



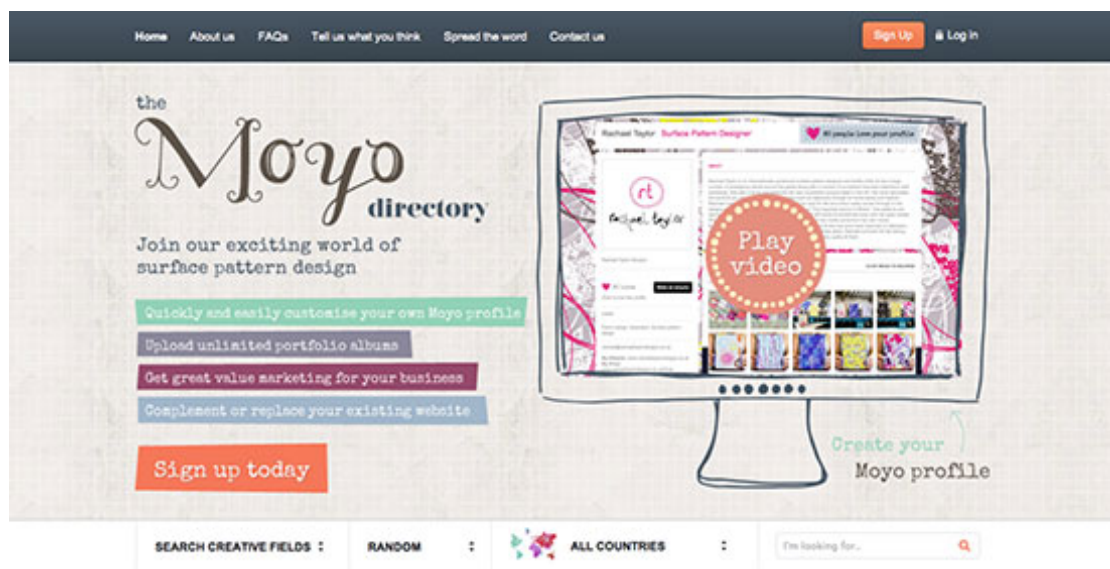
HINTS AND TIPS

The [MOYO Directory](#) is a one stop shop for companies looking to hire talent or find freelancers. It is a platform to showcase your work, share your social media links and network with other designers - all for less than the cost of a single advert on any leading design blog. With this in mind we have created a hints and tips guide to maximise your presence on the MOYO Directory which will get more potential clients and employers looking at your profile.



Tip 1: Play the video and follow the instructions

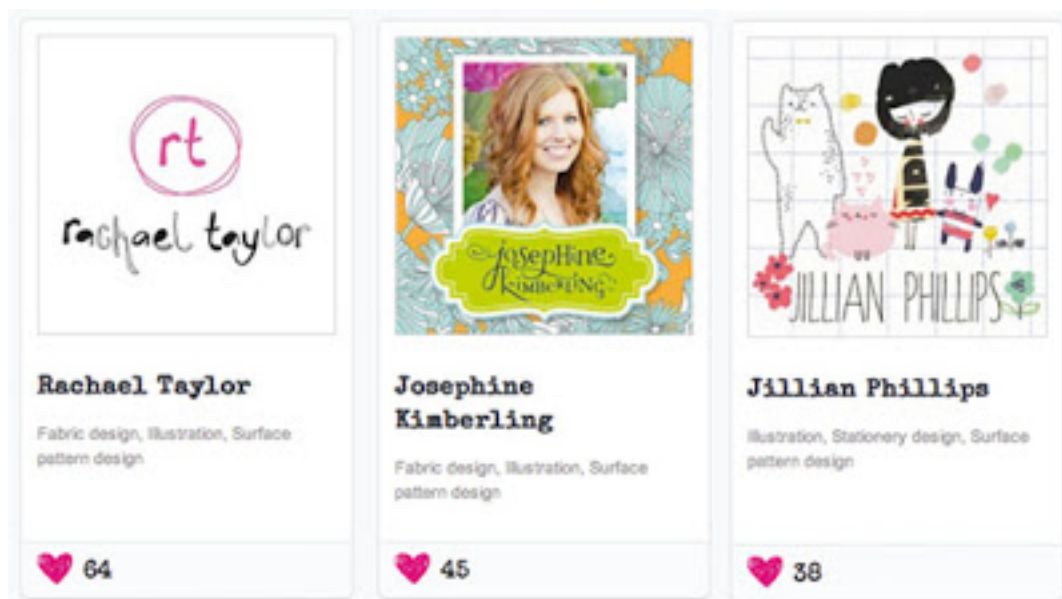
We have a handy [video](#) ready on the website for you to watch which will guide you through the set up process. You can also find more detailed instructions in [issue 5 of MOYO Magazine](#).



