume delivering, how it is key to look like a professional during the job search, being conscious of one's appearance, and understanding it is not solely about the resume, but about how one treats every aspect of job hunting.

- *10 iPhone Apps to Manage Your Job Search On the Go by Dan Schwabel*
This article goes over popular and successful applications available to iPhones that monitor and assist the general job hunting process. Some of these apps include CareerBuilder, Job Compass, Now Hiring, and Job Finder. Each app had their own unique aspect; example, Job Compass would retrieve a phone's GPS location and find jobs within 50-100 miles of said phone location.
- *The Best Job Search Websites and Apps by Eric Griffith and Jennifer Bergen*
Article discusses general job websites such as CareerBuilder, Indeed, Monster, LinkedIn, Simply Hired, Glassdoor, and even suggesting Craigslist as one of the best job platforms. It goes more in depth with some specialty websites like Dice (IT and technology oriented), Idealist (for the non-profits, community/philanthropic organizations), and Snagajob (allowing individuals to find filler work/something not career driven).
- *7 Hot Trends in Mobile App Design by Christina Warren*
Discusses trends that are appealing on mobile applications, the one I focused on being the use of thing sans serif fonts and using more typographic influences in the creation of applications.
- *20 Stunning Examples of Minimal Mobile UI Design by Chris Lake*
This article focuses on apps that utilize two or three colors along with including plenty of negative/white space to convey the "less is more" mindset. It talks about how color usage is synonymous with music, in which balance, contrast, restraint, and dissonance all coincide with one another.
- *Top Job Search Mobile Apps to Help You Get Hired by Anasua Chakraborty*
LinkedIn, Jobstreet, and BeKnown are a few mobile applications talked about in this article. Chakraborty highlights that now almost everything is being done on a mobile device so these applications connect with other social media outlets to bring a well-rounded aspect to job seeking.
- *5 Apps to Make Your Job Search Successful by Laura Pell*
While this article also talks about apps that are helpful to the job search, different apps are discussed. A couple being "Resume Designer" which allows a user to upload and update information to their resume and send it out immediately and the other being "Monster Interviews", a child application from Monster that takes the user through a step-by-step process in preparing for an interview. The app talks about specific questions to even how to dress for said interview.

- *37 Ideas to Grow Your Job Search Network Right Now by Jacob Share*
Although this article seems to be more of a list, it highlights some great key points in regards to networking and being prepared. Some points discussed were to have an easy-to-remember email address, build impressive web profiles, join alumni networking groups, keeping track of contacts, always following up, and using thank you notes/cards.
- *10 Guerrilla Job Search Tactics That Work by Nicole Emerick*
A couple of points I pulled from this article that seemed interesting were the idea of company hunting in addition to job hunting and to "send a mug" with your resume. Although sending a literal mug may not be the best item to send, it conveys the message of sending something memorable along with the resume - a personal promotional piece.
- *Top 10 E-mail Etiquette Tips During your Career Search by Jeffrey*
This is informative because it focuses strictly on the e-mail. Some key points discussed in this article were to customize the subject line of each email, to never send the same email out to multiple companies simultaneously, attaching your resume but including the cover letter in the body of said e-mail, signing each e-mail with your contact information, and, of course, having an appropriate email address.
- *9 Resume Tips Hiring Managers Wished Creative Pros Knew by Lisa Vaas*
This article specifically talked about creatives and what tips and tools they should utilize while applying for jobs. A few of the approaches talked about here were to present your work online/have a website portfolio, compress all files so that they can be easily sent and downloaded, not to over-design your resume, keep everything simple and de-clutter as much as possible, and list any design awards and recognition (something that is commonly overlooked when it comes to putting it on your resume).
- *Resume Tips for Creative Professionals by Kim Isaacs*
Discussed the do's and don't's for creative resumes: resume with easy to read type and in PDF format, not overdone with unclear graphics or lots of colors, include information such as technical skills, career chronology, and education history. The portfolio is said to be well-organized and simple. Another way to display a portfolio is through a case study, which discusses the successes and finer details of a project.
- *The 2-Hour Job Search: Using Technology to Get the Right Job Faster by Steve Dalton*
This book discusses ways for job seekers to work smarter and faster in order to secure the initial interview. Dalton talks about how to sift through everything on the internet and create their own system of job analyzing through supplementary programs/tools like LinkedIn, Google, Excel, etc. With all steps talked about, Dalton states that only two hours of effort are necessary to reaching out to the appropriate people and put one's foot in the door.

- *CVs and Job Applications by Judith Leigh and Beatrice Baumgartner-Cohen*
A book filled with advice and useful tips on ways to design a CV and successful resume writing tips. The book itself is segmented into two sections. One section provides in depth advice on what to consider when putting a CV together, putting together an application, and going to the interview. Some other topics discussed in the book are online applications, references, and clarifying the offer. The second section presents useful checklists and examples to aid and inspire the potential hiree. One thing that was interesting in this book was the amount of discussion involving various reasons for seeking a job, like re-entering the workforce or changing career paths.
- *UI Design with Adobe Illustrator by Rick Moore*
This book discusses the simplistic features Adobe Illustrator provides a user who is looking to create UI design. Informs reader which tools are best suited to a UI workflow and how to customize Illustrator to cater to the individual's needs.
- *UI Is Communication How to Design Intuitive, User Centered Interfaces by Focusing on Effective Communication by Everett McKay*
A book explaining how to design interfaces that are user intuitive. It also includes UI design makeovers to show progress in design. Lastly, it ties the interactive aspect with visual design concepts to show how they can relate and benefit one another.
- *Graduation Guide for Design Students by Moniek Paus*
This book is specifically tailored to graduating graphic design students who are looking for practical advice, design advice, and ways to make graduation less stressful and more enjoyable. It is written in a very easy, conversational language that is relatable to students.
- *Designers are Wankers by Lee McCormack*
Although this book is tailored to industrial designers, the principle is still the same. It discusses the transition from student to full-time professional. The book consists of topics like relating to a business mind, protecting personal ideas, and even interviews with creatives like Paul Smith, Jason Kirk, and Piers Roberts.
- *No Plastic Sleeves: Portfolio and Self Promotion Guide for Photographers and Designers by Larry Volk*
A book solely focusing on the importance and process of crafting a professional print and digital portfolio. It focuses on self-promotion and information on blogs and social media's role with the process of networking and promoting. This book guides the reader through editing work, developing comprehensive digital and print portfolios, and take advantage of social media's tools. It features examples of successful designs and interviews with industry professionals.

- *Breaking into Graphic Design: Tips from the Pros on Finding the Right Position for You* by Michael Jefferson
This book is filled with information on every aspect of the job hunting process from cover letter assembly to compiling a portfolio. It is a staple in creating a professional, employable image. The book is packed with interviews featuring designers, career counselors, and business owners, job search strategies, presentation ideas, interview tips, and how to evaluate and accept offers.
- *Becoming a Graphic Designer: A Guide to Careers in Design* by Steven Heller
This book is interesting because it covers multiple fields relating to graphic design such as information design, packaging design, design management, editorial design, and even being an entrepreneur. It is filled with sample design pieces and the latest trends in evolving design principles. This guide book covers everything from education to work settings and preparing for finding a job. Thanks to its ability to talk about a plethora of creative fields, it allows the reader to learn a lot about all aspects of graphic design and where it can be incorporated or how it can be used.
- *Graduate Recruitment: Nail that Post in Design Week* by Anonymous
This article in Design Week talks about the avenues that design graduates have taken, whether it be applying to jobs and doing unique networking tactics that land them positions or just collaborating with fellow designers and programmers. It also discusses how working for prolonged periods of time unpaid is not professional and how designers can work on rectifying that situation.
- *Recruitment: Products of Placement in Design Week* by Anonymous
This article discusses how recent graduates can stand out among the rest and land that first job they are on the hunt for. After interviewing a couple designers on what their process and method was to applying to positions, it is simply stated in the article that having a strong portfolio while being humble, having a go-getter attitude, all while shamelessly networking is what gets graduates positions.
- *Private View: Illegible Equals Ineligible in Design Week* by Adrian Shaughnessy
An interesting spin on this article was demonstrated by having it written from the job's point of view. It talks about how it is most of the time harder to hire from students than experienced designers, mainly go by personality and potential, and how much attention to detail applicants should focus on each individual application to a company. The article also touches on a method companies are implementing which are questionnaires to weed out applicants through questions that show the company a bit of each applicant's personality, similar to a personality test.



Research Focus

Throughout the process, I discovered that a majority of the reference materials I was finding either contained a lot of the same information or were things I already knew prior to researching for this thesis project. However, the items that were extremely beneficial were the pieces discussing the importance of specific materials needed to apply for jobs and what a designer needs to know in order to successfully get hired, not just only talking about how to be prepared.

One in particular was *Breaking into Graphic Design: Tips from the Pros on Finding the Right Position for You* by Michael Jefferson. This book went through the whole process of applying for a job all the way to how to accept and negotiate offers. Outside of this thesis, this book is extremely valuable to any designer no matter what their background is.

Lastly, some articles that listed important job searching tools (apps and websites) were extremely helpful in researching the competition this potential app would have if it were to be publicly launched. It allowed me to research how those apps functioned and to figure out how I could make Custovo stand out from the rest and make it successful.

Outside of researching books, articles, and publications, I posted questions related to this thesis project on LinkedIn groups and asked various undergraduate classmates what they did during their job search process, what they wished they did differently, and what they wished they had to help them (listed in Appendix F). Surprisingly, a lot of the answers I received were similar to my personal experience with job searching: using spreadsheets, color coding, taking notes, etc. Luckily, a few of my peers really wished a product like my thesis was around for public use when they were first searching for jobs, since it would have made their process much smoother.



Inspiration

I drew visual inspiration from many outlets. I wanted this product to be clean, modern, sleek, and easily compete with similar services currently available. I gravitated towards flat UI design and simple color palettes, while took functional inspiration from sites like Pinterest. I thought the way Pinterest looked and flowed was smooth and easy to understand, along with having all of its information and user settings easy to find and edit.

As far as inspiration for this project, I felt a great amount of personal compulsion to create a solution to this issue because I have personally encountered the troubles of job searching right after graduating with my BFA. I believed this would be a project that I could contribute a lot of information to and really be able to understand what users needed. It would have been uncomfortable and difficult for me to create a project based on something I have no connection to; I thought that since I have tested multiple job application sites, had many friends who went through the same struggles as me, and knew what I wanted in a job searching/applying app, that this thesis would be a great outlet for me to make an idea come to fruition.

Process

The parameters of this thesis project was to create the visuals for Custovo (branding, UI design, etc.) but also create the system of the program and how it would function. The ultimate goal was to demonstrate how the app would serve an individual from start to finish. While I did not expect myself to code the app and make it a fully functional product in the respected timeframe, I wanted to demonstrate what the mobile app would look like through 2D animation reels that demonstrated specific features of the app. I faced some technical issues while creating the video reels mainly due to the fact that I needed to refresh my skills with Adobe After Effects. Otherwise, all the visuals were created using Adobe Photoshop, Illustrator, and InDesign, which are software programs I am thoroughly comfortable with.

Logo Design, General Branding, App Application Mock Ups, and Social Media

Descriptions, explanations, and visuals of the logo and general branding process, along with the final branding materials, are viewable in Appendix B.

The logo design went through a couple iterations before reaching its final state. After a few sketches and presenting a vector version of the logo to my peers, discussion helped me refine it to its final state. Some comments about the original design were that it looked a bit too organic for something that was meant to stand for professionalism and simplicity. I adjusted the logo accordingly to a symbol that had various meanings. I also used a color palette that reflected what the service presented to users.

Along with the logo and color palette, I created a business card, envelope, letterhead, Facebook page, Twitter page, application icon for mobile devices, and created examples of how the application icon would be displayed on partnered job searching websites. The examples I used were Behance and AIGA. The significance of creating these specific examples was that by allowing Custovo to have presence on these job posting sites, it allowed the user to save a specific job post to their Custovo account. This allowed the user to reference one location (that location being Custovo) in case they need to access that specific job post again, instead of having to hunt it down and try to remember the website they originally found it on.

The copy used on the Facebook and Twitter pages was meant to be straightforward, easy to relate to, and provide a sense of security and comfort to the target audience. The way the copy was written was done so as to be easily relatable and show the user that this service is confident in their ability to work together and attain the same goal.

Desktop and Mobile UI with Wireframes

Descriptions, explanations, and visuals of the UI design process, along with the final mockups for both website and mobile UI, are viewable in Appendix C.

A significant component of this project was the creation of both the desktop and mobile UI. I chose to create both UI options simply because some individuals in the target audience would feel more comfortable applying for jobs using their laptop or desktop. Therefore, I would have liked both options to have been visually represented in the final outcome of this thesis.


I originally started with a flow chart of how the website and app would function (viewable in Appendix C). This gave me a good foundation for when it came time to design the screens of both products. I also worked on wireframe sketches for the website to fine tune my ideas and create a consistent style that fit well for both web and mobile.

For both web and mobile, I created the following pages:

- Log In/Sign Up
- Homepage
- Homepage with an expanded job post
- Homepage with drop down filter feature visible
- Homepage after selecting a filter from the drop down menu
- "My Account" Page
- "Settings" Page
- "My Documents" Page
- "My Synced Accounts" Page
- "My Calendar" Page

I designed the mobile app first with the mindset that it would have been easier to design for a smaller specification and go bigger than to design larger first and then get smaller. When it came to designing mobile, the initial challenges I faced were creating an effective menu/settings page of the app. However, designing the UX of the app was rather intuitive. I wanted it to be tailored more for an iPhone, so all of the buttons and toggle switches for the settings were similar to that of the iPhone setting menu. The user would swipe their finger to the right/tap on the right side of the toggle to activate a feature (thus turning the toggle dark blue) and swipe their finger to the left/tap on the left side of the toggle to deactivate a feature (leaving the toggle grey). In regards to vector icons, a green icon would signify that an item had been uploaded while a red would show that the user intends to delete an item.

Something that became a bit of a challenge was the creation of the homepage filter. This feature allowed the user to filter through all of their saved job postings to find ones that fit a certain criteria. The reason this was created was to prevent the user from infinitely scrolling down their homepage to search for a specific post. In Custovo, anything that is labeled dark blue had not been applied to. Anything in yellow meant that the application had been sent but there has been no response or that you and the company are communicating back and forth.



If a job were in red, that meant the company did not offer you a position and if it were in green, that meant an offer had been extended to the user for full-time employment. While creating the colors was rather simple, it was brought to my attention that color-blind individuals could use this service and would have a difficult time understanding which filter indicated what status. I decided to associate a specific shape with each color. While rather elementary, it rounded out the design by allowing all members of the target audience to reap the benefits of this service equally. The shapes are simple, universally understood, and easily fit with the design of the UI.

Overall, creating a functioning mobile UI that was aesthetically pleasing, clean, simplistic, yet easy to navigate was simple. I was proven wrong in that designing a desktop UI would have been easier after designing for mobile. I had difficulty translating elements of the mobile UI to desktop; the first few versions of the desktop UI showed the job postings and settings as rather too large for the screen. At this point, it was so customary for me to create elements that could be easily and quickly viewed on a small screen. After many revisions, the buttons and job postings got to a reasonable size and fit more comfortably in the overall design.

For the desktop UX, I wanted to keep it as close to the mobile version as possible, so that the user does not feel the need to relearn how to use the website going from one device to another. The toggles in the features section function the same, except the user would have to click on the respective sides of the toggle to either activate or deactivate that specific function. An additional feature was introduced in the desktop version – once a setting option was changed, a “Save Changes” button would turn from grey to dark blue, indicating that the user has unsaved changes. Once this button is clicked to save the changes, it will return to grey.

Another part of the design that was more elaborate was the additional information held in each job posting. Once the user clicked on a posting to expand its box, they would be able to read the full description of the posting as written on the native site, read a full company description, and also read all the requirements needed to be considered an acceptable candidate as stated by the employer. In the mobile version, only the contact information and required documents are visible. However, there is a link taking the user to the original posting from Custovo if they wish to read more about the job posting. The reason why it is more elaborate in the desktop version is because there is more room for all of the information to be present. This allows the user to stay within Custovo for everything they need instead of having to constantly go back and forth from site to site.

In regards to both the desktop and mobile UI design, they are cohesive and compliment one another. Both elements were designed with each other in mind and function the way a real desktop/mobile pair would work together. For example, the Pinterest app and website both are stylized the same but have slightly different functionalities for the same thing.

Tutorial Videos

Descriptions, explanations, and screenshots of the videos and host website, along with the links to each video, are viewable in Appendix D.

