



# 8 KEY ADVICES FOR DIGITAL CREATIVES.



# STAY CURIOUS...

Always keep learning about the latest technologies, design trends, and marketing strategies. Subscribe to blogs like 'Smashing Magazine' and 'A List Apart' to stay updated on the latest tech trends and strategies in digital design and development.





# BUILD A STRONG PORTFOLIO...

Show your potential clients the quality of your work and the diversity of your skills. Use platforms like 'Behance' or 'Dribbble' to showcase your projects. Remember, diversity in your portfolio exhibits your range of skills and creativity.

# EMBRACE FEEDBACK...

Use it as a tool for growth and improvement. Be it from clients, peers, or users, feedback is a vital source for improvement. Tools like 'UserTesting' can provide valuable insights from real-time users.



# BE VERSATILE...

The ability to adapt and master various design tools is a huge plus in this field. For instance, if you're already good at 'Adobe Photoshop', try learning 'Sketch', 'Figma' or 'InVision'. Each has unique features that can enhance your designs.



# KNOW YOUR AUDIENCE...

Understand their needs, preferences, and how they interact with the digital world. Use analytic tools like 'Google Analytics' or 'Hotjar' to understand your audience's online behavior and needs.



# NETWORK...

Connect with other professionals in the field. Attend webinars, join online communities like 'Designer Hangout' or 'UX Mastery Community'. You never know when collaborations or opportunities might arise! LinkedIn is a great platform for this.



# UNDERSTAND SEO...

SEO is essential in maximising reach and visibility in the digital world. SEO is crucial to improve your site's visibility. Platforms like 'Moz' and 'Yoast SEO' offer great insights on SEO practices.





# REMAIN INNOVATIVE...

Always push the boundaries of creativity. In the digital field, innovation is key! Challenge the norms. Experiment with cutting-edge tech trends like Augmented Reality (AR) or Virtual Reality (VR). Platforms like 'Unity' can help you dive into these immersive experiences.



# WAS THIS HELPFUL?

Save this post, so you can come back to it later... and share your thoughts in comments.

