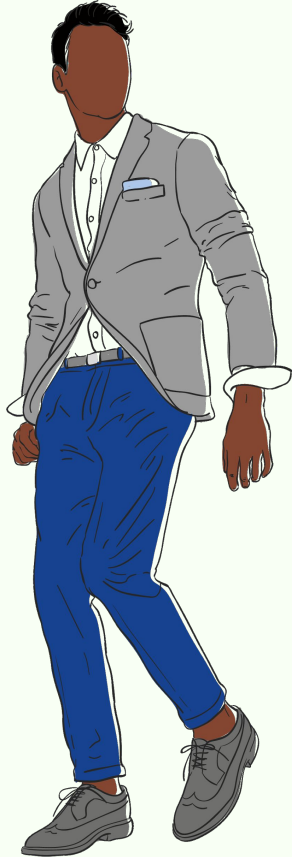


*SMCFASHION*



# *Networking*

*Career Services Center Workshop*



*Why Network?*

## *SMCFASHION*

- Some experts say that 80 percent of people ended up in their current position thanks to networking. Others say it's more like 85 percent.
- Many companies network to scout new talent, rather than posting their post online.
- Through networking you find out about events and opportunities that you wouldn't have known about otherwise.

*Why LinkedIn?*

## *SMCFASHION*

- Research jobs.
- 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).

## **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

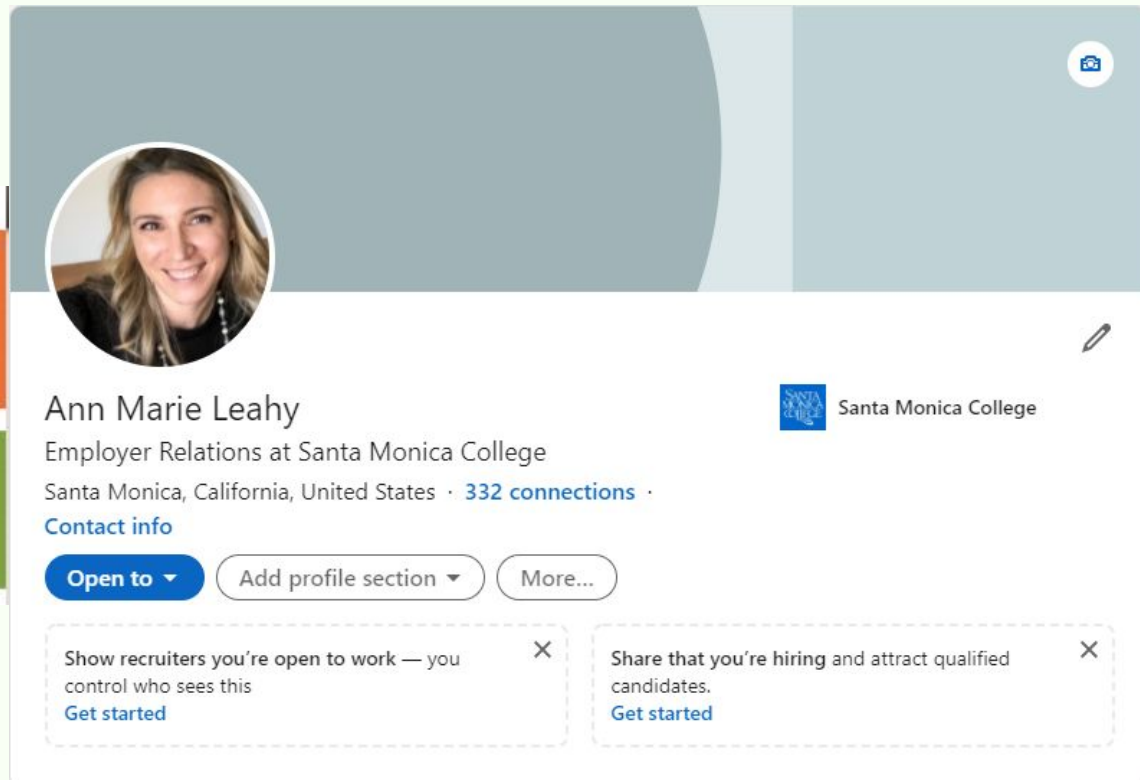


*SMCFASHION* |

## 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 photo is a blue square logo for Santa Monica College. The name "Ann Marie Leahy" is displayed in large black text, followed by "Employer Relations at Santa Monica College" in smaller black text. Below that is "Santa Monica, California, United States · 332 connections ·" and a blue link for "Contact info". There are three buttons: "Open to" with a dropdown arrow, "Add profile section" with a dropdown arrow, and "More...". At the bottom, there 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 blue link "Get started". The second box says "Share that you're hiring and attract qualified candidates." with a blue link "Get started".