The tutorial videos were the key items that made this project into a thesis. While the idea of Custovo could have been executed in any class as any project, I wanted to add a motion element into this so it could be a have a well-rounded piece. Personally, 2D animation is one of my weakest points; I wanted to improve my skills and show how the app could be used in real time. The original objective stated in the proposal was to create 3-5 videos between 15-30 seconds each that highlighted a different function of the app. The videos were to be created in After Effects and uploaded onto YouTube so that the videos can all be placed on a website.

Upon starting the creation of the videos, I realized that in order to get a decent amount of information relayed to the viewer, the videos needed to be much longer than 15-30 seconds. I decided to create four videos. The four parts of the app that I focused on documenting were "Logging In & Homescreen Features", "Exploring Account Settings", "Composing Emails", and "Push Notifications." Ultimately, each video lasted between 40-50 seconds. The components of the video were created in Illustrator and imported into the After Effects file.

This portion of the thesis is what went through the most change from proposal to final product. Originally, I envisioned the videos having an instrumental track. However, the idea did not come to fruition because of the setting the videos would be presented in. These videos were going to be presented during the thesis presentation and during the thesis show. During the presentation, viewers would be reading the material on the screen while I would be describing the process. During the show, there would be other projects being presented and running simultaneously. Both settings allowed for excess noise; there was no reason for me to contribute more sound, especially when it did not directly benefit or enhance my project.

I was advised to make these videos as simple as possible since 2D animation is not something I focused my studies on and this thesis was more about the idea of Custovo. The aim was to successfully show off the basics as simply as possible so the user could grasp all the information in a short amount of time, without any unnecessary embellishments. The most complex part of creating the video was tweening the stylus-type point to reach the appropriate parts of the app when specific text was visible.

A major hurdle that I faced during this process was timing the text to stay on screen long enough for a viewer to read it completely. The multiple stages of trial and error were due to viewers not being able to read all of the text before it disappeared and transitioned to a new sentence. I had to treat the text as one would treat subtitles and overestimate how much time people would need to read while also observing how the app functioned next to the text. My peers were instrumental in helping me tackle this challenge since the majority of my classmates are international students with English being a second or third language. Thanks to their feedback, I was able to have the text remain on screen for a perfect range of time for viewers to read the text while watching the stylus demonstrate what the text was explaining..



Summary

Descriptions and screenshots of peer feedback in regards to the 2D animation reel videos are viewable in Appendix E.

The one portion of this thesis that received a lot of peer feedback were the 2D animation reel videos. While what is visible in Appendix E are only a few screenshots of comments left on the YouTube links, there were multiple rounds of feedback and revisions through verbal communication amongst my peers. Along with feedback regarding the videos, I received verbal feedback about all stages of my logo and branding designs, as well as my UI designs for desktop and mobile.

Throughout this process, I have been very appreciative of all peer and user feedback received about all aspects of the project. All the feedback has helped me make significant improvements to multiple thesis components. The logo was altered to have a more clean, sophisticated, and professional look and feel. The website UI originally seemed clunky and large to some individuals; I used their comments to simplify it and reduce the size of the toggles and buttons. There was a question about color-blind individuals which brought that design problem to my attention; I ended up adjusting my overall UI design to allow accommodations for color-blind individuals. In regards to the videos, feedback from multiple individuals talked about how the text was disappearing too quickly, so the length of viewing time for each text segment was adjusted so that the viewer could comfortably read all that was displayed on the screen while watching the stylus move to specific parts of the app. I felt as though I addressed all feedback given to me about the project before the final presentation and was still accepting feedback and additional ideas during the final presentation.

One of the things I noticed during the many discussions about the project was that quite a few people would discuss what more the app could do and how this could be a universal tool that assisted not just creatives, but all individuals, in finding a job. In addition to that, I was given many resources that I could reach out to if I chose to turn this thesis project into a start-up company. While that idea was, and is, still appealing, it is currently not feasible with my current schedule.

Lastly, something that solidified my thoughts on creating Custovo as my thesis project were the results I received from friends and fellow alumnae in the initial survey asking about what people wanted as an aid in the job application process. The majority of the answers asked for a service similar, if not identical, to what Custovo was about to become. It was relieving to know my issues with job hunting were not completely my own and that this idea, if it were to become a start-up, would have a decent chance at survival in the consumer world.



Conclusion

Significance of the Project

My overall goal of this thesis project was to provide a service to designers/creative individuals that could help an individual keep track of their multiple applications and to streamline the job application process. It was intended to be a refreshing and different approach to applying for jobs: one that had the ability to notify someone in real-time, one that had the capability of multi-tasking (ex. creating calendar events in the background while a person types a date and time in an email), and one that had the ability to organize applications in a simplistic and succinct manner so that the user could find information quickly and easily.

This service would change the way individuals searched and applied for jobs. A person could easily be held accountable by a device they hold closest to them – their phone or tablet. Custovo would erase the reality of having your essential job application items scattered in various places. A person wouldn't have to have a spreadsheet to keep track of their applications, a separate location for their portfolio, resume, and cover letter, and a separate service for their emails. The reality of human error would essentially be removed from the application process thanks to the features of push notifications, automatically set application timelines, automatically saved calendar reminders, and the ability to auto-attach important documents like resumes, cover letters, and portfolios to emails.

This project touched on a few things. One, it showed the possibility of having a career aid that plays an active role in the application process. Two, it provided me the opportunity to learn about user thinking and give me real-world experience in creating an app and company simultaneously. For example, during the process of creating search filters for the homepage of the app, it was brought to my attention that colorblind users could be utilizing this service so there had to be an alternative way of distinguishing categories. That was something I would not have originally thought of and it really forced me to look at things from an outside perspective and to consider all possibilities.

New Design Inquiries

After presenting this project to my peers and professionals, a great deal of brainstorming and discussion followed. One main question and topic of discussion was how this project could be expanded to service more than just creative individuals. This product can easily service those in the sciences, marketing/advertising, academia, and engineering fields (among many others).

Additionally, I was pleasantly surprised to see the overwhelmingly positive responses I got about this project idea and final outcome. Throughout the creative process, multiple people reached out to me in seeing how I felt about making this idea a fully functioning reality through start-up funding opportunities within RIT's campus, consulting with students in other departments for programming needs, etc. It is comforting to know that my thesis idea would be easily marketable and could become a functioning service with the appropriate resources.



Appendices

Appendix A: Thesis Proposal Document


Appendix B: Logo/Branding Ideation and Final Results

Appendix C: Website Wireframe/UI Design for Mobile and Web

Appendix D: 2D Animated App Tutorial Videos (with links and video text fully explained)

Appendix E: Peer Feedback

Appendix F: Survey Collection



Appendix A:

Custovo

A Digital, Personalized Job Search Collection Aid, Streamlined for Creatives

Submitted by: Anna Vecchi

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MFA Visual Communication Design



Abstract

In today's society, the most common way for people to search for job opportunities is by using the internet on their personal electronic device, whether it be a laptop, desktop, tablet, or mobile phone. There are hundreds of websites and mobile applications catering to all kinds of job postings in a plethora of fields. One specific sector of employment that is rather unique is the creative field. Creative positions are posted on their own websites like Behance, AIGA, Coroflot, etc. Since these niche websites exist, there are also hundreds of articles discussing how creative individuals approach the job searching process. Each industry has a different protocol when it comes to the hiring process; that which creatives, in my personal opinion, have a tougher time attaining that desired job. Not only does it require an interview, but a designed resume and cover letter, a portfolio, and an impress piece, among other things.

While creatives search and apply for these jobs, they are most likely finishing up their collegiate career or working full-time. It can be difficult and tedious to keep up with the each application and remembering the status of each job applied, especially trying to remember which website you found XYZ job posted on. It is up to the individual to create their own method for keeping track, whether it be an Excel spreadsheet, text document, or using their Email history and labeling folders for each company. Regardless, these methods can fail due to the individual simply not keeping up and checking in frequently. This can result to not becoming employed when the user wants to ideally be employed by and losing opportunity. I searched to see if there was a universally available system currently accessible to the public to prevent that from happening; there was not.

The objective of this thesis is to establish the systematic function of a mobile application and website pair that will act as a guide/tool to aid graduating creatives and individuals already working in the creative field. This tool would make the job search process easier by organizing all job postings of interest in one location (similar to a Pinterest-type of database), keeping track of all job applications, and automatically sending appropriately timed reminders via push notifications to the user while prompting the user's actions through Q&A/informative directions rather than simply demanding an action through directions.



Problem Statement

When it comes to applying for jobs and kickstarting careers, there are multiple platforms tailored to creatives in hosting job postings involved in all kinds of creative fields. However, there is no way for an individual to catalog all jobs of interest in one location. In addition to that problem, there is no job search/employment tool that helps creatives in documenting and tracking their job applications in a sense of keeping an individual on track with the progress of each job application sent out. This thesis project would ideally aid those in the creative field with gently enforcing being proactive with each job application while also allowing the user to save jobs from all pre-existing platforms in one location, similar to a Pinterest board. Therefore, the user can easily locate all postings of interest at once.

The argument or issue I am addressing is that creatives currently don't have a foolproof way to keep track of their pending job applications. The only methods they have are the ones they create themselves, which are not uniform nor foolproof since they rely on said person's memory to constantly keep it up to date. This program will bridge that gap and be the middle man in the job hunt.



Thesis Statement

I intend to solve the issue of creatives managing their job applications by creating a website/mobile application combination that can corral specific jobs of interest, let the user apply to said jobs, and automatically notify the user of updates such as deadlines, upcoming interviews, and times to check-in via notifications sent to their mobile device.

Survey of Literature

For my survey of literature and research, I headed to the library, internet, and social media network. I searched for articles, journals, books and publications discussing UI design, vocational guidance tools, creatives preparing for job hunting, and if there were any digital trends coming up now that hunting for jobs is predominantly digital. In regards to my social network, I sent RIT graphic design graduates messages asking what their job hunting methods were, what they wished they could have done, and what they would ideally want. Lastly, I posted a discussion in LinkedIn groups such as AIGA and the RIT/Cias School of Design Alumni to which a few people responded to. The following is an abridged list of only the article/journal/book resources I have referenced and gained knowledge from.

- *Python language*
This website discusses the program language in which users can work more quickly and allow one to integrate their systems more effectively.
- *Django language*
Django is similar to Python yet allows people to build better web applications faster and with much less coding. This framework encourages rapid development and clean, pragmatic design. Django focuses on automating as much as possible. Some sites that run off of Django are Pinterest, Instagram, Mozilla, and Disqus.
- *Use of Flat Design in Mobile App Interfaces, Best Examples by Nataly Birch*
Discusses the popularity flat design in some of today's mobile apps such as PicLac, National Geographic re-design, and Taasky to name a few. All examples touch base on emphasizing that flat design adds flair of sophistication, elegance, and neatness allowing an app to look more organized. All examples featured vivid color schemes combined with simplicity.
- *How to Get Your First Job: 5 Job Search Tips for Creative Grads by Kellie Shadie*
Goes through the basic processes of a creative college grad during a job search. Talks about points like establishing references, being realistic with first-job expectations, checking and drafting all social media interaction and visibility, and customizing items like the resume and cover letter to ones self and the potential employer.
- *It's Not About the Resume: Creative, Successful Job Search Tips by Cleve Rowley*
Another article discussing the importance of establishing relationships outside of resume delivering, how it is key to look like a professional during the job search, being conscious of one's appearance, and understanding it is not solely about the resume, but about how one treats every aspect of job hunting.

- *10 iPhone Apps to Manage Your Job Search On the Go by Dan Schwabel*
This article goes over popular and successful applications available to iPhones that monitor and assist the general job hunting process. Some of these apps include CareerBuilder, Job Compass, Now Hiring, and Job Finder. Each app had their own unique aspect; example, Job Compass would retrieve a phone's GPS location and find jobs within 50-100 miles of said phone location.
- *The Best Job Search Websites and Apps by Eric Griffith and Jennifer Bergen*
Article discusses general job websites such as CareerBuilder, Indeed, Monster, LinkedIn, Simply Hired, Glassdoor, and even suggesting Craigslist as one of the best job platforms. It goes more in depth with some specialty websites like Dice (IT and technology oriented), Idealist (for the non-profits, community/philanthropic organizations), and Snagajob (allowing individuals to find filler work/something not career driven).
- *7 Hot Trends in Mobile App Design by Christina Warren*
Discusses trends that are appealing on mobile applications, the one I focused on being the use of thing sans serif fonts and using more typographic influences in the creation of applications.
- *20 Stunning Examples of Minimal Mobile UI Design by Chris Lake*
This article focuses on apps that utilize two or three colors along with including plenty of negative/white space to convey the "less is more" mindset. It talks about how color usage is synonymous with music, in which balance, contrast, restraint, and dissonance all coincide with one another.
- *Top Job Search Mobile Apps to Help You Get Hired by Anasua Chakraborty*
LinkedIn, Jobstreet, and BeKnown are a few mobile applications talked about in this article. Chakraborty highlights that now almost everything is being done on a mobile device so these applications connect with other social media outlets to bring a well-rounded aspect to job seeking.
- *5 Apps to Make Your Job Search Successful by Laura Pell*
While this article also talks about apps that are helpful to the job search, different apps are discussed. A couple being "Resume Designer" which allows a user to upload and update information to their resume and send it out immediately and the other being "Monster Interviews", a child application from Monster that takes the user through a step-by-step process in preparing for an interview. The app talks about specific questions to even how to dress for said interview.

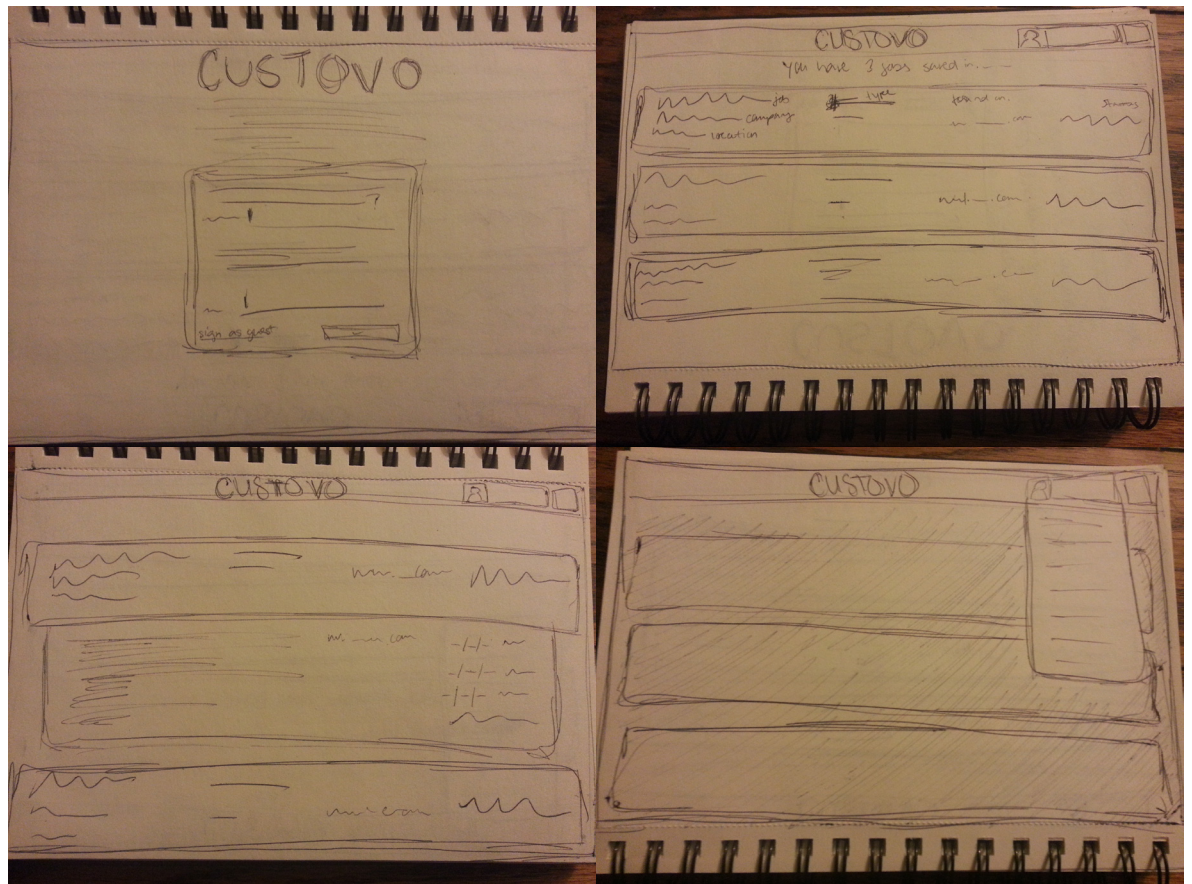
- *37 Ideas to Grow Your Job Search Network Right Now by Jacob Share*
Although this article seems to be more of a list, it highlights some great key points in regards to networking and being prepared. Some points discussed were to have an easy-to-remember email address, build impressive web profiles, join alumni networking groups, keeping track of contacts, always following up, and using thank you notes/cards.
- *10 Guerrilla Job Search Tactics That Work by Nicole Emerick*
A couple of points I pulled from this article that seemed interesting were the idea of company hunting in addition to job hunting and to "send a mug" with your resume. Although sending a literal mug may not be the best item to send, it conveys the message of sending something memorable along with the resume - a personal promotional piece.
- *Top 10 E-mail Etiquette Tips During your Career Search by Jeffrey*
This is informative because it focuses strictly on the e-mail. Some key points discussed in this article were to customize the subject line of each email, to never send the same email out to multiple companies simultaneously, attaching your resume but including the cover letter in the body of said e-mail, signing each e-mail with your contact information, and, of course, having an appropriate email address.
- *9 Resume Tips Hiring Managers Wished Creative Pros Knew by Lisa Vaas*
This article specifically talked about creatives and what tips and tools they should utilize while applying for jobs. A few of the approaches talked about here were to present your work online/have a website portfolio, compress all files so that they can be easily sent and downloaded, not to over-design your resume, keep everything simple and de-clutter as much as possible, and list any design awards and recognition (something that is commonly overlooked when it comes to putting it on your resume).
- *Resume Tips for Creative Professionals by Kim Isaacs*
Discussed the do's and don't's for creative resumes: resume with easy to read type and in PDF format, not overdone with unclear graphics or lots of colors, include information such as technical skills, career chronology, and education history. The portfolio is said to be well-organized and simple. Another way to display a portfolio is through a case study, which discusses the successes and finer details of a project.
- *The 2-Hour Job Search: Using Technology to Get the Right Job Faster by Steve Dalton*
This book discusses ways for job seekers to work smarter and faster in order to secure the initial interview. Dalton talks about how to sift through everything on the internet and create their own system of job analyzing through supplementary programs/tools like LinkedIn, Google, Excel, etc. With all steps talked about, Dalton states that only two hours of effort are necessary to reaching out to the appropriate people and put one's foot in the door.