Tip 2: First impressions count!

The MOYO Directory is set up so that the viewer's first impression is your profile picture, name/design name and the categories you have chosen. Therefore it is very important that you choose an image that is relevant to your style, art or design work and your brand. First impressions really do count, so if your image doesn't reflect you as a designer or artist or you haven't

uploaded one, the viewer may choose not to bother looking at your profile – and that is a wasted opportunity! Think about what you would like the reader to take away from your profile. See the examples below:



Why not try using or designing a logo which really reflects you as a brand? My registered trademark reflects my hand-drawn, illustrative style but also conveys to the viewer that I have a brand identity.

Or you could create an image that incorporates both your logo and an image of you as it is beneficial for the viewer to know you as a person too. [Josephine Kimberling](#) has created quite a clever profile image that shows her off as a brand and a designer.

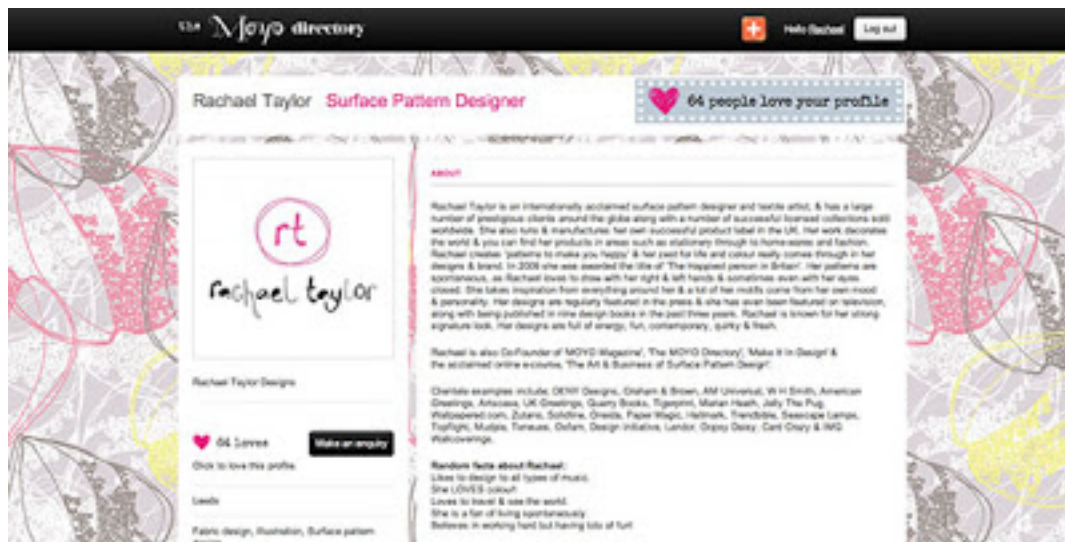
[Jillian Phillips](#) has used a different approach incorporating her own design elements that really show off her strengths as an illustrator. Try to present your own strengths within your profile as a whole.