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](#)

## 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

*SMCFASHION* |

## Featured

Featured

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

[Add featured](#)



# SMCFASHION |

## 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 2018 - Present  
-Worked in partnership with product managers and designers to redesign the ArtStation homepage.  
-Worked on reimagining UI for the Call of Duty Endowment landing page.  
-Coaching UI/UX and interaction design for the UCI/UCSD/UCR Exchange app.  
-Designing a brand identity and graphic for the Call of Duty: WWII campaign with promotional partners.

**UX Designer Intern** Pasadena, CA  
ADP, LLC - February 2017 - May 2017  
-Worked within 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 2017 - May 2017  
-Identified user needs and design requirements to create a fully program for students.  
-Managed a team of 17 students to build, collaborate and support in the design process.  
-Applied design thinking methods to understand the user, challenge assumptions and define needs.  
-Created the Real Radio Club that is a nonprofit and nonprofit with the support of the community.

**academic experience**

**UX/UI Designer** Santa Monica, CA  
Studio Arts Institute (Project) - December 2017 - February 2018  
-Redesigned a mobile application for an online user interface to deliver a more usable and delightful experience for users and increase discoverability.  
-Used UFT user research to gain insight into usability and overall experience.  
-Prototyped and designed mobile interfaces for testing usability and feasibility.  
-Developed and maintained data persistence to support mobile interface branding.

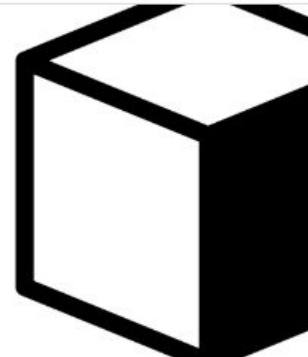
**Product Designer** Santa Monica, CA

mandez Resume.pdf



U.S Army P.M.C.S Mobile App  
[gd75mannyhernandez.wordpress.com](http://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.

# SMCFASHION | Featured

## 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..."

# SMCFASHION |

## Dashboard

### Your Dashboard

*Private to you*

 All Star

<b>35</b> Who viewed your profile	<b>186</b> Post views	<b>15</b> Search appearances
--------------------------------------	--------------------------	---------------------------------

 **Salary insights**  
See how your salary compares to others in the community

# SMCFASHION |

## 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

# *SMCFASHION* | 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 



# 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.



# *SMCFASHION* | 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



*SMCFASHION* |

# 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.






# 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

# 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

# SMCFASHION |

## 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](#)

# 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

# SMCFASHION | 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](#)

**About**  
This is a sample LinkedIn profile for an Advisor at Santa Monica College, helping students and students.

Put together by Ann Marie Leahy, Career Services providing an opportunity for employers looking to hire Santa Monica College students. See more details of some of the events held by the ... see more



# 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

# SMCFASHION | Search for Opportunities

The screenshot shows the LinkedIn Jobs search page. At the top is a dark navigation bar with the LinkedIn logo and icons for Home, My Network, Jobs, Messaging, Notifications (with a red badge showing 10), Me, Work, and Learning. Below this is a white header area with links for 'Track my jobs', 'Career interests', 'More resources', and 'Looking for talent?' with a 'Post a job' button. The main content area features 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 a search result card for 'apparel fashion graphic design' in the 'United States'.

in Home My Network Jobs Messaging Notifications 10 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

*SMCFASHION* |

## Additional LinkedIn Resources

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

*Next Steps*

# *SMCFASHION*

- Create a compelling profile.
- Follow companies and groups you are interested in.
- Grow your network.
- Seek out mentorship.

*Outreach*

If you identify a potential mentor introduce yourself in the following way:

Dear Ms. Johnson,

My name is Kim Clark and I am currently a Fashion Design student at Santa Monica College. I am very interested in the work you have done at XYZ company. I was wondering if I could ask you a few questions about the industry and your experiences. Would it be possible for me to speak with you on the phone, via email, or meet with you in person for about 15 minutes at your convenience? Please let me know.

Sincerely, Kim Clark

**SOMETIMES PEOPLE DON'T REPLY.**

*Follow up*



**Thank you Letters are a must!!**

Thank you letters should be **sent within 24** hours of your conversation.

For Example:

Dear Ms. Johnson,

Thank you for taking the time to speak with me yesterday. The information I learned was invaluable and will help me as I pursue a career in Fashion Design. I found the way you approach your work inspiring and I greatly appreciate the resources you recommended. Your drive and passion has increased my interest.

Thank you, Kim Clark

# *Conversation Plan*

**Keep your conversations professional, positive and focused on the industry.**

Below are some suggested topics:

- Industry trends (Industry events you attended or articles you read via: Professional Associations or publication or on LinkedIn).
- Current company objectives.
- Exciting and relevant projects you have worked on at school or personally.
- Hobbies or interests that are relevant to the industry you are interested in working in.
- Share thoughts on the subject of the gathering.
- Most importantly, you must ask questions! You are there to learn and share and grow and build your professional network.

**Don't**

- Complain or bring up anything overly personal.
- Dive into your life story.
- Go on about experience that is unrelated to the industry.
- Monopolize anyone's time.