- *CVs and Job Applications by Judith Leigh and Beatrice Baumgartner-Cohen*
A book filled with advice and useful tips on ways to design a CV and successful resume writing tips. The book itself is segmented into two sections. One section provides in depth advice on what to consider when putting a CV together, putting together an application, and going to the interview. Some other topics discussed in the book are online applications, references, and clarifying the offer. The second section presents useful checklists and examples to aid and inspire the potential hiree. One thing that was interesting in this book was the amount of discussion involving various reasons for seeking a job, like re-entering the workforce or changing career paths.
- *UI Design with Adobe Illustrator by Rick Moore*
This book discusses the simplistic features Adobe Illustrator provides a user who is looking to create UI design. Informs reader which tools are best suited to a UI workflow and how to customize Illustrator to cater to the individual's needs.
- *UI Is Communication How to Design Intuitive, User Centered Interfaces by Focusing on Effective Communication by Everett McKay*
A book explaining how to design interfaces that are user intuitive. It also includes UI design makeovers to show progress in design. Lastly, it ties the interactive aspect with visual design concepts to show how they can relate and benefit one another.
- *Graduation Guide for Design Students by Moniek Paus*
This book is specifically tailored to graduating graphic design students who are looking for practical advice, design advice, and ways to make graduation less stressful and more enjoyable. It is written in a very easy, conversational language that is relatable to students.
- *Designers are Wankers by Lee McCormack*
Although this book is tailored to industrial designers, the principle is still the same. It discusses the transition from student to full-time professional. The book consists of topics like relating to a business mind, protecting personal ideas, and even interviews with creatives like Paul Smith, Jason Kirk, and Piers Roberts.
- *No Plastic Sleeves: Portfolio and Self Promotion Guide for Photographers and Designers by Larry Volk*
A book solely focusing on the importance and process of crafting a professional print and digital portfolio. It focuses on self-promotion and information on blogs and social media's role with the process of networking and promoting. This book guides the reader through editing work, developing comprehensive digital and print portfolios, and take advantage of social media's tools. It features examples of successful designs and interviews with industry professionals.

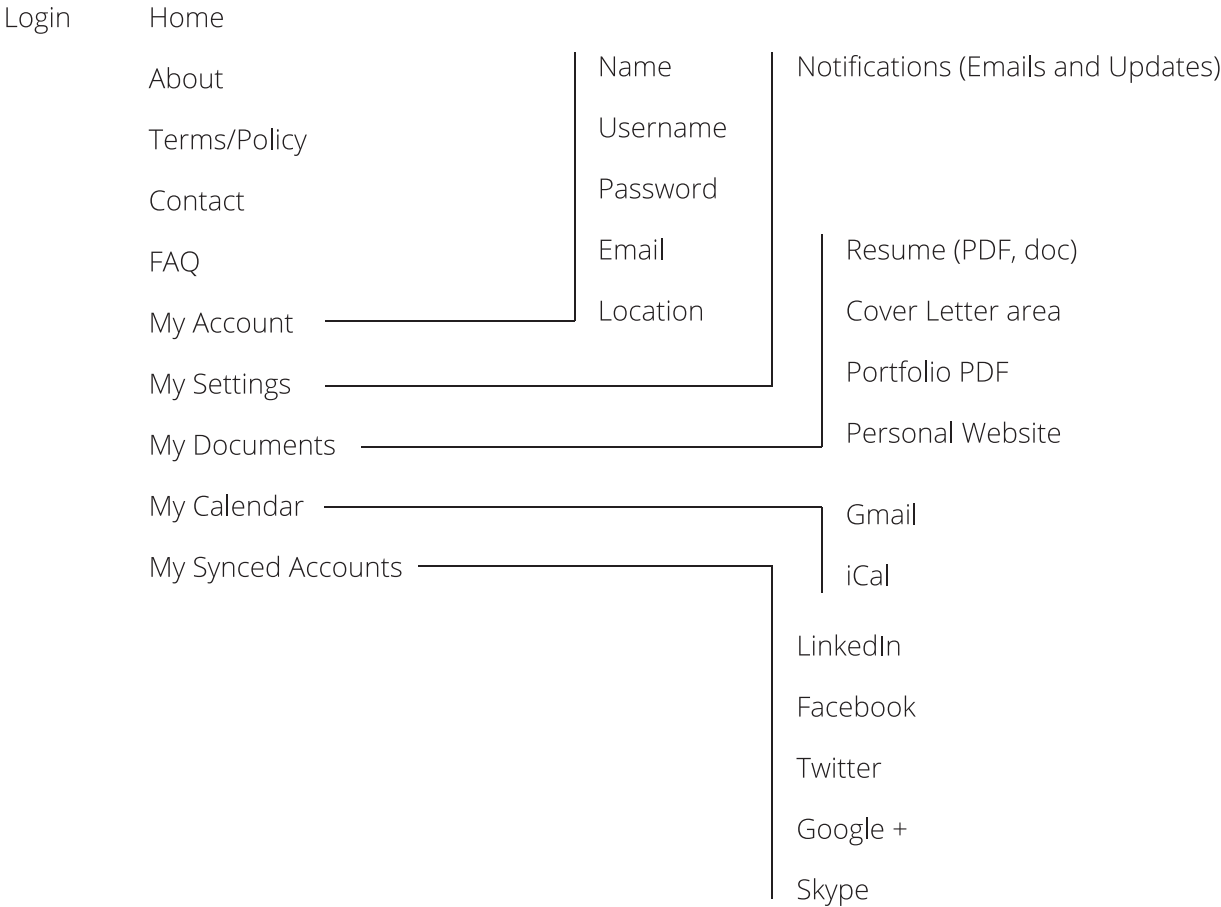
- *Breaking into Graphic Design: Tips from the Pros on Finding the Right Position for You* by Michael Jefferson
This book is filled with information on every aspect of the job hunting process from cover letter assembly to compiling a portfolio. It is a staple in creating a professional, employable image. The book is packed with interviews featuring designers, career counselors, and business owners, job search strategies, presentation ideas, interview tips, and how to evaluate and accept offers.
- *Becoming a Graphic Designer: A Guide to Careers in Design* by Steven Heller
This book is interesting because it covers multiple fields relating to graphic design such as information design, packaging design, design management, editorial design, and even being an entrepreneur. It is filled with sample design pieces and the latest trends in evolving design principles. This guide book covers everything from education to work settings and preparing for finding a job. Thanks to its ability to talk about a plethora of creative fields, it allows the reader to learn a lot about all aspects of graphic design and where it can be incorporated or how it can be used.
- *Graduate Recruitment: Nail that Post in Design Week* by Anonymous
This article in Design Week talks about the avenues that design graduates have taken, whether it be applying to jobs and doing unique networking tactics that land them positions or just collaborating with fellow designers and programmers. It also discusses how working for prolonged periods of time unpaid is not professional and how designers can work on rectifying that situation.
- *Recruitment: Products of Placement in Design Week* by Anonymous
This article discusses how recent graduates can stand out among the rest and land that first job they are on the hunt for. After interviewing a couple designers on what their process and method was to applying to positions, it is simply stated in the article that having a strong portfolio while being humble, having a go-getter attitude, all while shamelessly networking is what gets graduates positions.
- *Private View: Illegible Equals Ineligible in Design Week* by Adrian Shaughnessy
An interesting spin on this article was demonstrated by having it written from the job's point of view. It talks about how it is most of the time harder to hire from students than experienced designers, mainly go by personality and potential, and how much attention to detail applicants should focus on each individual application to a company. The article also touches on a method companies are implementing which are questionnaires to weed out applicants through questions that show the company a bit of each applicant's personality, similar to a personality test.

Design Ideation

Below I have placed photographs of some rough hand-drawn wireframing showcasing the visual layout of website components. Also, I have placed the beginnings of a flowchart/mindmap of how the program/application would function starting from the "log in" screen. The visual components relevant to my thesis are basic branding materials such as logo, font choice, color palette, and UI. The visual component necessary to show the functionality of this hypothetical application will be a motion graphic piece. The design component of this thesis is not only visual, but also the design of how the application functions. The structure and flow of the website/application is, in my opinion, a crucial design aspect.



Design Ideation





Methodological Design

The project is going to be a visual and systematical design project focusing on: basic branding materials (logo, color palette, font choice, envelope/business card/letterhead), UI design of some screens of the website/mobile application, a flow chart/mind map showing the progression of the website/application, designed screenshots highlighting the mobile push notification feature of the product, designed screenshots of the product having placement on existing job searching websites, and a series of up to 5 15-30 second 2D animations showcasing specific features in the program/application.

The target audience are males and females ages 20-40 who are at least finishing their senior year of undergraduate college or working in the creative industry. They would have a college/post graduate educational level and collegiate reading level. These individuals would be well-versed experts when it comes to computers and operating programs on multiple platforms, especially on mobile devices. Since this product is targeted towards creatives, they would be experts in knowing what is expected and necessary in their respective fields. These individuals will be looking for jobs and aiming to get hired as soon as possible, therefore their motivational level would be neutral to high. This product would be ideally used by the individual for the individual; there is no group/community aspect. There is no specific feature set for people with any form of disability, but the colors used in the UI will easily distinguish active hit-states from backgrounds if a user were to have some sort of color blindness. Currently, the only language consideration that is highlighted in this project would be English, however that could be easily changed and expanded on if this were to be transformed into an actual company.

Implementation Strategies

<i>After Affects</i>	3-5 2D animation pieces highlighting specific functionalities of app spanning 15-30 seconds each
<i>Dreamweaver</i>	Simple website describing functionalities of app with 2D animation pieces corroborating each feature
<i>Illustrator</i>	Branding Materials (logo and color palette) Mobile and Website UI: Log in screen, job collection/library screen, personal account screen, application history screen, push alarm notification for mobile devices Sharing Button placed on existing job search websites Website navigation map Application navigation map
<i>InDesign</i>	Final thesis defense presentation Written "About" statement of company
<i>Photoshop</i>	Written examples of directions cues shown on parts of program/app Macbook Pro mockups of website using Illustrator files iPhone 6 mockups of application using Illustrator files iPad mockups of application using Illustrator files Stationery mockups of logo/branding (envelopes, letterhead, business card) Screenshot mockup of push notification on iPhone 6 Screenshot mockup of Sharing button implemented on currently existing job search websites

In regards to the implementation strategies, the animatics will be featuring specific highlights of the application to show how it were to function if it were programmed. These 15-30 second videos will live on a simple website talking about the features animated in the videos. I chose not to program and code the full application and website simply because I am not personally comfortable and capable of fully coding this project within the timeframe I want to allow this endeavor.

The anticipated hardware used to create this project would be the Adobe Creative Suite, both CS6 and CC 2014. Specific programs within the Suite include: InDesign, Illustrator, Photoshop, Dreamweaver, and After Affects. The product itself could be easily used on any internet browser, ideally Google Chrome, and through any mobile phone. For the visual mockups, the website will be displayed on Macbook Pro laptops and the application will be displayed on iPhone 6 and iPad. The iPad resolution will be at 2048x1536 pixels, iPhone 6 resolution at 1334x750 pixels, and Macbook Pro resolution at 2880x1800 pixels.



Dissemination

The thesis and materials will be submitted to various conferences and competitions occurring next year, such as:

Justice: AIGA Design Competition

365 | Design Effectiveness Competition

Communication Arts Interactive Competition

Communication Arts 2015 Design and Advertising Competitions

Graphic Design Award by Yamaha 2015/2016

Graphis New Talent Annual 2015 Competition

Adobe Design Achievement Awards



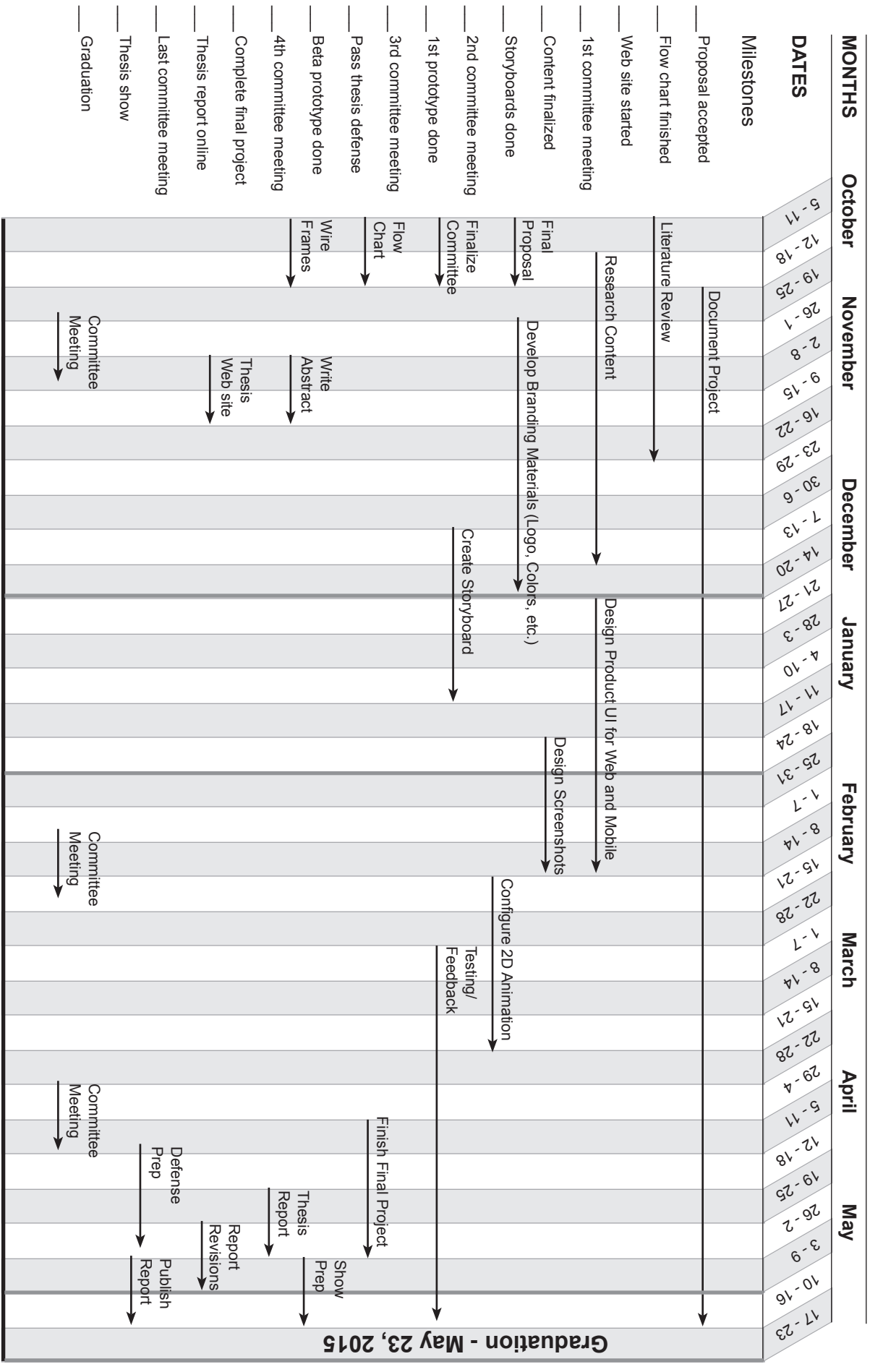
Evaluation Plan

Qualitative and quantitative analysis will be gathered by student users. Feedback will be gathered by having participants go through a set of UI mock ups to see what information they gather from each screen, such as where to find the navigation and additional pages, what is a live hit-state, etc. Based on this user feedback gathered through UI testing, I will modify the UI accordingly. Also, I would like to set up a survey asking participants what they currently use to monitor their job applications and what they wish could be improved upon. In this survey, I would also like to ask participants if they would consider using this service if it were to be provided.