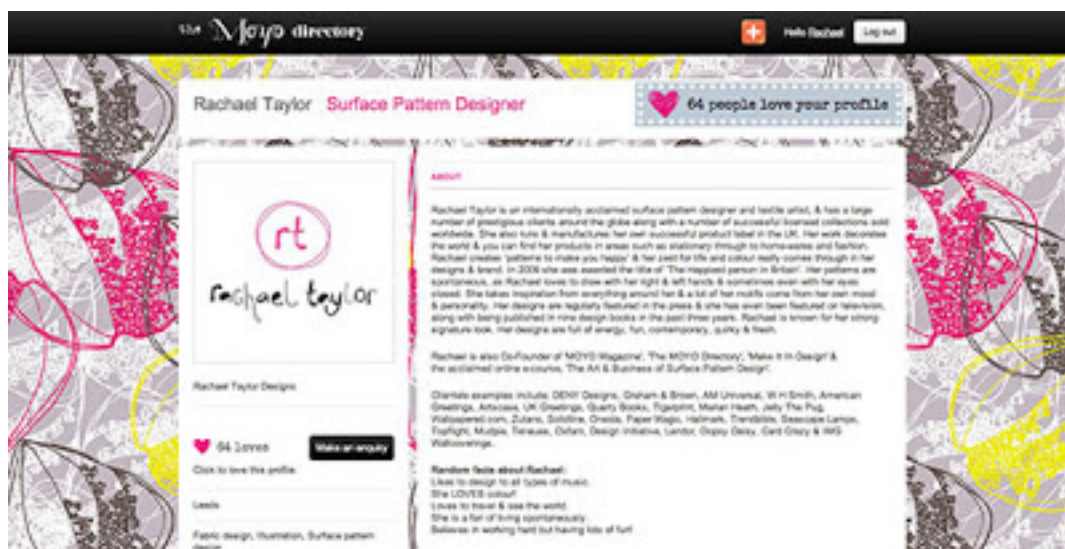
Tip 3: Consider your profile design carefully

Just as your profile image is important, so is the design of your profile. There are customisation options in the set up, which allow you to change colours of the text and background, or allow you to upload your own background.

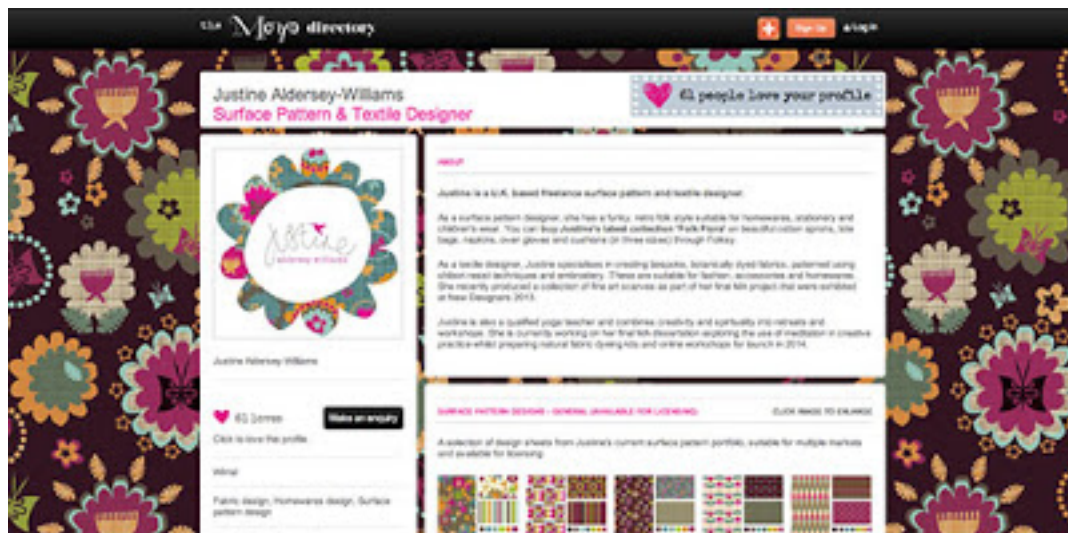
To really get the most out of your profile, reflecting your design work, branding or logo is crucial to bringing the whole profile together.



