

smcanimation

LinkedIn Profile

Career Services Center Workshop

Why LinkedIn?

smcanimation

- Research jobs and internships.
- Research professionals in the industry or company you would like to break into. See what their skills and background are. (Remember people can see when you have viewed their profile.)
- Reach out to alum or other professionals for informational interviews, or to review your portfolio to give you tips.
- Follow industry/thought leaders and companies to stay on top of industry trends, events and opportunities.
- Stay in touch with industry professional you meet at networking events.

LinkedIn Profile

If you have an incomplete LinkedIn page, or it doesn't match the resume you are using you must hide your LinkedIn page. Don't connect with people or apply for opportunities until you have a clear and professional profile.

You should launch your LinkedIn page when:

- You know the work you are looking for.
- **Your resume is fine tuned.**
- You have a link to your portfolio (as applicable).

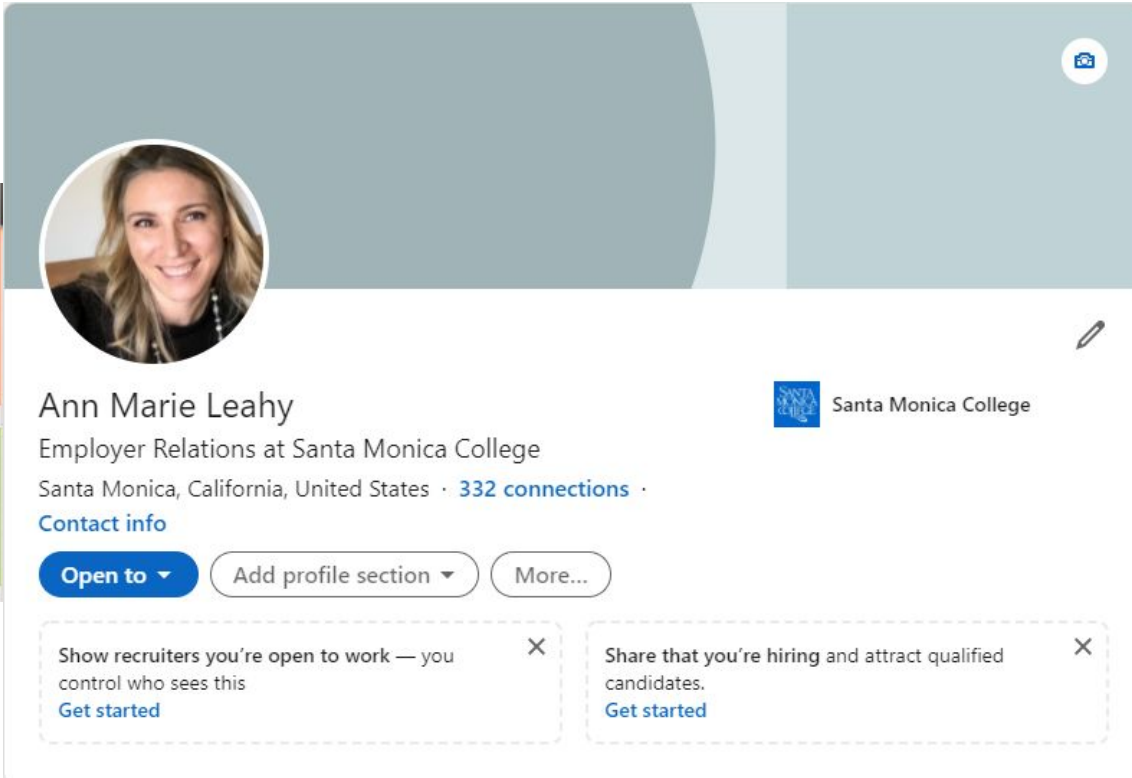
smcanimation | LinkedIn Sections

1. Profile Picture
2. Headline
3. Sections
4. About
5. Featured
6. Dashboard
7. Activity
8. Background
 - Experience/ Education/ Volunteer
9. Accomplishments
10. Interests
11. Skills & Endorsements
12. Recommendations

smcanimation | Profile Picture & Headline

PHOTO: It doesn't have to be fancy - just use your cellphone camera in front of a plain background. Wear a nice shirt and don't forget to smile!