Thesis Timeline

by Anna Vecchi

Custovo: A Digital, Personalized Job Search Collection Aid, Streamlined for Creatives





Pragmatic Considerations

This project would be fully completed and ready for defense by graduation, May 2015. I will be able to focus 25-35 hours a week in the spring semester towards this project seeing as how I will only have one on-campus class to attend (outside of thesis meetings) along with a steady 20-hour/week job. In regards to budgeting, I do not foresee any major expenses other than prints for the thesis show to document the mock ups, test prints to examine color, and the possible purchasing of some research books that are not readily available in local libraries. These expenses could roughly reach \$100 - \$150.

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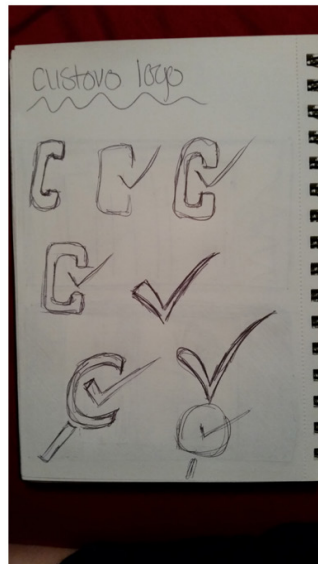
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Appendix B:

Logo/Branding Ideation and Final Results:

The name "Custovo" was created based on the combination of words "custom" and "vocation," since this service was meant to provide a custom experience for each user and the fact that it is tailored to finding a full-time job. I ideally wanted the logo to be a letter so that it can be easily recognizable as an app icon. I chose the letter C because it is the first letter of Custovo, but also stands for "career." I wanted to also include a checklist since the service is designed to have the user complete the task of finding a job. A checkmark is the universally understood symbol of keeping track of tasks and things on a to-do list. In regards to how I wanted to design this symbol, the checkmark also emulated a "v." The reason why "CV" is an important element to this design is because a CV is another form of job application material, similar to a resume. The way the icon is laid out, the checkmark and "c" combination abstractly represents the act of keeping time/deadlines/saving time. Below are some photos of sketches I did during the logo/branding process.





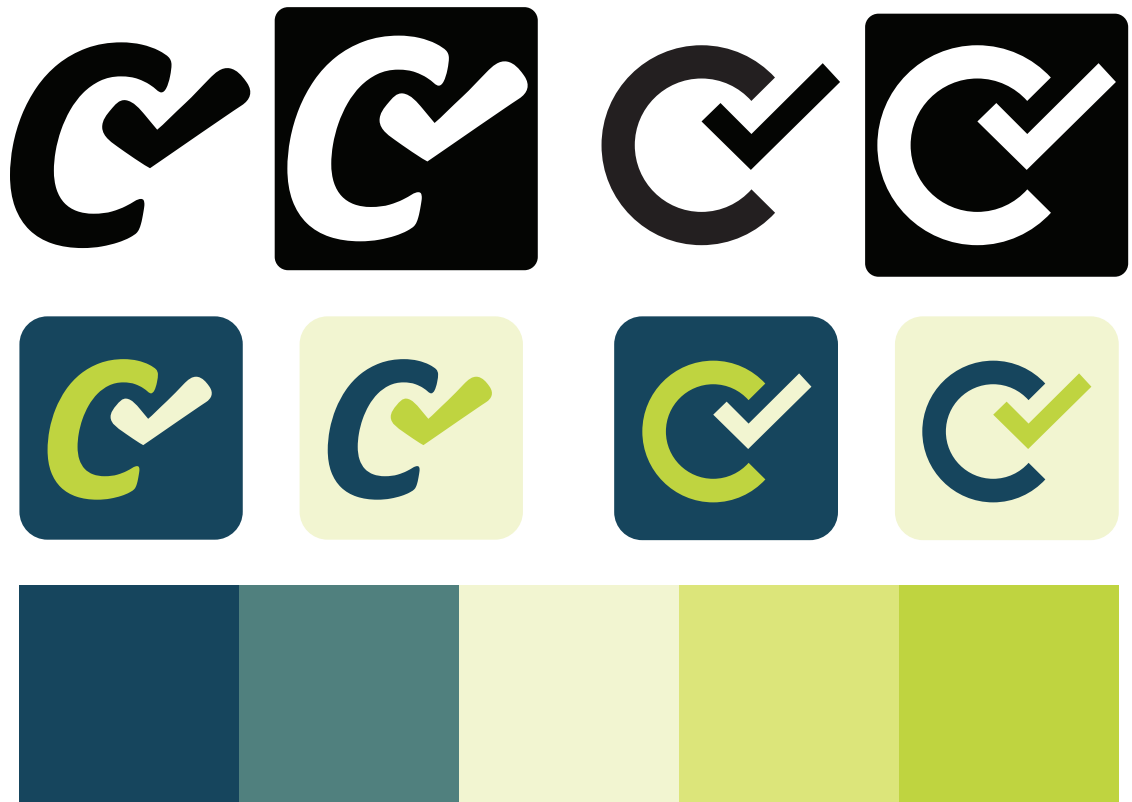
For colors, I wanted to stick with a cooler color spectrum of blues and greens. I definitely wanted to use green because it represents growth, wealth, safety, and being new/inexperienced (the relevance of inexperience coming from the phrase 'green horn'). Below are some examples of potential color palettes I was experimenting with.



Below are examples of vector logo exploration. The more rounded, organic Custovo symbol to the left was my first draft of the logomark. This was presented during a thesis update, in which I received feedback about some design elements and adjusted the mark accordingly. Some of the comments made during the critique were that the mark seemed too organic and didn't deliver the message of being a successful, clean, job-searching tool. I approached the design with a more refined, clean, modern outlook and created the final result on the right. The color palette I decided to go with is also displayed below. I chose this arrangement of colors mainly because of the fact that it is an equal representation of greens and blues; it gives off the feel of being youthful, fun, clean, friendly, and yet still professional. They also comfortably complimented each other both in print and digitally.

Before:

After:



#10465C

R 16 C 94
G 70 M 66
B 92 Y 44
K 31

#517F7D

R 81 C 71
G 127 M 36
B 125 Y 48
K 9

#F2F5D0

R 242 C 5
G 245 M 0
B 208 Y 22
K 0

#DBE57A

R 219 C 16
G 229 M 0
B 122 Y 66
K 0

#BFD342

R 191 C 29
G 211 M 2
B 66 Y 92
K 0

I have placed two logo examples below. The navy blue logo treatment is the primary treatment while the green logo treatment is for when the logo will be placed against a darker background. The logo font is Calibri Regular and Calibri Italic, while the font used for all the materials from branding to UI/web design to any document is Open Sans Light.




Custovo Letterhead, Envelope, and Business Card Examples



Below are examples of how the app sharing button would be placed in a job posting on Behance and AIGA (respectively). Clicking this button would allow the user to save this posting to their homepage library on their Custovo account. Therefore, the user will not have to go back to the source of the post, but simply refer to it from the Custovo account since it will have saved all the information from the original post in a more succinct and simple manner.

Joblist → Digital Marketing Specialist


Medelita TEAM



San Clemente, CA, USA
<http://www.medelita.com>

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TEAM MEMBERS

 **Dan Stepchew**
 USA

Digital Marketing Specialist

CA, USA [Apply for Job](#)

Medelita is seeking a talented, outgoing, and driven creative digital marketing specialist to assume ownership over several marketing channels that drive growth. The company's office is based in San Clemente, CA and this position requires constant collaboration in person, so telecommuters or remote freelancers just won't work.

The business is currently seeing major gains as an innovative new e-commerce clothing brand in health care - the fastest growing industry in the U.S. The individual for this position must be an entrepreneur willing to do what it takes to grow this business and reap the rewards of hard work. We are a dynamic, outgoing, and fun team of highly self-motivated professionals and it's essential that you are as well.

The qualified candidate is clearly a responsible and self-managed expert in all things digital with a passion for creative branding. She or he is dynamic, eager to develop their own digital footprint for Medelita, regularly engaging with new and existing customers. This person must be an expert in wearing many hats, communication skills, and highly capable to self teach when it comes to new software and skills.

Major Responsibilities

Graphic Design
 Repurpose existing catalog photography in daily/weekly branding campaigns.
 Develop new assets for weekly promotions and new product launches.
 Organize new and existing materials into an online repository accessible by our partners and distributors.

Social Media
 Develop daily/weekly paid and unpaid social media campaigns in conjunction with weekly promotions and branding activities.
 Grow audience through promotions and giveaways.
 Drive engagement with key influencers in top medical centers.

Content Marketing / SEO
 Manage relationships with copywriters and SEO vendors and assign/track ongoing tasks.

AIGA INSPIRATION ABOUT AIGA WHY DESIGN? EVENTS & COMPETITIONS TOOLS & RESOURCES

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GRAPHIC DESIGNER

Company: The Oakland Raiders
Location: Alameda, CA *Posted: Feb 5*

The Graphic Designer is responsible for producing design projects that meet the business objectives of the organization. The position requires an ability to execute at a high level of productivity, while delivering creative solutions that adhere to all standards of The Oakland Raiders brand. The Graphic Designer will not only contribute as it relates to internal design initiatives, but also as it relates to all points of visual communication. These mediums include sales collateral, marketing materials, campaign assets, ads, direct mail, logos, annual schedule items, in-stadium signage, etc.


This position balances creative thinking with an understanding of marketing and brand management, while utilizing their skills in both print and interactive design.

Essential Job Functions

- Develop creative concepts and executing production on all visual communication efforts.
- Identity/logo design for internal and corporate partner events and programs.
- Adaptation of design elements to carry out the continuity of the Oakland Raiders brand throughout all collateral.
- Prepare final layout for print and oversee the production process.
- Prepare images for production through color correction and photo retouching technique.
- Precise proofing of all materials and deliver high-quality, on-time, error-free drafts.
- Serve as a production assistant on location and in studio during photo shoots.
- Manage relationships with print vendors relaying specifications for production.
- Serve as a brand ambassador in regards to logo usage and graphic standards.
- Manage team's digital asset library.
- Conceptualize and build custom creative concepts for sales pitches and client presentations.




Requirements

- Minimum of 2+ years of design & print production experience.
- Extensive knowledge of design techniques and print production process.
- High-proficiency in Adobe Illustrator; Photoshop and InDesign.



The Oakland Raiders
 Professional Football Club

MORE JOBS LIKE THIS

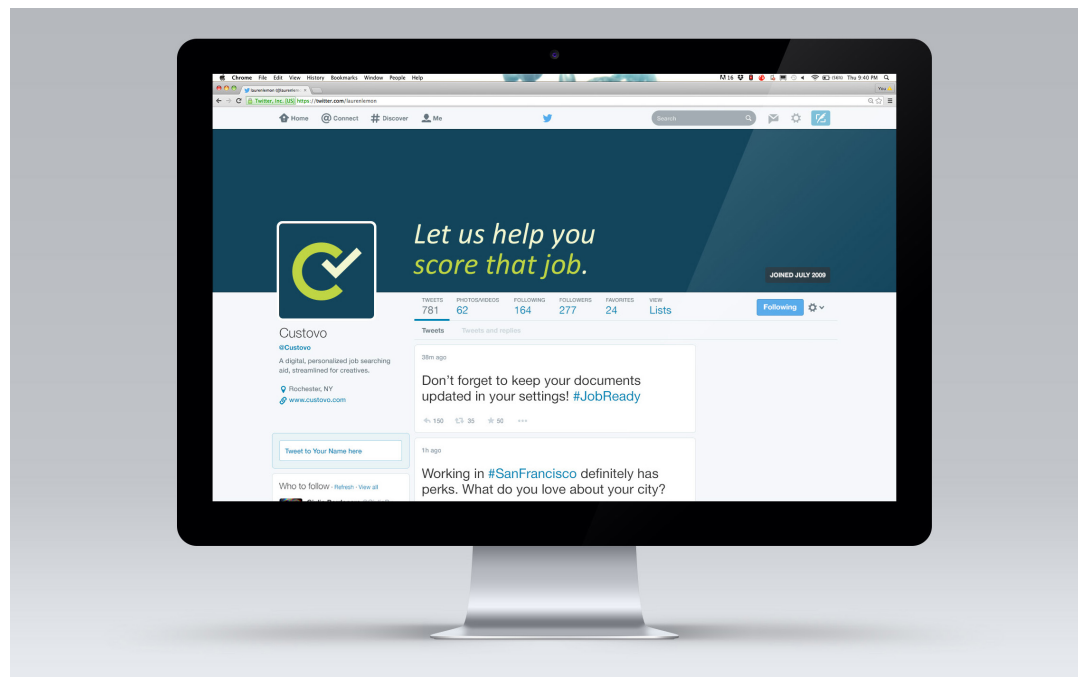
-  Graphic Design
-  Junior Staff
-  Alameda, CA

ABOUT AIGA DESIGN JOBS

AIGA Design Jobs is the first place AIGA members turn to find their next opportunity, and the premier place for employers seeking the most qualified designers.

Since 2004, AIGA Design Jobs has successfully matched talented candidates with over 10,000 jobs from firms.

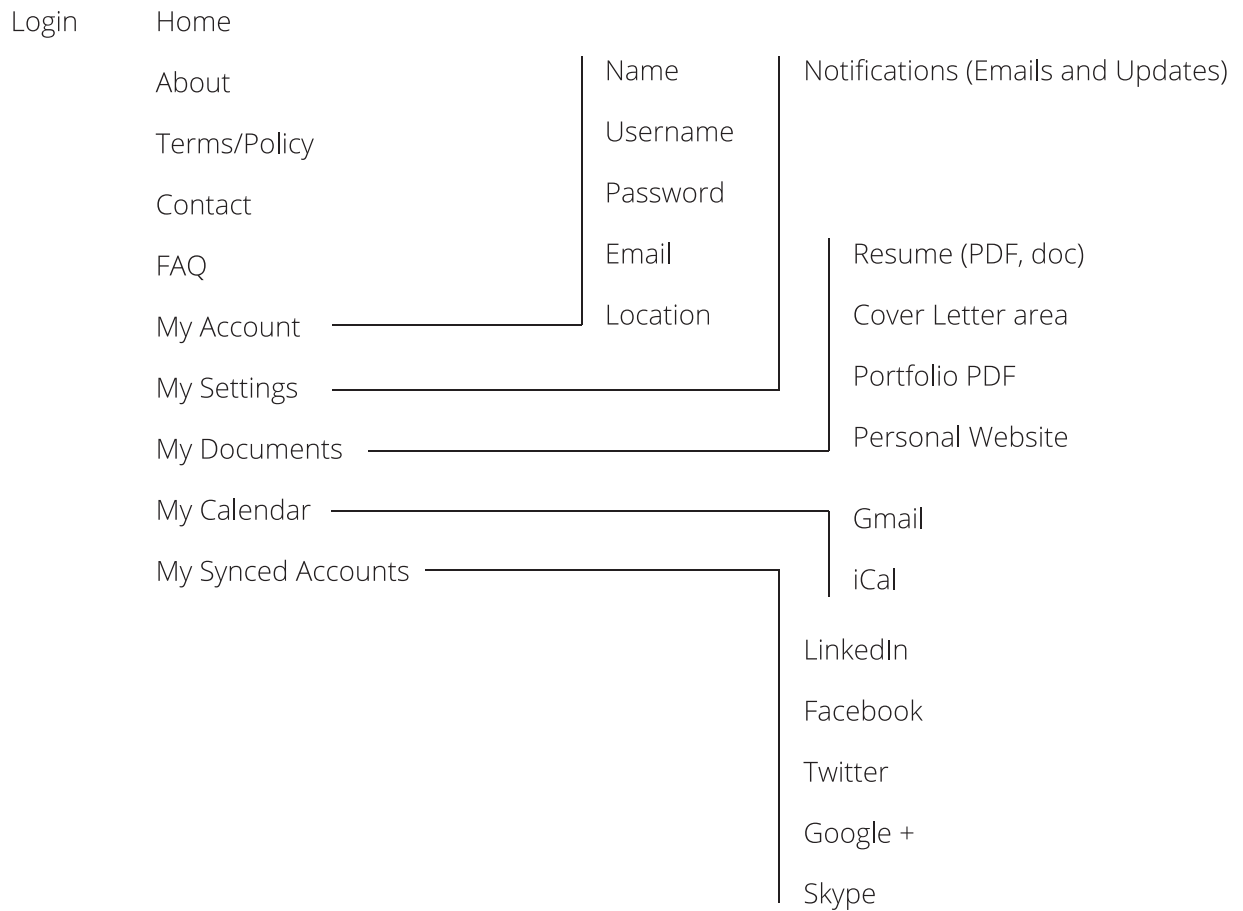
These screen mock-ups are how the Custovo brand would be represented on social media platforms like Facebook and Twitter. The copy language for social media sights is simple, direct, and gets the message across. It is written in ways that a younger audience can easily connect with the message and understand what the program is meant for.



