



**INTERVIEWING  
PRINCIPLES &  
PRACTICES:  
FINDING A JOB**

**CLIENT** Michael Salamon  
**PROJECT** Research Project  
**DATE** 13 October 2014  
**DESIGNER** Carly Dutch-Greene

Carly Dutch-Greene  
design@carlydg.com  
608-444-8063  
www.carlydg.com

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# SELF ANALYSIS

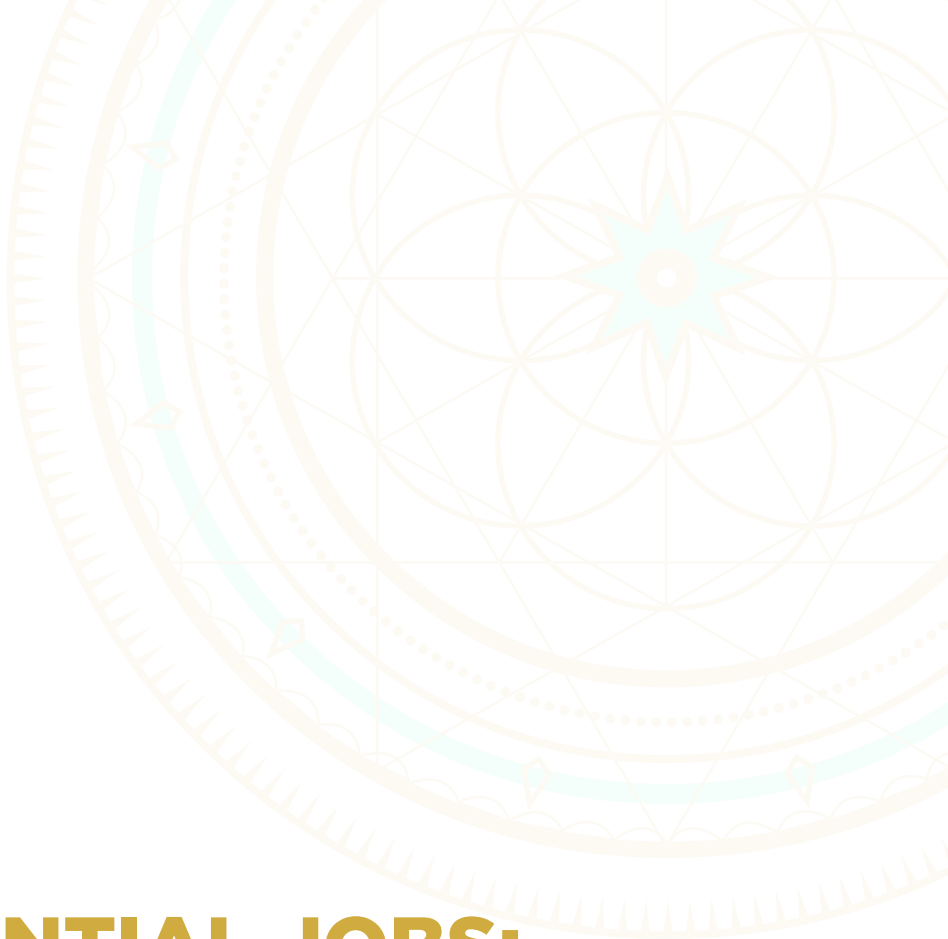
In order for me to achieve my goals and evolve into the best version of myself, it is imperative that I reflect on my personal strengths and weaknesses. Through writing a self assessment that elaborates on my personality, communication skills, intellect and accomplishments, I will be able to develop a better understanding of what I have to offer when looking for my future career.

My personality is definitely one of a kind, I am always looking for good in every situation. That is one of my most defining characteristics. I am idealistic which is in large part a strength of mine, but can also be a weakness since in truth, nothing is ever perfect. At times I can be perceived as reserved or shy, but when I am in my comfort zone I become my true free-spirited self. Over the years I have realized that I have a tendency to care too much and strive for perfection, and that can be a detriment to my work. I am frequently working on my ability to let go. My passion for everything that I do and love and that clearly shows through in all aspects of my life.