HEADLINE: Tell people what you're excited about now and the cool things you want to do in the future.



The screenshot shows a LinkedIn profile for Ann Marie Leahy. At the top is a blue header with a camera icon in the top right. Below the header is a circular profile picture of a woman with blonde hair. To the right of the profile picture is the text "Ann Marie Leahy" and "Employer Relations at Santa Monica College". Below this is "Santa Monica, California, United States · 332 connections · Contact info". There are three buttons: "Open to" with a dropdown arrow, "Add profile section" with a dropdown arrow, and "More...". Below these are two dashed boxes with close icons (X). The first box says "Show recruiters you're open to work — you control who sees this" with a "Get started" link. The second box says "Share that you're hiring and attract qualified candidates." with a "Get started" link.

Ann Marie Leahy
Employer Relations at Santa Monica College
Santa Monica, California, United States · 332 connections ·
[Contact info](#)

[Open to](#) [Add profile section](#) [More...](#)

Show recruiters you're open to work — you control who sees this [Get started](#)

Share that you're hiring and attract qualified candidates. [Get started](#)

smcanimation |

About

SUMMARY: Describe what motivates you, what you're skilled at, and what's next.

About



This is a sample LinkedIn Profile for Santa Monica College Students, put together by Ann Marie Leahy, Career Services Advisor at Santa Monica College. This LinkedIn account is a networking opportunity for employers looking to hire SMC students and students interested in getting their foot in the door. Notice of some of the events held by the ... see more

smcanimation | Featured

Featured

Showcase your work by featuring your best posts, documents, media, and websites.

[Add featured](#)



smcanimation | Featured

Featured

Bachelor of Science, Interaction Design Santa Monica College – February 2016 – June 2018
Recent Degrees

work experience

Jr. UI / UX Designer Santa Monica, CA
ArtStation, Inc. – June 2019 – Present
• Provided a partnership with product managers and designers to redesign the ArtStation homepage.
• Worked on reimagining the user flow of the ArtStation Desktop and mobile app.
• Designed UI, UX, and interactive design for the ArtStation Desktop and mobile app.
• Designed a brand identity for the ArtStation app in conjunction with product managers.

UX Designer Intern Pasadena, CA
ADP, LLC – February 2019 – May 2019
• Worked with a team of UX designers and developers to define the user model and user interface for new and existing enterprise applications. In addition, participated in user testing to gauge the usability of new and current products and make constructive suggestions for improvements.

Project Manager / UX Designer Santa Monica, CA
Real Radio, Inc. – February 2019 – May 2019
• Identified user needs and design requirements to create a fully program for students.
• Managed a team of 10 students to build, maintain, and support the design process.
• Applied design thinking methods to understand the user, challenge assumptions, and define needs.
• Created the Real Radio Club that is a weekly and semi-weekly with the support of faculty members.

academic experience

UX/UI Designer Santa Monica, CA
Studio Art Design (Project) – December 2017 – February 2018
• Redesign a mobile application for an online user interface to deliver a more usable and delightful experience for users and increase discoverability.
• Used a user-centered design approach to identify user needs and requirements.
• Prototyped and designed mobile interfaces for testing usability and feasibility.
• Developed and maintained data persistence to support mobile interface branding.

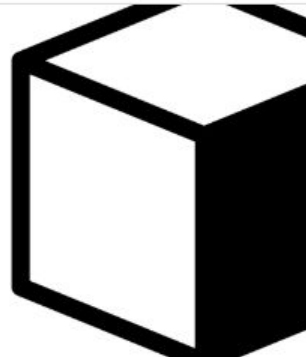
Product Designer Santa Monica, CA

mandez Resume.pdf



U.S Army P.M.C.S Mobile App
gd75mannyhernandez.wordpress.com

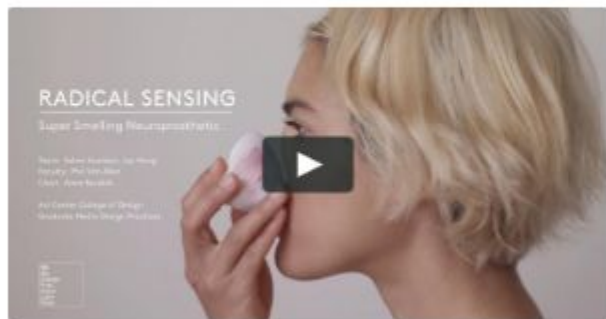
This concept is a mobile application that facilitates preventive maintenance and...