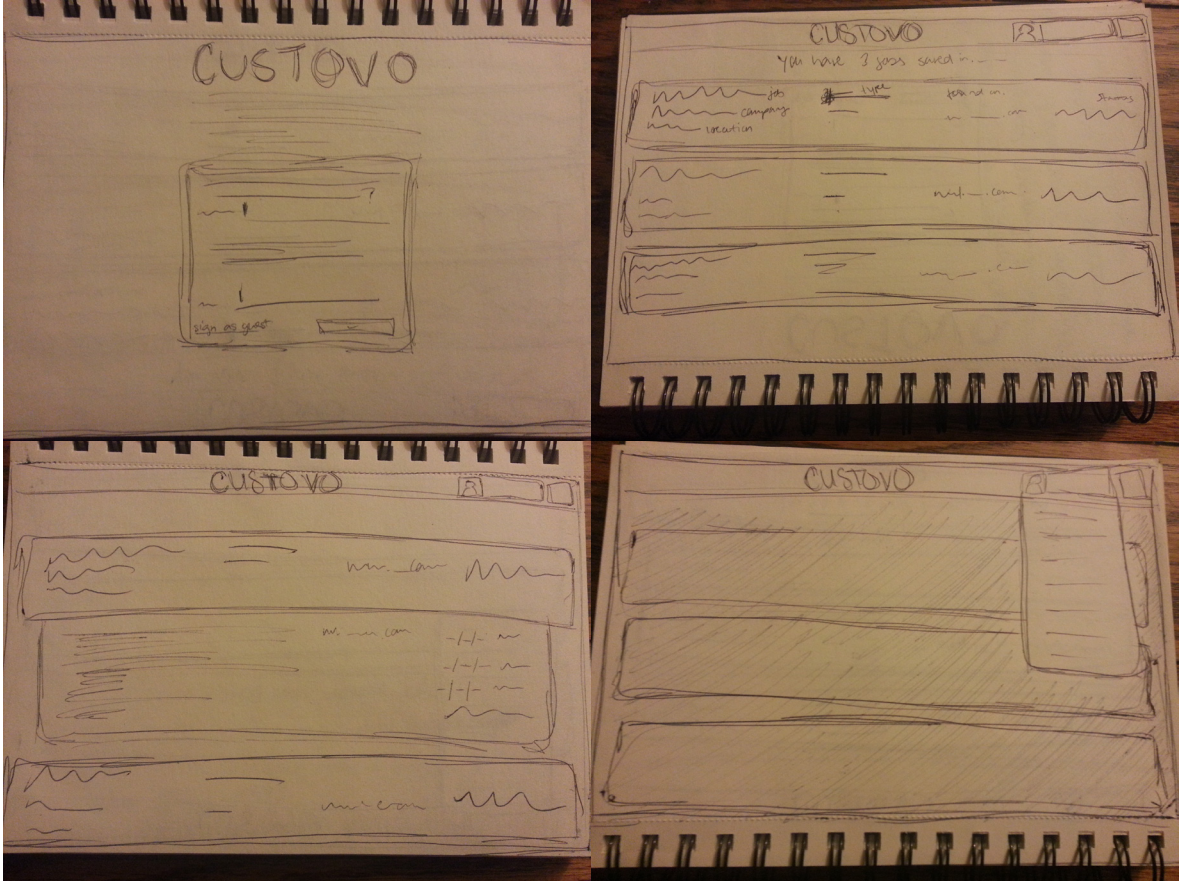
Appendix C:

Website Wireframe/UI Design for Mobile and Web:

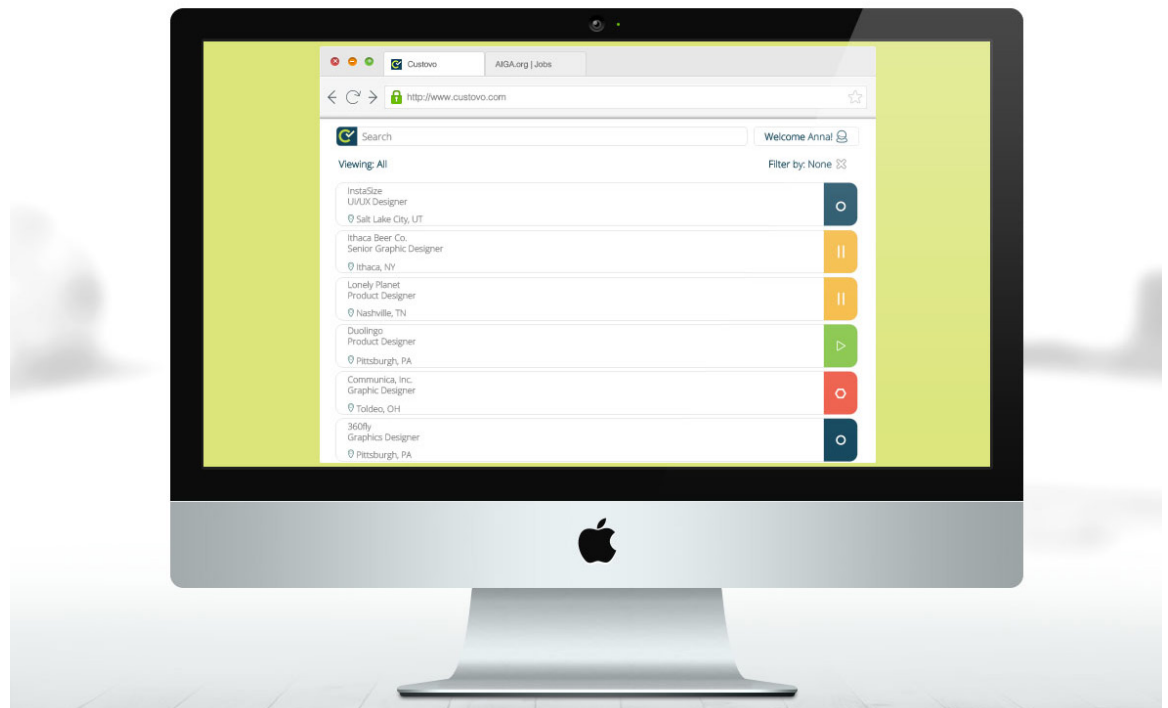
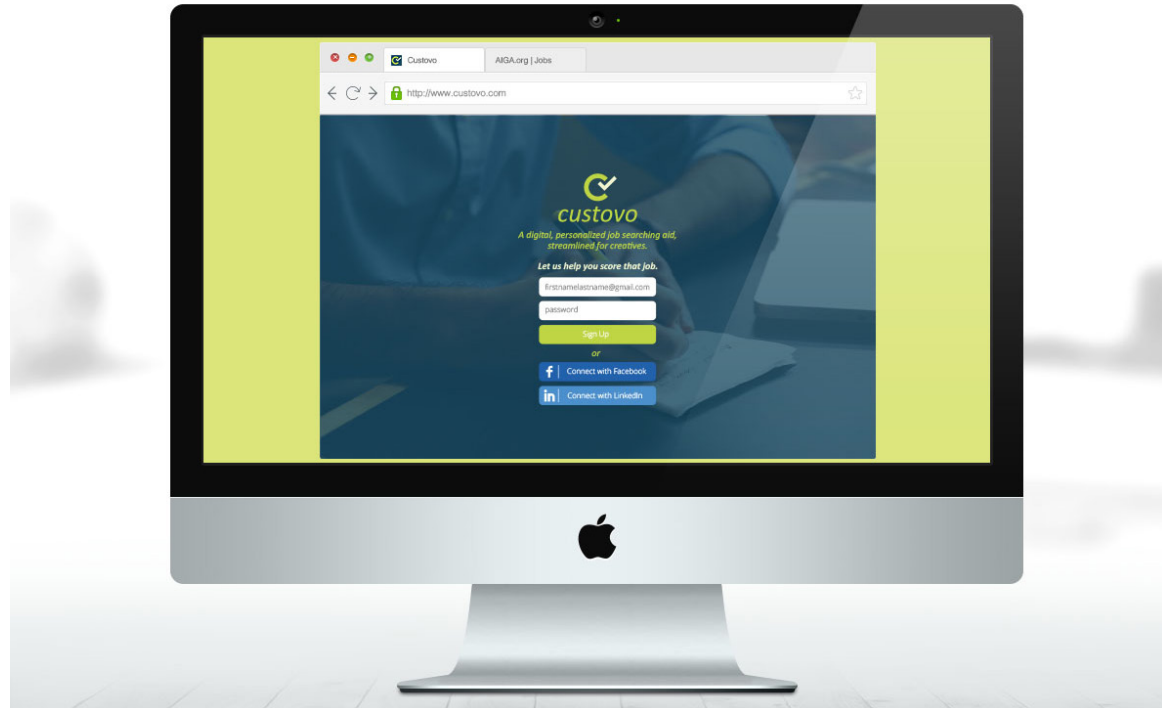
Since this service is solely digital, I had to create a web and mobile component. I have placed the mind map for the website and mobile application below. I wanted both the website and application to be simple and was inspired by the simplicity yet functionality of Pinterest's homepage.

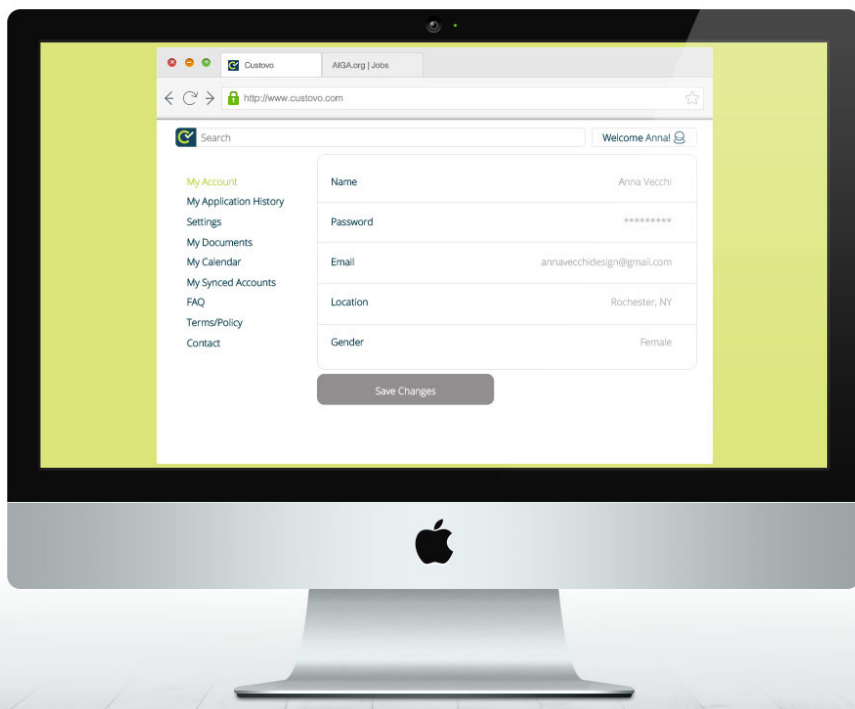
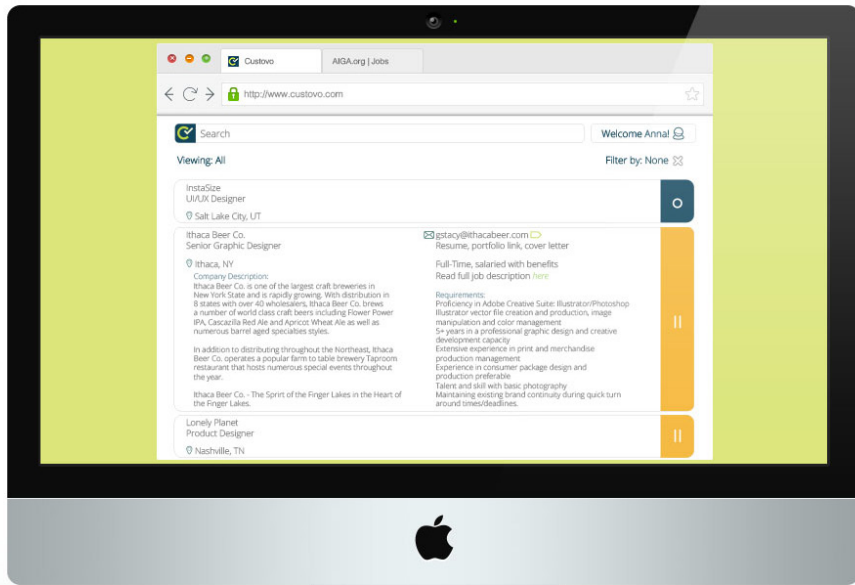


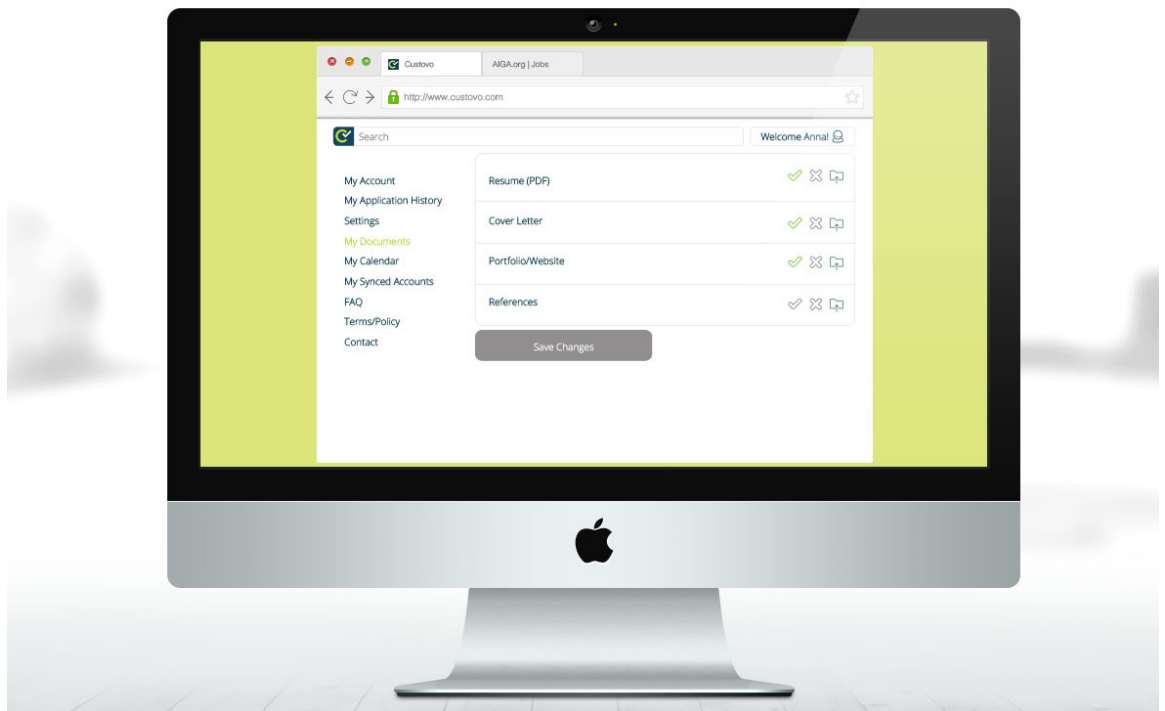
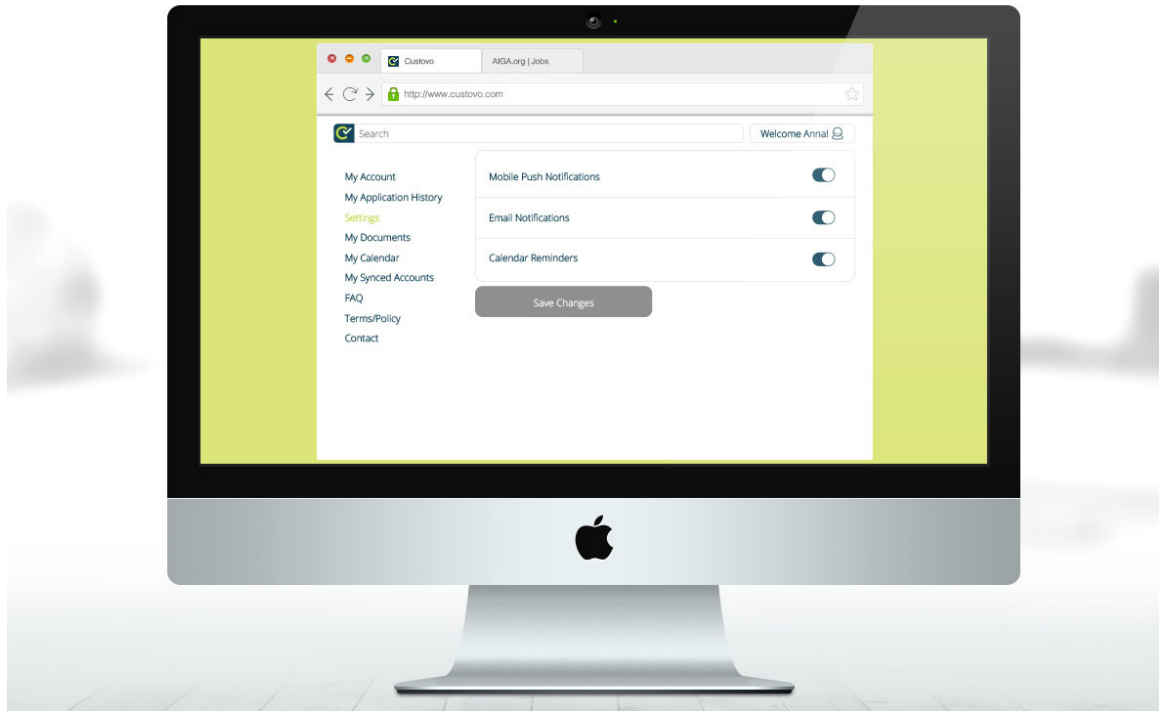
Below are sketches I drew for the website. I wanted both the website and application to be simple and was inspired by the simplicity yet functionality of Pinterest's homepage.