*Questions?  
Ask them!*

## **Questions you could ask:**

- What do you like best about your job?
- What is the hardest part of your job?
- Where do think the industry is headed?
- What do you want to do next?
- What advice do you have for me to get into your industry?
- What inspires your work?
- Where did you go to school? Did you like your school and why or why not?

## *SMCFASHION*

- What made you decide to pursue this profession?
- What is a typical day like for you?
- What are important skills needed for this job?
- What books/journals/associations would you suggest I explore for further information?

DO NOT ask the person how much money they make.

*Show Your Work*



## **If the conversation is going well:**

- Offer to show them your work on the spot and get their feedback
- Ask them if they would mind setting up a time to reviewing your work and providing feedback if yes:
  - ask how would they like to be contacted?  
(If they say via LinkedIn or social media, email add them on the spot).
  - ask when they would they like to be contacted?  
(they may have more time in Spring than in Fall. You can calendar a check in, based on their response.)

*Networking  
Resources*

## Professional Associations

Join a Professional Association. Industries have Professional Associations where people can attend workshops, design competitions and network. Most associations offer student memberships at low or no cost. Sign up to be notified about events!

- <http://calfashion.org/>  
California Fashion Association is a nonprofit business to business organization established to provide information for expansion and growth to the apparel and textile industry of California.
- <https://cfda.com/programs/students>  
Council of Fashion Designers of America membership consists of more than 500 leading fashion womenswear, menswear, jewelry, and accessory designers. Membership is by invitation only, and is open to Americans designing in the United States or abroad or international designers whose businesses are based in the United States. They offer scholarships and competitions to emerging talent. Visit their site and/or register for their newsletter to stay up to date on the latest opportunities.

## Industry News Sources

Below are some sites you should belong to stay on top of what is happening in the industry, share your work and network:

- <https://www.apparelnews.net/>  
California Apparel News showcases fashion industry trends and exclusive business insight straight to your inbox. They also promote all the events you need to know about and attend!
- [www.styledispatch.com](http://www.styledispatch.com)  
Part of the StyleCareers.com career resources network, StyleDispatch.com offers news, advice and opinion for the fashion industry careerist.

## Industry Events

Below are some sites you should belong to stay on top of what is happening in the industry, share your work and network:

- **LA Fashion Week®** (March and October) <https://lafw.net/>  
Is dedicated to raising the profile of fashion in the United States with focus on the emergence of Los Angeles as one of the most important cultural cities in the world.

The following unrelated entities produce shows during the twice-yearly time period known as “LA Fashion Week”: Art Hearts Fashion, Concept, FWLA.com, LA Emerging Designers, LAFW.net and Style Fashion Week. Reach out to these organizations directly to find volunteer opportunities.

- **MAGIC Tradeshow Las Vegas** (August) <https://www.magicfashionevents.com/>  
The most comprehensive fashion marketplace in the U.S., showcasing Women’s, Men’s, and Children's Apparel, Footwear, Accessories, and Sourcing resources from around the world.

## **Volunteering**

Get involved with organizations that help disadvantaged individuals get back on their feet and transform their lives with fashion and education:

- <https://freedomandfashion.org/>
- <https://www.changelives.org/>

# *SMCFASHION*

## **Your Classmates & SMC Alum!**

### **Clubs**

Get involved in club activities and take an active role in the club activities. See the clubs available at Santa Monica College or learn how to start your own club at <http://www.smc.edu/icc>

*You may even want to get involved in Photography, Theatre or Cosmetology clubs to work on portfolio pieces together.*

- **SMC Fashion Club**

Email them to see how to get involved at [ffc.smc@gmail.com](mailto:ffc.smc@gmail.com)

## Partner with other industry professionals:

- **Model Mayhem** <http://www.modelmayhem.com/>  
Is a social networking site for both established and aspiring fashion models, actors and actresses, make-up artists, photographers and digital artists. The site grants you access to many options casting calls, trade for print and paid work as well as collaborations with other photographers, fashion designers, internet brands and make-up artists.



*Support @ SMC*

## **Classroom Support**

### **FASHN 21: Digital Fashion Portfolio**

This advanced course addresses the skills necessary to produce a well-organized and thoroughly planned portfolio, both virtual and printed, to be presented on job interviews. Students will be expected to have completed a body of work, prior to taking this course, from which to build a portfolio.

## **Career Services**

**Phone:** 310.434.4337

**Email:** [careerservices@smc.edu](mailto: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](https://www.youtube.com/channel/UChad0JT9Mzqip03jTmL8_zg/playlists?view_as=subscriber)

## **Academic Counseling**

For information on the program, assistance creating your educational plan, or exploring transfer preparation visit the SMC Counseling Center:

<http://smc.edu/student-support/academic-support/counseling/contact.php>

There are different counselors and programs available to serve all needs. Once on the web page, you can make an appointment or see a counselor on a drop-in basis by clicking on:

- The General Counseling & Transfer Services link or
- The link to any special programs that you are a member of.

*Thank you.*