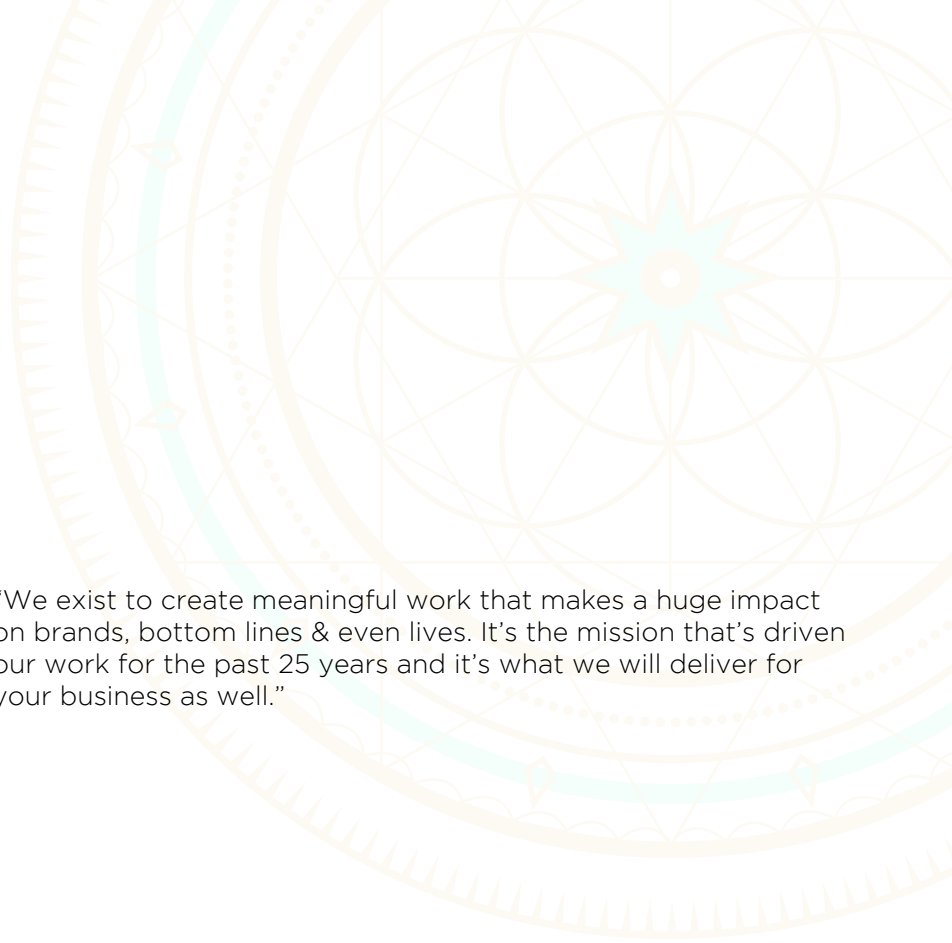
Intellectually, I excel in many ways. I make intuitive decisions but also am very observant which shows through in my decision making. My creativity is largely a part of my personality, however I tend to define it as an intellectual strength. It helps me to be innovative whether in a problem solving situation or an artistic one. I am not the strongest when dealing with data, I tend to get overwhelmed by statistics. I find myself focusing on the end result more than the individual pieces that go into it. I do realize the importance of the process and I am constantly working to improve my ability to embrace the pieces and not just jump to the end.

I am open-minded which makes me a great communicator. Communication comes naturally to me. I have always been taught to talk about what I am thinking or feeling and encourage others to do the same. I have to be aware that others may not be as receptive to my input as I would like, so I always make sure to filter some of my thoughts and feelings before sharing. I provide support for those around me and can hold a long, in depth-conversation with just about anyone. This is undoubtedly a testament to my ability to work with others successfully.

I have accomplished many things in such a short life. I forget to remind myself of that sometimes. I have held many jobs since I was 14 years old, always defining my independence and diligence. Four days after my 18th birthday I moved across the country to Colorado to go to the University of Colorado. I did not know a single person and that was terrifying. It turned out to be the best decision I have ever made. One thing sticks out in my mind when I consider what I may not have done so well is that I did not go after as many scholarships to help pay my way through school as I should have. So much money has been spent on my out of state education and I see this as something that I really could have tried harder to accomplish. At the age of 20 I overcame an incurable auto-immune disease. Now, at age 23, I am a senior at said University, have had my art and designs in multiple art galleries, studied abroad, had 2 internships all while constantly growing my spiritual self and maintaining healthy, loving relationships.



**POTENTIAL JOBS:**  
3 LOCAL | 3 NATIONAL



## Company Overview

“We exist to create meaningful work that makes a huge impact on brands, bottom lines & even lives. It’s the mission that’s driven our work for the past 25 years and it’s what we will deliver for your business as well.”

## Location

2128 15th st.  
Denver, CO 80202  
303-455-7545

## Job Description

### JUNIOR DESIGNER

Being a Junior Designer at Cactus will require great dedication and understanding of design.