If you have quite a busy pattern in your background you could try using a transparency to tone it down. However if you are using this space to really show your and brand, a high impact pattern may be more relevant. I chose my 'Organic Retro Leaves' design as it showcases my illustrative style and knowledge of pattern design, and uses a mix of tonal and bright colours so it is not too overwhelming as a background.



The below examples illustrate how good design works to your advantage:

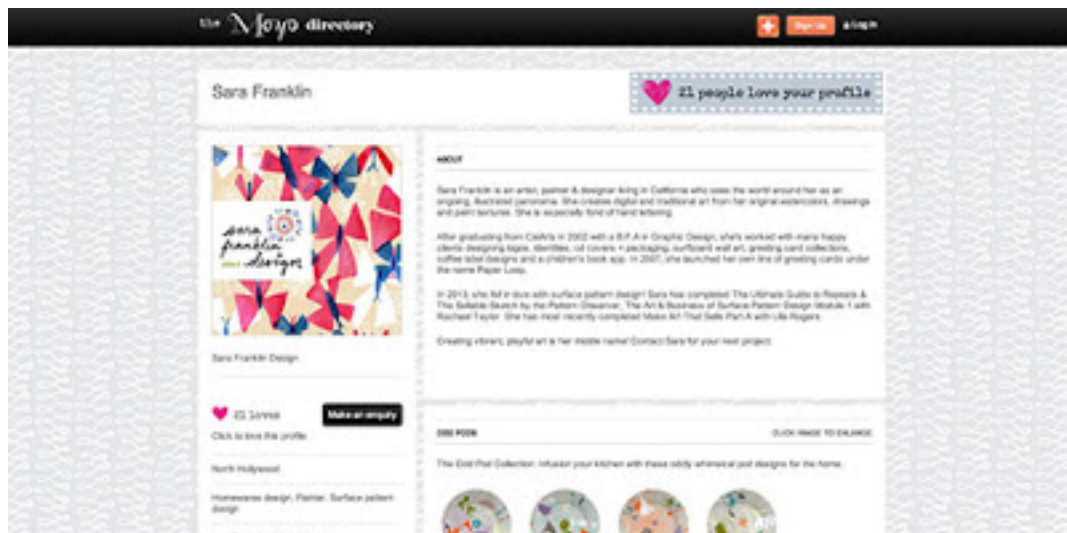


[Justine Aldersey-Williams](#) has used a pattern filled background that immediately shows off her design skills. She has cleverly kept her logo quite white so that the logo and background are not working against each other.

Hint: If you are uploading a pattern as a background make sure it is a repeat pattern, otherwise you will see the areas in which it overlaps.



[Karma Voce](#) has picked out elements from her and created a simple yet colourful pattern, showcasing her style straight away.