Manny's Portfolio
Manuel Hernandez

Here's a look at my projects.

Featured



Radical Sensing, Presentation


Vimeo

Radical Sensing is a body of work at the intersection of wearable technology, olfaction and performance research. This is a video of our presentation given at the Microsoft Design Expo 2016. We are proud to share that Radical Sensing was awarded "best..."


smcanimation | Dashboard

Your Dashboard

Private to you

 All Star

35 Who viewed your profile	186 Post views	15 Search appearances
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 **Salary insights**
See how your salary compares to others in the community

smcanimation | Activity

Activity

303 followers

[See all](#)



Building products with Inclusion in Mind

Roy shared this

4 Reactions



PMA.la panel

Roy shared this

1 Reaction



PMA LA event @ Google LA. I'm excited to participate in the workshop and to...

Roy shared this

9 Reactions



Informational interviews are most definitely beneficial. I plan to conduc...

Roy commented

smcanimation | Background

Background



Work experience

4 positions on your profile



Education

1 school on your profile



Licenses & Certifications

Showcase your expertise with your credentials



Volunteer experience

Highlight your passions and how you like to give back



smcanimation | Experience

EXPERIENCE: List the jobs you held, even if they were part-time, along with what you accomplished at each. Even include photos and videos from your work.

Experience



Mobile App design student project

Santa Monica College

Sep 2015 – Dec 2015 · 4 mos

Santa Monica, CA

Assigned to design a mobile app meant to be a shared economy.

Based on on-campus interviews of students, we uncovered a need for affordable text books.

Developed a mobile platform for students to provide and receive textbooks.



smcanimation | Experience

Edit experience



-

Country-specific employment types

[Learn more](#)

Company *

 Santa Monica College

Location

Santa Monica, CA

I am currently working in this role

Start Date *

September

2015

End Date *

December

2015

Description

Assigned to design a mobile app meant to be a shared economy.
Based on on-campus interviews of students, we uncovered a need for affordable text books.
Developed a mobile platform for students to provide and receive textbooks.

Media

Add or link to external documents, photos, sites, videos, and presentations.

Upload

Link

 Supported formats

We no longer share changes to past positions with your network. [Learn how these are shared and when](#)

Delete

Save

smcanimation | Education

EDUCATION: Starting with college, list all the educational experiences you've had - including summer programs.

Education



Santa Monica College

High School, Business Administration and Management, General
2015 – 2017



smcanimation | Volunteer Experience and Causes

□ VOLUNTEER EXPERIENCE & CAUSES:

Even if you weren't paid for a job, be sure to list it. Admissions officers and employers often see volunteer experience as just as valuable as paid work.



Volunteer Experience & Causes

Big Buddy

Skyline High School

September 2012 – May 2013 (9 months) | Education






Mentored an Oakland high school student through the college application process, helping him get into his dream school.




smcanimation | Accomplishments

Add profile section ▾

Skills ▾

Accomplishments ^

-  **Publications**
List your published work and be found 7x more
-  **Patents**
Showcase your innovation and expertise
-  **Courses**
List coursework from your prior or continuing education
-  **Projects**
Add compelling projects to demonstrate your experience
-  **Honors & Awards**
Feature the recognition

-  **Test Scores**
If you excelled in an exam, you can list your score here
-  **Languages**
Show how you can be a fit for a job or overseas opportunity
-  **Organizations**
Show your involvement with communities that are important to you

smcanimation | Accomplishments

Accomplishments

21 Courses

C Programming • Cognitive Psychology • Cultural Anthropology • Game Studies • Identity Branding
• Interactive Storytelling • Intercultural Communication • Interpersonal Communication • Mass
Communications • Mobile Design • Motion Graphics • Organizational and Small Group Communication
• Principles of Marketing • Product Design • Project Management for Design • Public Speaking
• Sociology • Tangible Interaction • Typography Design • User Experience Design...