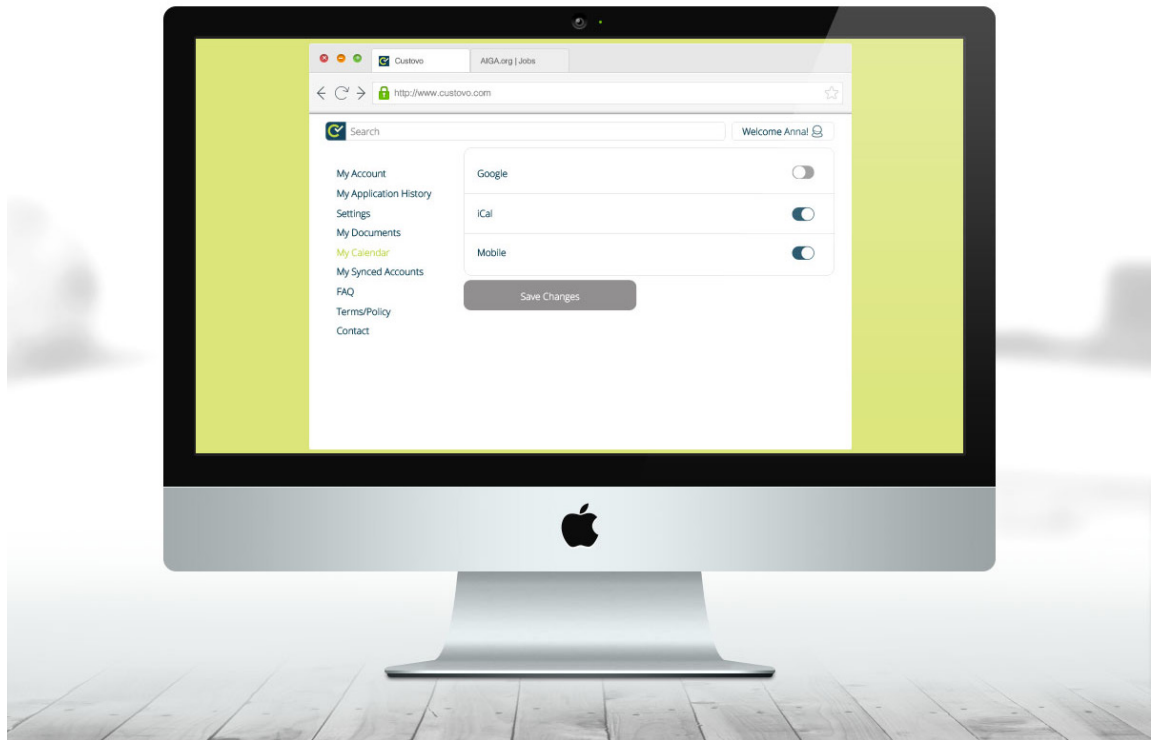
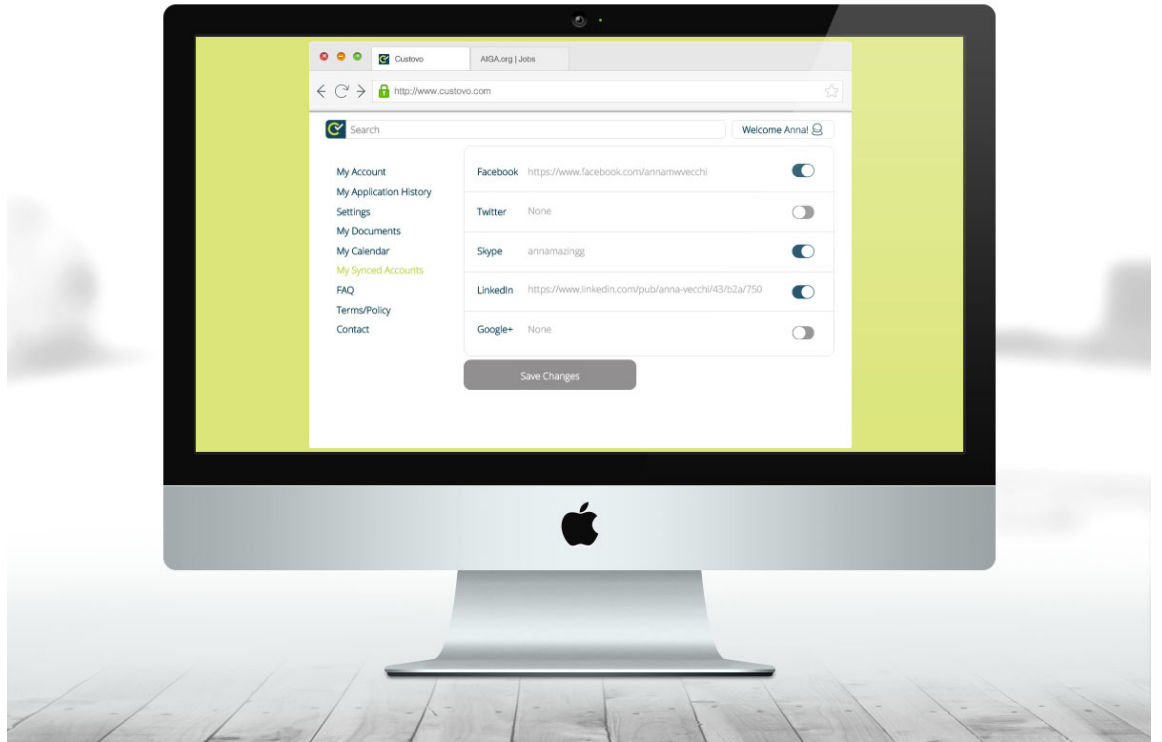


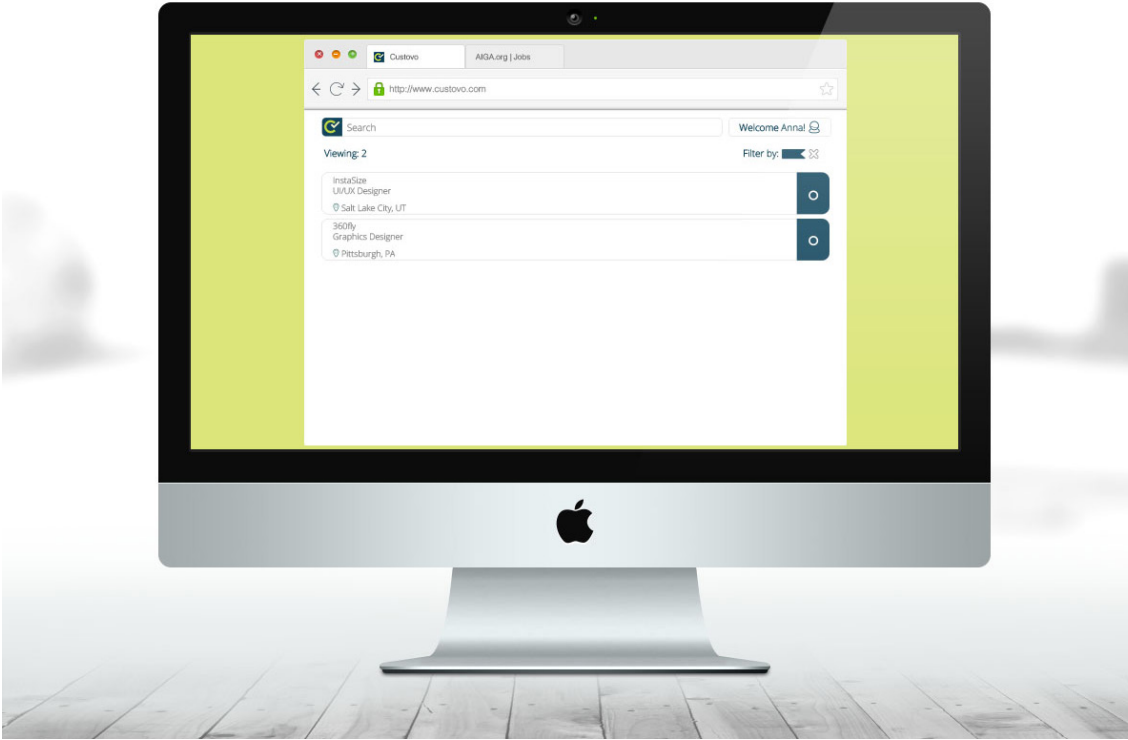
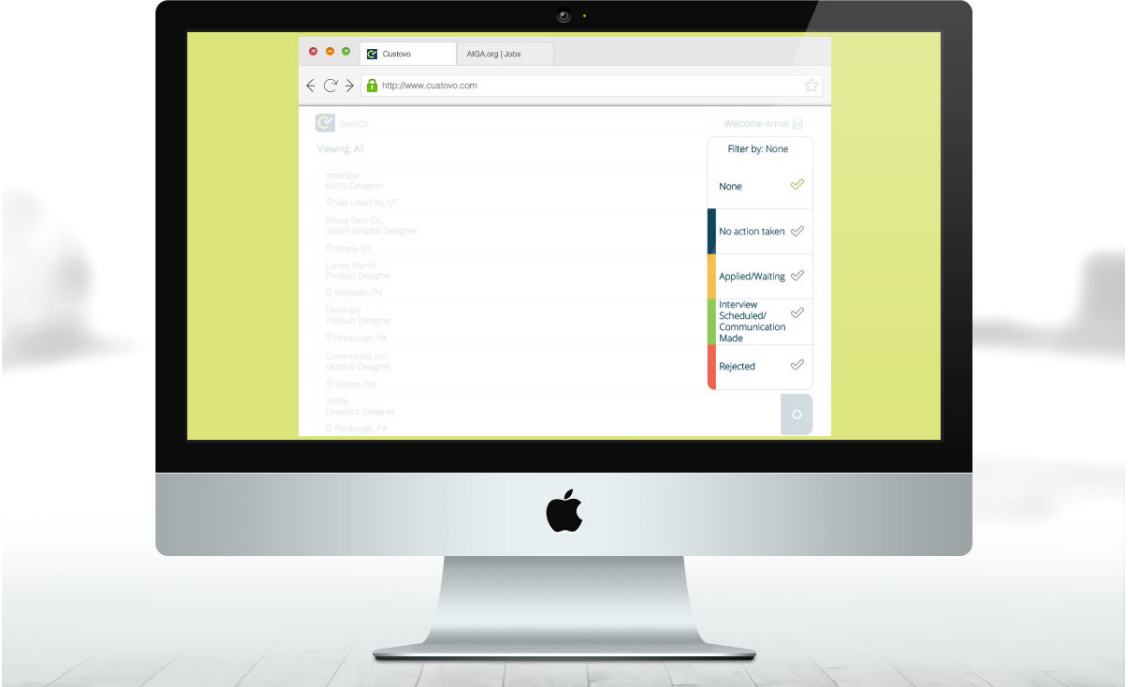
The following are desktop mockups of the Custovo website.