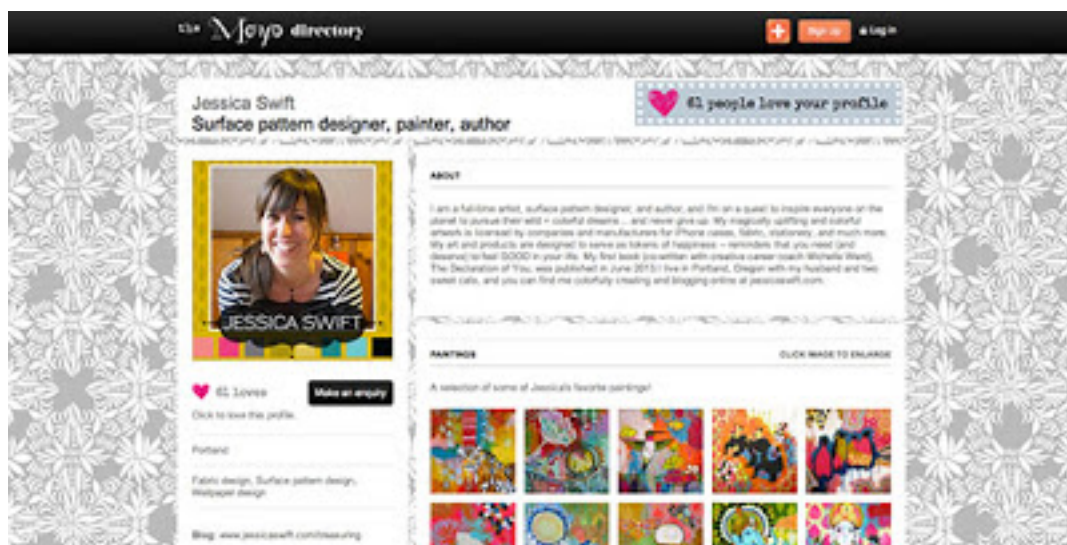
[Sara Franklin](#) has chosen a more neutral background with subtle shapes taken from her profile image design. This method will allow the images you upload to showcase you as a designer, artist or brand.

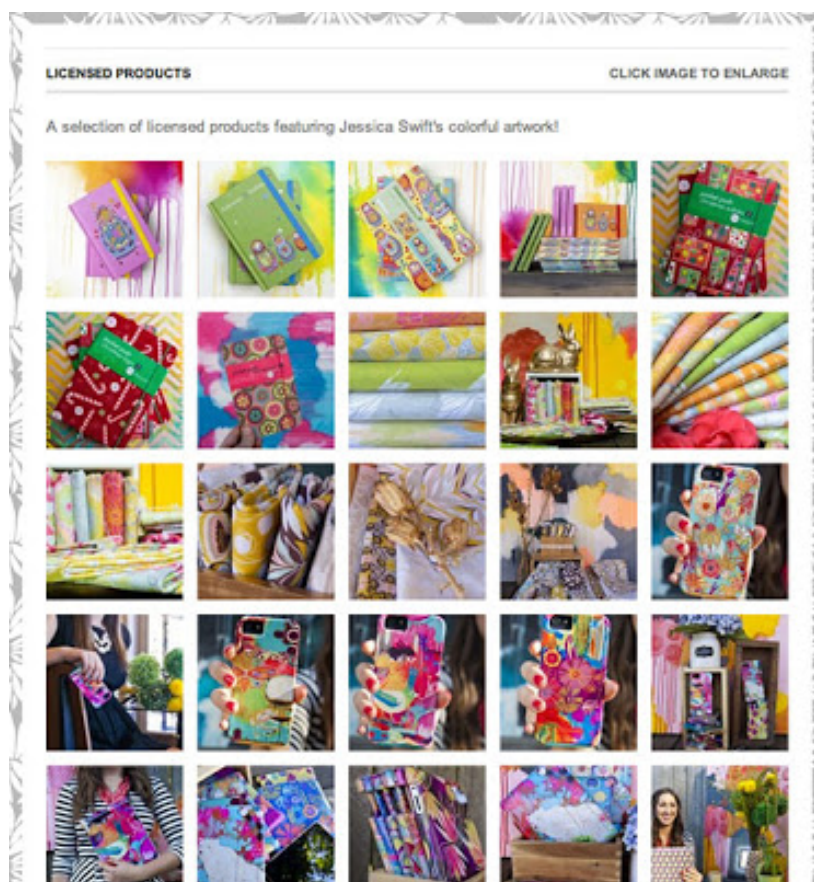
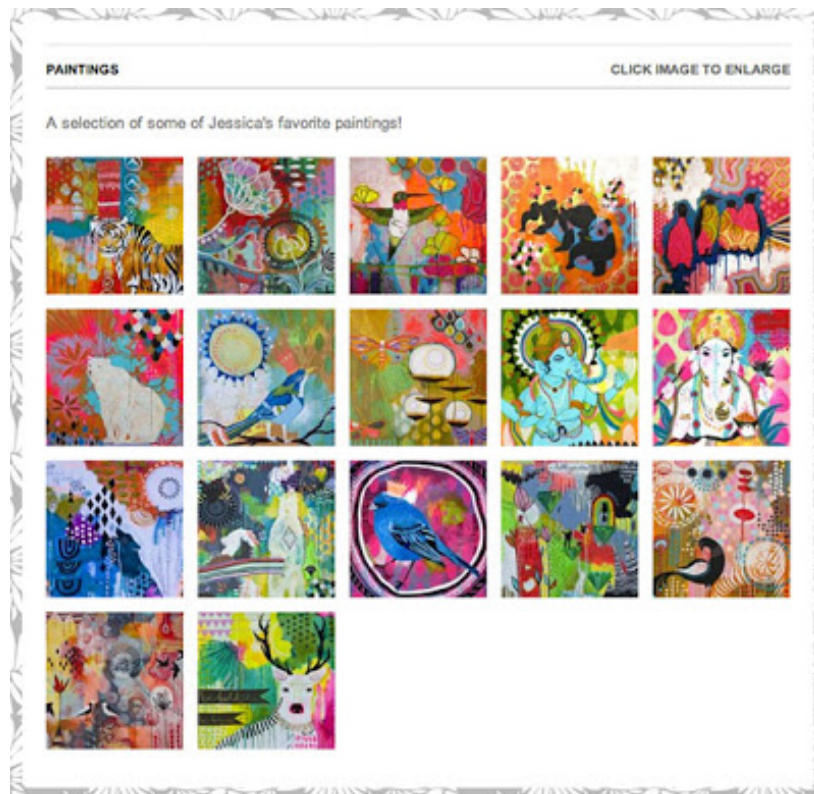