4 Projects

Red Bull TV App • City Park Product Design • Parkup Mobile App • Postmates Fleet Mobile App Redesign

2 Languages

English • Spanish

1 Organization

Santa Monica College IxD Club

smcanimation | Interests

Interests



Birchbox

73,731 followers



The Honest Company

92,314 followers



International Schools Services

26,247 followers



Interaction Design Association

115,461 members



TOMS

74,861 followers



Premium Career Group

1,804,779 members

[See all](#)

smcanimation | Recommendations

□ **RECOMMENDATIONS:** Ask managers, professors, or classmates who've worked with you closely to write a recommendation. This gives extra credibility to your strengths and skills.

Recommendations Received (2) -

Venture Capital Internship
Berkeley Ventures

 **Tim Lee**
Partner

David spent the summer with us at Berkeley Ventures and made an immediate impact. He showed us a brand new technique for firm analysis that he had just learned in school and came through with recommendations that opened our eyes to a unique set of opportunities.

We don't normally hire undergrads as interns but after working with David, we will again!

November 13, 2013, Tim managed

smcanimation | Recommendations

Ann Marie Leahy
Employer Relations at Santa Monica College
Santa Monica, California, United States · [336 connections](#) · [Contact info](#)

[Open to](#) [Add profile section](#) [More...](#)

- Show recruiters control who sees [Get started](#)
- Intro
- About
- Featured
- Background
- Skills
- Accomplishments
- Additional information
- Request a recommendation
- Supported languages

[that you're hiring and attract qualified](#)

[dates.](#)

[arted](#)

About

This is a sample LinkedIn profile for Ann Marie Leahy, Career Services Advisor at Santa Monica College. It highlights her role in advising students and employers.

[Request a recommendation](#)

Featured

[Request a recommendation](#)

[Request a recommendation](#)

smcanimation | Skills & Endorsements

SKILLS & EXPERTISE: Add at least 5 key skills - and then your connections can endorse you for the things you're best at.

Skills & Endorsements

Add a new skill



[Take skill quiz](#)

Social Media · 1

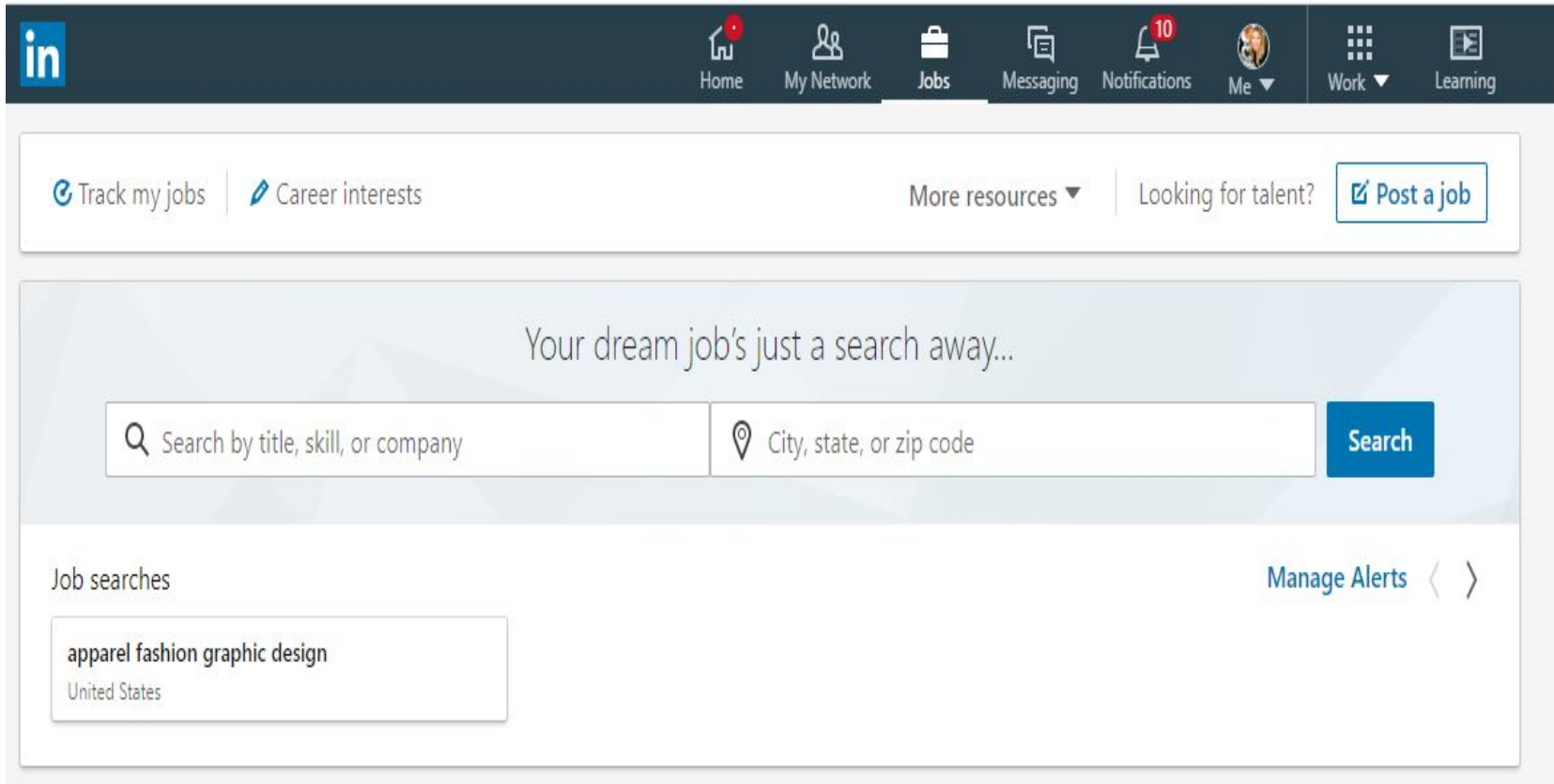
Ojen Shammasian has given an endorsement for this skill