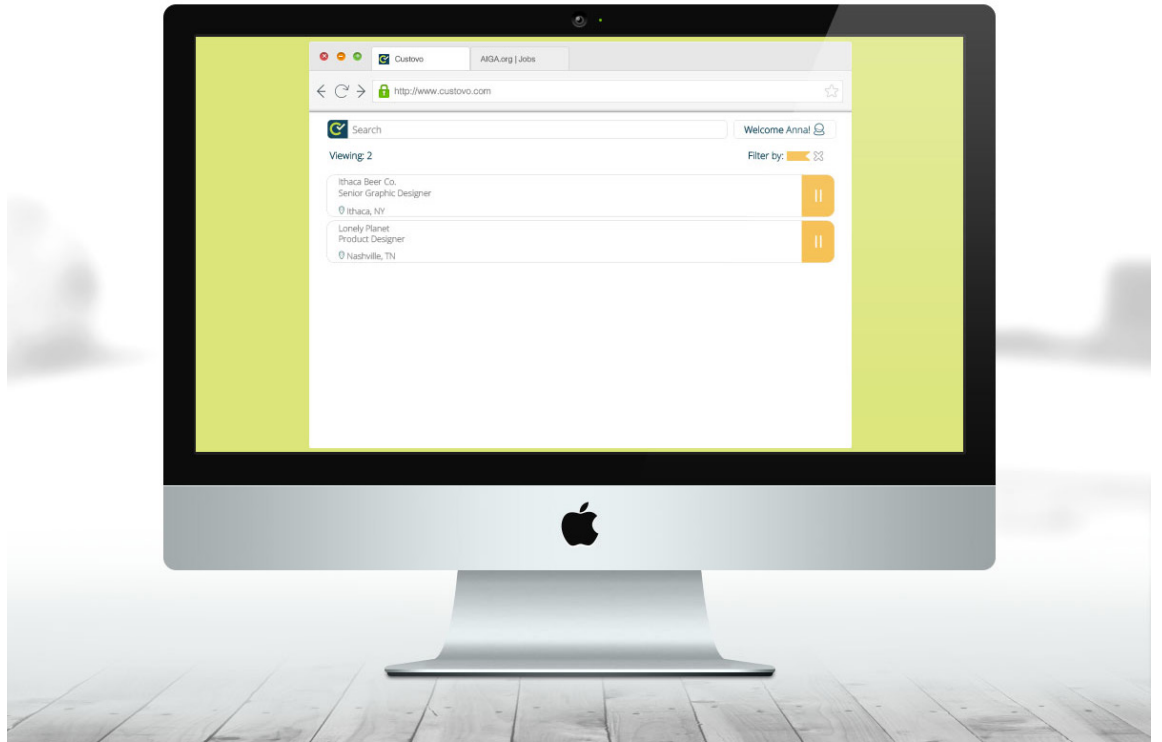




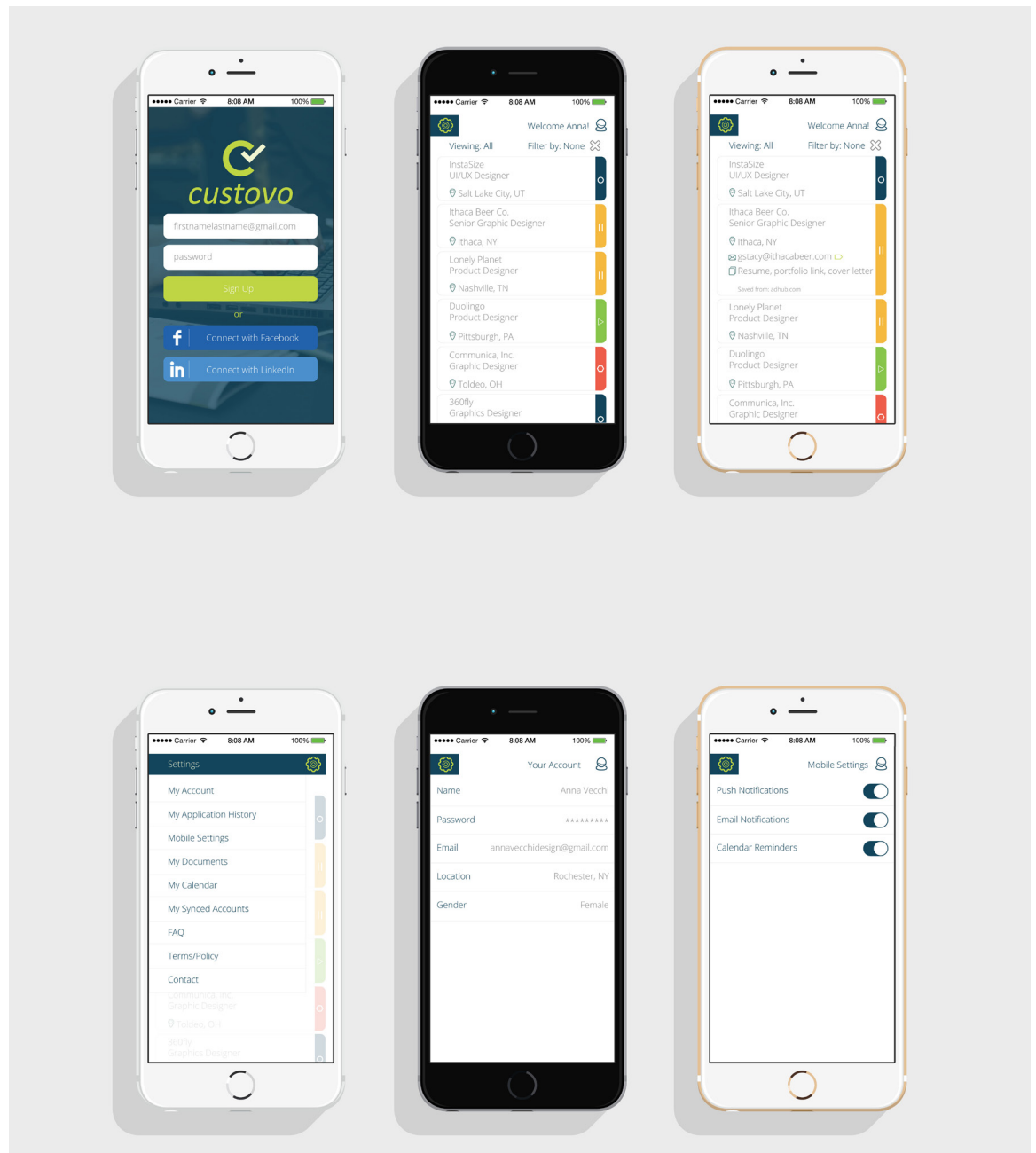


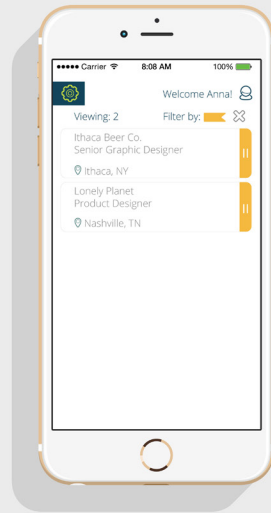
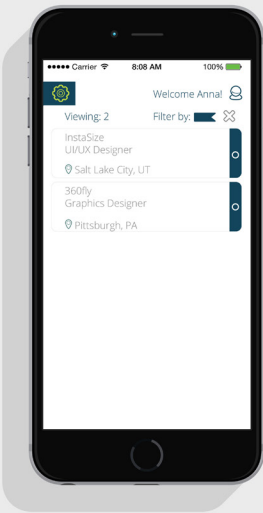
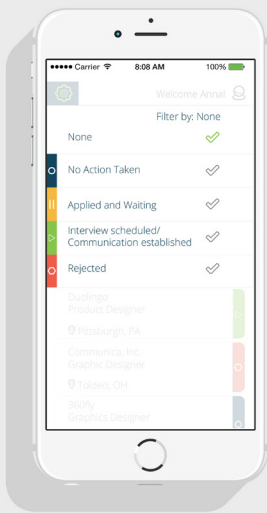
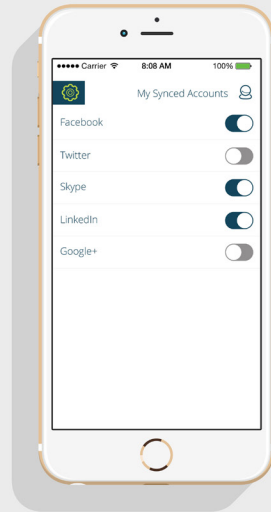
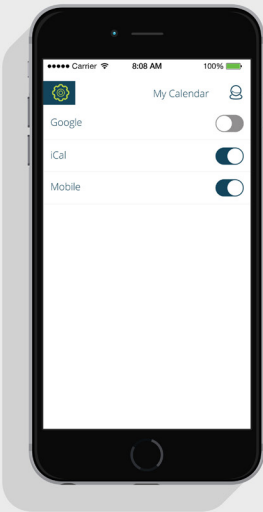
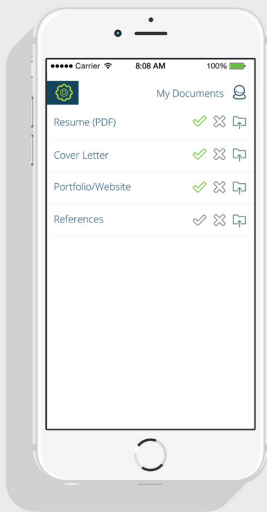


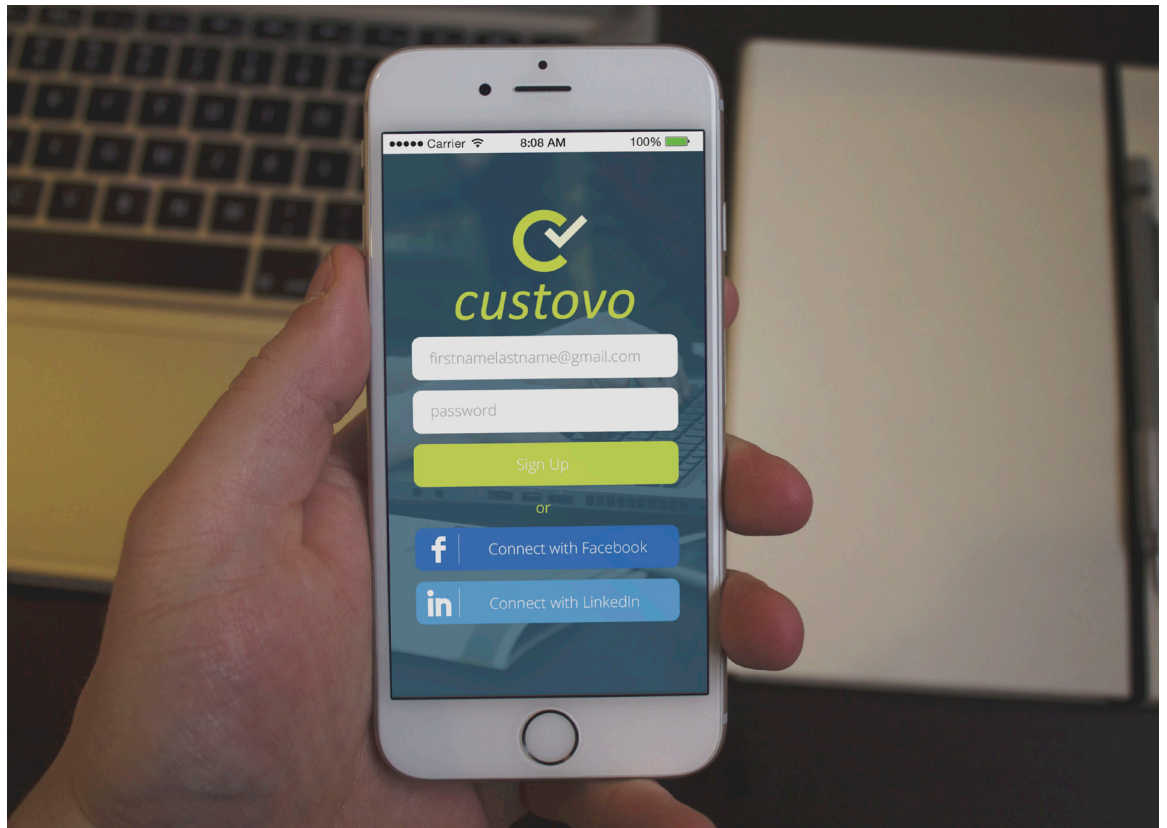




The following are mockups for the mobile application. The mobile mockups directly correspond with all desktop mockups.







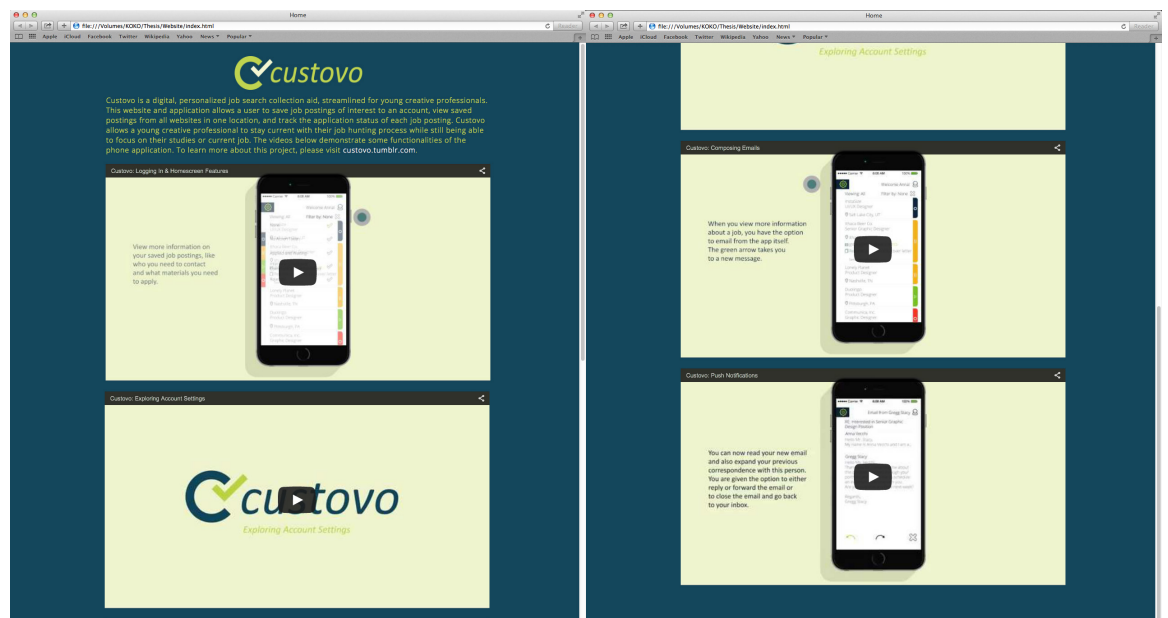






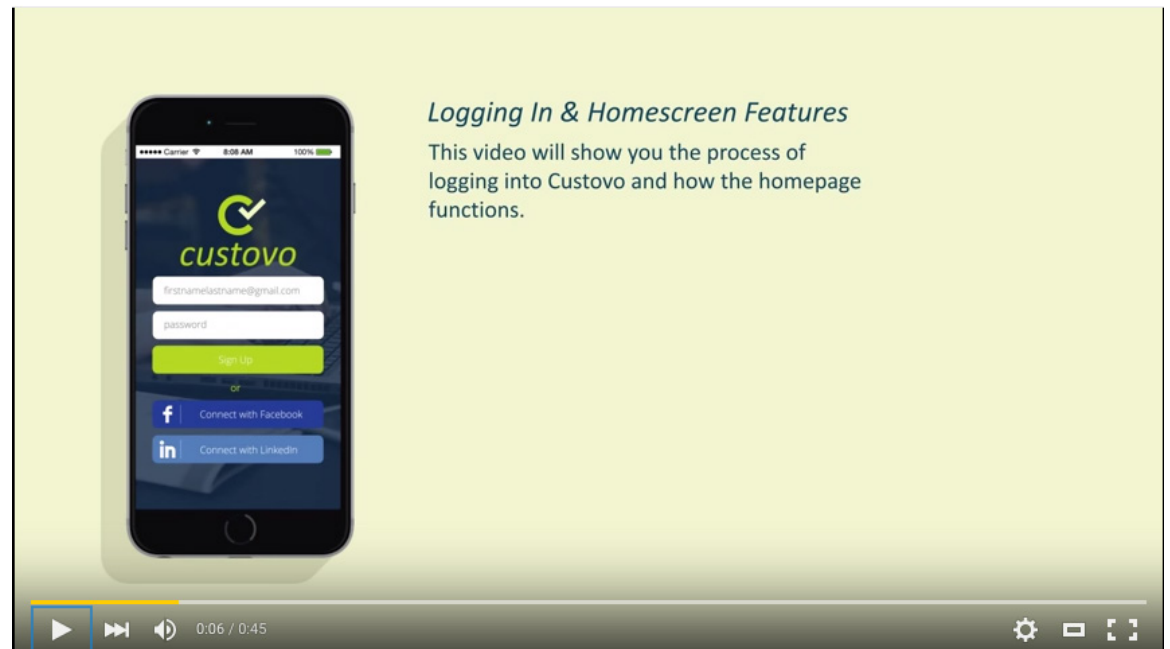
Appendix D:
Video Mobile Application Tutorials:

In order to show how the mobile application functioned without having to build it, I created a series of videos illustrating how portions of the application worked. These videos showed what gestures were needed for various parts of the app. The four parts of the app that I focused on documenting were "Logging In & Homescreen Features", "Exploring Account Settings", "Composing Emails", and "Push Notifications." Each video lasted between 40-50 seconds. For the final thesis presentation, all four videos were posted onto YouTube and then hosted on a local website where the viewer could look at all videos in one place. Screenshots of the locally hosted website are below.



Logging In & Homescreen Features

YouTube Link: <https://youtu.be/f76DYmOHgeY>



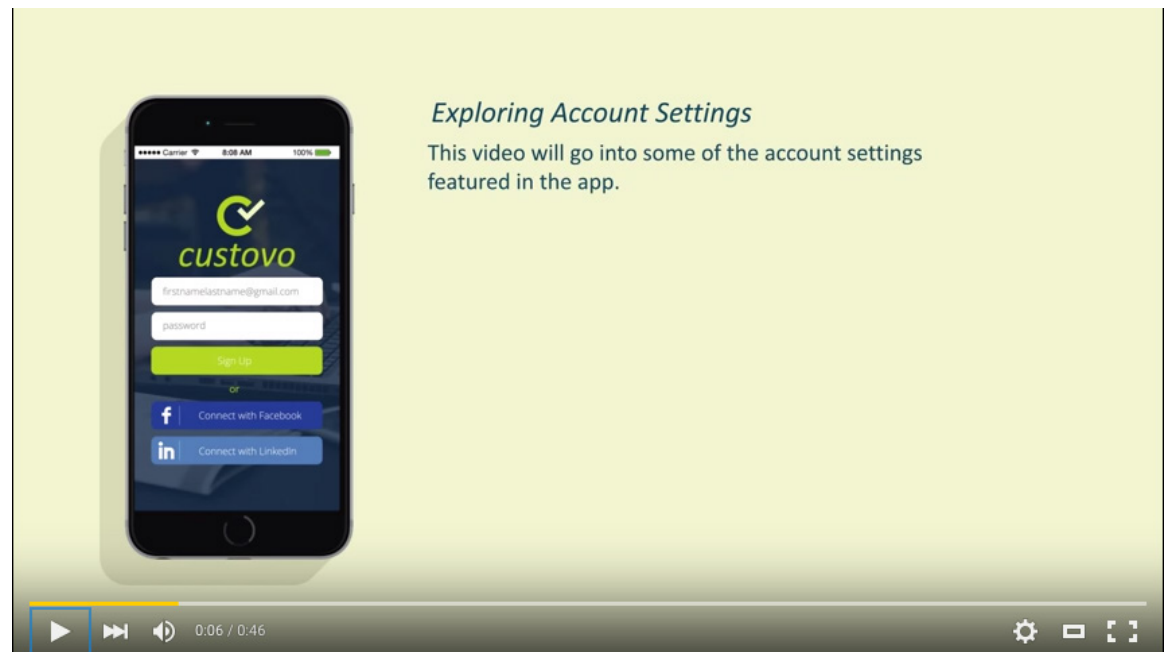
This video went over the steps a user would go through to log in. It also showed the features that can be found on the home screen. The user has the option to log in via LinkedIn, Facebook, or the option to not connect any social media accounts at all to their Custovo account. Upon logging in, they will see the homepage with all the user's saved job postings. Alongside the job postings is the status of each posting. This shows whether the user has applied, not applied, applied and gotten rejected, or applied and gotten an offer. This status is organized via color coding and shape identification (for those with colorblindness).