Tip 4: Quality content

For a client or employer to get a good feel for your work and skills, good quality images are essential as well as clear sections for different areas of work. Many designers have their own design work which can be split into several categories, for example; illustration, surface pattern design etc. There are also designers who have licensed designs as well as work within their own brand. Clear sections help show the viewer your versatility, commercial potential and skill level.

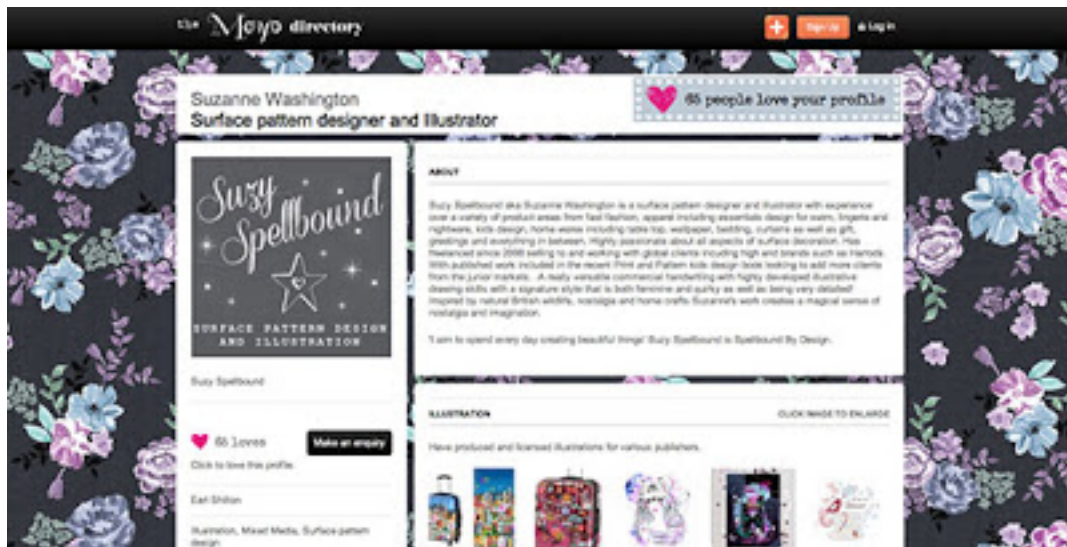
Hint: Make sure you put your best section at the top of your profile. It is also professional to try to keep all of your images the same size so that when someone is looking through your galleries it is consistent.