Customer Service

Sales

[Show more](#)

smcanimation | Search for Opportunities



The image shows the LinkedIn job search interface. At the top is a dark navigation bar with the LinkedIn logo on the left and icons for Home, My Network, Jobs, Messaging, Notifications (with a red badge showing '10'), Me, Work, and Learning. Below the navigation bar is a white bar with links for 'Track my jobs' and 'Career interests', a 'More resources' dropdown, 'Looking for talent?' text, and a 'Post a job' button. The main content area has a light blue background with the text 'Your dream job's just a search away...'. Below this is a search bar with two input fields: 'Search by title, skill, or company' and 'City, state, or zip code', followed by a blue 'Search' button. At the bottom, there is a 'Job searches' section with a 'Manage Alerts' link and left/right arrow icons. A search result card is visible, showing 'apparel fashion graphic design' and 'United States'.

in

Home My Network Jobs Messaging Notifications Me Work Learning

Track my jobs Career interests More resources Looking for talent? Post a job

Your dream job's just a search away...

Search by title, skill, or company City, state, or zip code Search

Job searches Manage Alerts < >

apparel fashion graphic design
United States

smcanimation |
Additional LinkedIn Resources

<https://university.linkedin.com/linkedin-for-students>

Next Steps

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- Create a compelling profile.
- Follow companies and groups you are interested in.
- Grow your network.
- Seek out mentorship.
- The fundamentals that you apply to LinkedIn can be applied to Vimeo, YouTube and Instagram.
- Be sure to watch our “networking video” for email templates and tips on how to reach out to build your network.

Support @ SMC

smcanimation

Classroom Support

ANIM 75: Career Development

This class helps you develop a career within the entertainment Industry with a focus on the fields of animation, game design and post production. In this class you learn how to build and present a resume, demo reel, personal website, or digital portfolio of your work. Whichever tool is required in your field when applying to internships, jobs and transfer schools.

Career Services

Phone: 310.434.4337
Email: careerservices@smc.edu
Webpage: <http://smc.edu/careercenter>
Instagram: <https://www.instagram.com/smccareercenter/>

YouTube channel:

https://www.youtube.com/channel/UChad0JT9Mzqip03jTmL8_zg/playlists?view_as=subscriber

Thank you.