The user will have to tap on a job posting in order to view more information about the posting, like the job description, location of the job, who to send their application to, pay, etc.

In the top right corner of the app, underneath the user greeting, is a section for the user to filter what job applications are visible in the homepage. If someone has a lot of saved postings in their library, they can filter through which they want to see on the screen. This filter is based on the status of the job application. Upon tapping the filter area and then selecting which type of application you'd like to view, you will be able to see only that category until you go back to the filter section and clear it out by selecting "None."

Exploring Account Settings

YouTube Link: <https://youtu.be/Bn-5GQwhcU8>

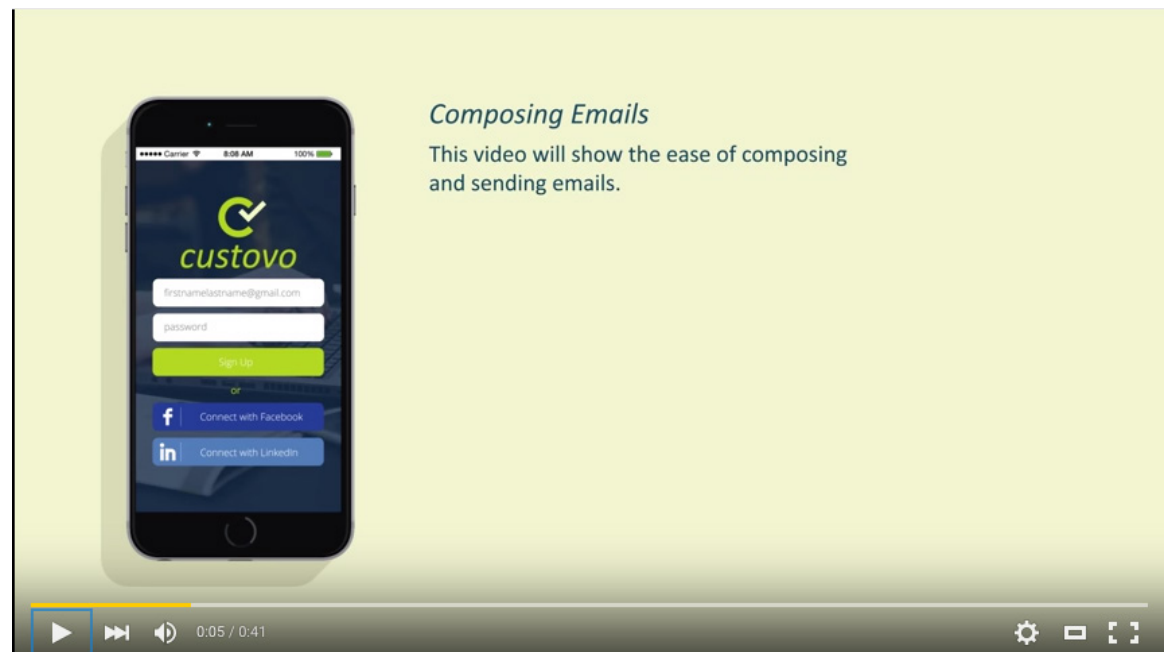


This video discussed a few of the account settings inside the mobile app. It demonstrates how to find the settings section of the app, which is located on the top left hand corner of the app. The user has to drag the hamburger bar with their finger to reveal all setting options. In the settings menu, the user can upload and replace documents saved in the app, sync other accounts and calendars to the app, and edit the notifications they receive on their phone.

Some application settings require a toggle switch similar to iOS, where the user will slide the toggle switch to turn on and off certain features in the app. The app will signal which features are activated or not based on the color of the toggle background. Other parts of the settings require the user to upload documents to the program. In this case, the app shows icons that represent a file, the action of uploading, and to delete a document. If any of these icons are greyed out, that means those buttons are not activated. In this video demonstration, the documents that have been uploaded to the program are listed with a green icon. A user can upload documents from a Google Drive account or from their phone's memory.

Composing Emails

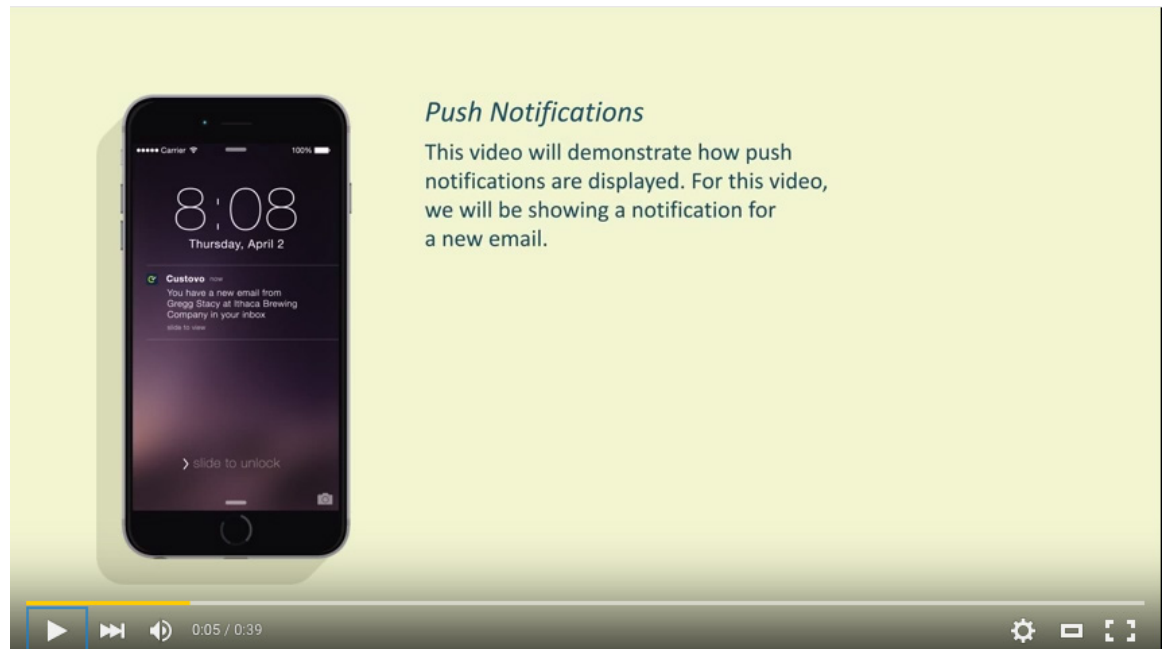
YouTube Link: <https://youtu.be/u-JTbVRV79w>



This video demonstrated how a user can compose emails within the app. Once the user taps on a job posting to view more information, the contact email will be shown with a green arrow next to it. The user will tap on this green arrow to access an email composition. In this window, the user can craft their email according to the job description. The subject will be automatically composed based off of the title of the position for said company. In addition to automatic subject composition, the app will automatically attach all required documents the job posting mentions needing from an applicant. As long as the user has said documents uploaded to the app, it will pull those documents for the email. That way, the user won't run the risk of forgetting to attach anything crucially needed for the initial point of contact. The user has the option to also cancel, save, or send the email all in the same screen.

Push Notifications

YouTube Link: <https://youtu.be/WZgm5Z7lgeg>





This last video goes over how push notifications function within the app. The user has the option to turn on and off certain push notifications. The video focused on featuring a push notification regarding an email. It goes into talking about how the inbox sorts email, starting from most recent on top and in bold so the user can easily identify it. It will also have an email icon in green. Once an email has been read, everything will turn grey and back to regular style font. Tapping on an email will open it, where the user can read the whole message. On the bottom of the screen, the user will have the option to reply to the email, forward the email, or close it and go back to your inbox.

Appendix E:
Peer Feedback:



John Dyer 4 months ago


Overall I like the animations and the overall appearance of the app, I would like to see more user feedback, for instance when you click on login there should be some indication the button was pressed. App looks straight forward and easy to use.

Reply ·  



Chao Luo 4 months ago

In the interface (shown at 15s to 24s), I would like to see the company name in bold since that's the most important information (I think).

Reply ·  



Shubhneek Dhillon 4 months ago

I really like the concept of having all your job application emails set in one place. This is really helpful. Can't wait for it to become a reality.

Appendix F:

Survey Collection:

Questions I asked fellow undergraduate peers:

When the time came to digitally apply for jobs or even internships during our senior year, how did you keep track of all your applications and make sure you took care of everything in a timely manner? Did you use a method in organizing all your information like making a spreadsheet or word doc? If so, what did you like and not like about it?

"Definitely made a spreadsheet. It kept track of the company, when I sent it, and if I had heard back or not. I'll be honest though, I was applying to places left and right and after a bit, it was annoying to keep track."

"As far as my job-searching process went, I started by making a list of all possible employers in the Rochester area (not many haha). This included the major agencies (Partners+Napier, Roberts, Martino-Flynn, Wegmans Creative, and Brand Networks) and smaller design studios (Clark CSM, Minerva, Antithesis). I wrote these all down in a notebook since I prefer brainstorming and goal-setting using pen and paper.

Once I had my portfolio ready, my resume and business cards printed, and my website live, I sent emails out to the contacts that I had at each company. Some I had met before in person, or job shadowed in high school, and others I contacted by email provided by friends/acquaintances who worked there. I had the benefit of Rochester being a small design community, because pretty much everyone went to RIT at some point.

My email to each person was basically "Hi, I'm an RIT grad... I love the work you do...I am looking for a job opportunity...let's talk." For organization, I had a folder for each company on my laptop with a pdf of my resume, and portfolio. I tailored my portfolio to each place depending on the type of work they did. (I included letterpress and illustration in some, and more digital work in others.) Since there were only 8 places, I didn't really plan out timing for contacting them... I sort of just responded to emails I received and set up interviews accordingly. Some places were easy to meet with, and others (like Wegmans) took a few weeks to get a response.

For others, like Partners, I had to mail my promo piece because I didn't get any response to my email. After I mailed it, I wrote another email, to which they finally agreed to set up an interview. They were only hiring freelance, which I did for a few months."

"For job applications- I sent my resume and cover letter to whoever I was interested in and followed up within 5-7 days if I didn't hear anything from them. If I did, I tried to always get back to them right away to show I was very interested in the opportunity. Sending out your personal promotional stuff is also really important but save it for the people you're REALLY interested in. For one interview, I brought it with me and gave it to them at the end of the interview and they really liked that. I didn't use a word doc for anything- I mostly just looked through all of my emails and the corresponding dates."

Survey Collection Cont.:

What was the most difficult/stressful thing when it came to job-searching/applying?

"I guess something difficult to get over was knowing that despite sending out my resume/credentials to a crapload of companies, knowing my work is worth it, I wouldn't be getting responses left and right. And even if I got an interview, I wouldn't get the job because there was always someone else "better", for whatever reason they thought was valid."

"The most stressful thing was waiting for responses. I hated that part haha."

"Most difficult thing is just not hearing back from anyone- but you just need to get used to it. And of course the bullshit excuse of "we want someone with 3-5 years of experience" for an entry level position haha...ok..."

Also, if you are to apply for jobs using the internet again, what would you do differently to keep better on track?

"If there was a free service or app that could do all that for me, I'd do that. Now after you graduate, hit me up and we can get rich."

"If I had to apply to a larger amount of jobs over the internet, I'd probably go for an excel document, and make columns to keep track of each stage of correspondence with each company."

"My process was not very complex, but it was smooth because I only applied to a handful of places. I probably would've needed some sort of fancy schmancy system had I applied to over 10 places."

"If I was applying again- which i am soon - Im only going to search for companies I'm really interested in them and apply to them directly rather than through a job searching site. And to keep better track- I think I'd still use email but probably some kind of software that would let me see if they opened the email, clicked a link, etc. (kinda like mail chimp)."



Anna Vecchi
Graphic Designer at Communica

... 11mo

The Challenges Creative Individuals Face During the Job Search Process

Hello everyone! I am a graduate Visual Communication Design student and I am currently gathering research for my thesis and wanted to see what people's experiences were when it came to searching for jobs using the internet.

Specifically, what methods did you use to keep track of your applications and with those methods, what did and didn't work. Also, what would have been your ideal system of keeping track of applications? Or what did you wish your method could do that you weren't able to bring to fruition?

Thanks so much in advance for your input! [Show less](#)

Like Comment | 3



Stephanie Lawrence I had multiple methods:

* **LIST POPULATE:** I used PC sticky note/memo to create a list of urls to go back and check/apply to. I used a 1-5 star rating to take note of which would be the easiest to apply to or the jobs I wanted the most. Then I put a strike through the ones I applied to and then, once updated in a spread sheet, I deleted them. This worked well; quick and easy. When I was still searching for a job, I updated this multiple times a day.

* **SPREADSHEET 1:** A table listing all positions applied for with the company name, position I applied for, the reference person/email/number, date applied, follow up date, how much I wanted the job (stars), etc. This was a great way to see the "big picture," the evolution of applications, and see where things went right/wrong. I updated this every 1-3 days.

* **STORE REFERENCES:** Emails that Shauna sent: I would scan to see if it was for me and then put a star on it if it was a top choice, leave it to review later, or put it in a save folder to review at a later time when I had more experience. This only worked with starred emails because I often forgot about emails that were opened or not in the inbox anymore. I updated this every one week to every 16 months.

* **RECEIPTS:** When I got email receipts for applications, I would put a specific colored star on it, and leave it in the inbox until I got an accept or a decline confirmation, and then I would delete it. This worked because it let me see who I still need to make a follow- up with. I updated this as I got the confirmations.

* SPREADSHEET 2: I created an extended excel spreadsheet for all jobs I am interested in. Jobs recommended by Shauna, a third party job website, or researched by me, with detailed specifics about each company; location, what the position is looking for, skills required, deadlines, etc. The other spreadsheet was for all companies already applied to, while this was for places I plan to work for in the future, to ensure I continue to align with their goals. I updated this every 1-6 months.

My ideal system would be some sort of app spread sheet as I did. Although I don't like and am skeptical of cloud based applications or apps that store personal info, I secretly wish there was a way to automatically populate spreadsheet 2 with info I needed. Updating that took too long.

[Show less](#)

Like

11mo



Paul Schoeneck Jr I probably only applied to 4-5 companies right out of school in 2008, and a lot of the jobs were just posted on a design site like, Coroflot. So there weren't that many jobs to keep track of, and of the 4-5 there were 1-2 I really wanted. Of those 2 I just waited to hear back, and made followup emails every week or so... if a company is really interested they will get back to you.

The challenging part is there are so many talented people applying for these jobs, so make sure you really stand out, and cater your portfolio / resume (as much as you can) to that specific company. Research the companies, to show you have vested extra time into learn more about what they do, so you are not just "another applicant"

All in all if you are keeping track of applications, just make yourself a list or chart, including the company names, contact emails/numbers, what each company does, and when you applied. Be prepared not to hear anything, so make sure to follow up via email and phone if you really want the position. [Show less](#)

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Alexandra Woodbury In my first stretch of job searching, I'd copy-paste both the job posting and what my cover letter to myself in an email thread just after I had finished applying. It wasn't super organized, but it created a nice record of when I had actually applied, with what, and for what. It was also pretty easy to access on-the-go. After getting my first 2 jobs I've felt a lot less neurotic about knowing time, though.

More recently I've started keeping a simple Google spreadsheet with columns of jobs for quick comparison. For the most part, there's really only a few things that really matter to people and there can be an additional misc box for the extras. Personally, I care about salary/pay, vacation/sick time, company culture, and commute time. Other people may care about insurance, conferences, stipends, etc. It's your search, so tailor it to you and don't worry about what's important to anyone else.

IMO, you shouldn't end up with a really huge amount of companies for your spreadsheet. Taking the time to network with people in the places you're interested in and honing your resume and cover letter to the specific position is really key. Then, if all of those fall through you could always just add a new tab to the spreadsheet for your next round of applications! [Show less](#)

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