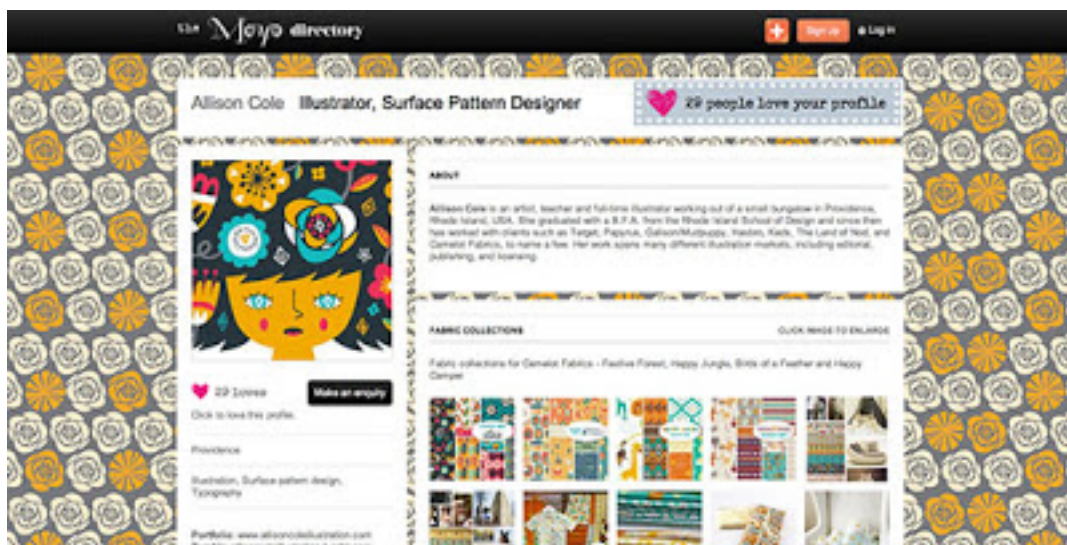


[Jessica Swift's](#) profile is a good example of clear sections that show off her style and her excellent use of colour. Her versatility is also shown with how her art and design can translate well onto licensed products.

Other good examples include:



[Suzanne Washington](#) - who has several filled sections including illustration, interiors and homewares, fashion and junior collections.



[Allison Cole](#) - has tailored her sections to showcase her knowledge of illustration and products.



Tip 5: Quality over quantity

Try to fill your sections as much as possible with work that gives a potential client or employer more options to consider. Again, make sure what you would like the viewer to see first (your strongest work), is at the top.



Tip 6: Have fun and interact!

Although the main purpose of the directory is for companies, businesses and; potential clients to find designers it is also a fun community for everyone to share, interact and encourage each other! This is why the 'love' button was introduced; to encourage each other within a shared industry.



Be sure to regularly promote your MOYO Directory profile via your newsletter, blog, and social media channels to keep your 'love' number rising, so you are high up the rankings if someone searches by popularity.



Tip 7: Share your successes!

We know that a number of people have already landed work via the MOYO Directory, and it is good for everyone if we can share these stories. If you land a new client via the Directory please send us a note to directory@makeitindesign.com and we will spread the good word!