#### Position Requirements:

- Create and maintain company websites
- Conceptualise and execute visual design campaigns
- Work closely with other visual team members
- Great knowledge of Adobe Creative Cloud
- Working knowledge of HTML5/CSS3
- Understanding of brand narrative development
- Create and present concepts for clients
- Responsible for design and layout of materials

#### Personal Requirements:

- Annual (starting) Salary of \$40k-\$55k
- Full Health and Dental Benefits

# CARLY DUTCH - GREENE

## GRAPHIC & WEB DESIGNER

608-444-8063  
carlydg.com  
design@carlydg.com

**Cactus Denver**  
Samantha Clements  
2128 15th st  
Denver, CO 80202

Monday, October 13, 2014

Dear Samantha Clements,

When asking myself what type of company I would like to work for, Cactus instantly came to my mind. As a designer that is actively involved in the Denver design community and a huge fan of your work, I am certain that it would be an honor to work with you.

Let me introduce myself, my name is Carly Dutch-Greene, I have a BFA in Digital Design from the University of Colorado Denver and I am a passionate and innovative graphic and web designer. I am contacting you with regards to the position of Junior Designer within your company. The Mental Health Center of Denver brand campaign that Cactus created in 2013 was ingenious. I first came across it in Denver Life Magazine and as a typography enthusiast, immediately had to find out more about the project. Taking a mental health campaign and evolving the visual language to be so bright and impactful was nothing short of inspiring.


To give you an idea of who I am as an individual and a designer, I'll tell you one thing that helps to define me: Four days after my 18th birthday, I moved across the country to be here, in Denver. I did not know a single person and despite being alone in a completely unfamiliar place, I have become an educated, independent and talented woman. That life changing experience directly impacts the way I design. I have a hunger to be successful, and from that comes effective and beautiful designs.

My time at school, freelancing and at two internships has provided me with refinement that other designers may not possess. I am a people person and my ability to communicate effectively is a true asset when working with clients and in teams. My skills and passion show through in all of my work and I know that these elements contribute to the fact that I would be a great fit as a designer at Cactus.

My portfolio is located at [carlydg.com](http://carlydg.com). The site also showcases my front end development capabilities as I coded the website myself.

Thank you for taking the time to review my work. I look forward to speaking with you more about my qualifications, goals and future with the company.

Best,



## Company Overview

Karsh Hagan is a brand agency unlike any other. Our team is made up of thinkers and makers, dreamers and doers. And our passion is building experiences that consumers will find, love and share. We bring creative, media and technology together, making our clients' brands part of people's everyday lives. Only Karsh Hagan has consistently ranked among the best in Denver for almost four decades. We've partnered with regional icons and international corporations. And along the way, we have established a track record of success that few other agencies can match.

## Location

685 South Broadway  
Denver, CO 80209  
303-296-8400

## Job Description

### JUNIOR DESIGNER

Being a Junior Designer at Karsh Hagan will require great dedication and understanding of design.

#### Position Requirements:

- Create and maintain company websites
- Conceptualise and execute visual design campaigns
- Work closely with other visual team members
- Great knowledge of Adobe Creative Cloud
- Working knowledge of HTML5/CSS3
- Understanding of brand narrative development
- Create and present concepts for clients
- Responsible for design and layout of materials

#### Personal Requirements:

- Annual (starting) Salary of \$40k-\$55k
- Full Health and Dental Benefits

# CARLY DUTCH - GREENE

## GRAPHIC & WEB DESIGNER

608-444-8063  
carlydg.com  
design@carlydg.com

### Karsh Hagan

Rachael Greenberg  
685 South Broadway  
Denver, CO  
80209

Monday, October 13, 2014

Dear Rachael Greenberg,

When asking myself what type of company I would like to work for, Karsh Hagan instantly came to my mind. As a designer that is actively involved in the Denver design community and a huge fan of your work, I am certain that it would be an honor to work with you.

Let me introduce myself, my name is Carly Dutch-Greene, I have a BFA in Digital Design from the University of Colorado Denver and I am a passionate and innovative graphic and web designer. I am contacting you with regards to the position of Junior Designer within your company. *This portion will discuss a specific project from the company and my thoughts on it.*


To give you an idea of who I am as an individual and a designer, I'll tell you one thing that helps to define me: Four days after my 18th birthday, I moved across the country to be here, in Denver. I did not know a single person and despite being alone in a completely unfamiliar place, I have become an educated, independent and talented woman. That life changing experience directly impacts the way I design. I have a hunger to be successful, and from that comes effective and beautiful designs.

My time at school, freelancing and at two internships has provided me with refinement that other designers may not possess. I am a people person and my ability to communicate effectively is a true asset when working with clients and in teams. My skills and passion show through in all of my work and I know that these elements contribute to the fact that I would be a great fit as a designer at Karsh Hagan.

My portfolio is located at [carlydg.com](http://carlydg.com). The site also showcases my front end development capabilities as I coded the website myself.

Thank you for taking the time to review my work. I look forward to speaking with you more about my qualifications, goals and future with the company.

Best,

A handwritten signature in black ink that reads "Carly Dutch-Greene". The signature is stylized with large, overlapping loops and a long horizontal stroke extending to the right.



## Company Overview

Founded in 1998, SpireMedia is a Denver-based digital consulting firm focused on agile development, user experience design and thought leadership. Our team architects, designs and develops digital, mobile and product solutions and applications for startups to enterprise corporations. Our mission is simple: To make technology more meaningful, more useful, and more successful.

## Location

2911 Walnut st.  
Denver, CO 80205  
303-620-9974

## Job Description

### JUNIOR DESIGNER

Being a Junior Designer at Spire Media will require great dedication and understanding of design.

#### Position Requirements:

- Create and maintain company websites
- Conceptualise and execute visual design campaigns
- Work closely with other visual team members
- Great knowledge of Adobe Creative Cloud
- Working knowledge of HTML5/CSS3
- Understanding of brand narrative development
- Create and present concepts for clients
- Responsible for design and layout of materials

#### Personal Requirements:

- Annual (starting) Salary of \$40k-\$55k
- Full Health and Dental Benefits

# CARLY DUTCH - GREENE

## GRAPHIC & WEB DESIGNER

608-444-8063  
carlydg.com  
design@carlydg.com

**Spire Media**  
Ian T. Nordek  
2911 Walnut stl  
Denver, CO 80205

Monday, October 13, 2014

Dear Ian Nordek,

When asking myself what type of company I would like to work for, Spire Media instantly came to my mind. As a designer that is actively involved in the Denver design community and a huge fan of your work, I am certain that it would be an honor to work with you.

Let me introduce myself, my name is Carly Dutch-Greene, I have a BFA in Digital Design from the University of Colorado Denver and I am a passionate and innovative graphic and web designer. I am contacting you with regards to the position of Junior Designer within your company. *This portion will discuss a specific project from the company and my thoughts on it.*


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My time at school, freelancing and at two internships has provided me with refinement that other designers may not posess. I am a people person and my ability to communicate effectively is a true asset when working with clients and in teams. My skills and passion show through in all of my work and I know that these elements contribute to the fact that I would be a great fit as a designer at Spire Media.

My portfolio is located at [carlydg.com](http://carlydg.com). The site also showcases my front end development capabilities as I coded the website myself.

Thank you for taking the time to review my work. I look forward to speaking with you more about my qualifications, goals and future with the company.

Best,



# NATIONAL COMPANY

# TURNER DUCKWORTH

## Company Overview

We design iconic visual identities and packaging for consumer brands. We constantly strive to deliver not only world-class strategic design, but also world-class project management. Our studios in San Francisco and London work together through a unique collaborative process, during which strategy and design become clearer, simpler and richer in meaning.

## Location

831 Montgomery St  
San Francisco, CA  
415-675-7777

## Job Description

### JUNIOR DESIGNER

Being a Junior Designer at Turner Duckworth will require great dedication and understanding of design.

#### Position Requirements:

- Create and maintain company websites
- Conceptualise and execute visual design campaigns
- Work closely with other visual team members
- Great knowledge of Adobe Creative Cloud
- Working knowledge of HTML5/CSS3
- Understanding of brand narrative development
- Create and present concepts for clients
- Responsible for design and layout of materials

#### Personal Requirements:

- Annual (starting) Salary of \$40k-\$55k
- Full Health and Dental Benefits

# CARLY DUTCH - GREENE

## GRAPHIC & WEB DESIGNER

608-444-8063  
carlydg.com  
design@carlydg.com

**Turner Duckworth**  
Amy Parrish  
831 Montgomery St  
San Francisco, CA  
94133

Monday, October 13, 2014

Dear Amy Parrish,

When asking myself what type of company I would like to work for, Turner Duckworth instantly came to my mind. As a designer that is actively involved in the Denver design community and a huge fan of your work, I am certain that it would be an honor to work with you.

Let me introduce myself, my name is Carly Dutch-Greene, I have a BFA in Digital Design from the University of Colorado Denver and I am a passionate and innovative graphic and web designer. I am contacting you with regards to the position of Junior Designer within your company. *This portion will discuss a specific project from the company and my thoughts on it.*


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My time at school, freelancing and at two internships has provided me with refinement that other designers may not possess. I am a people person and my ability to communicate effectively is a true asset when working with clients and in teams. My skills and passion show through in all of my work and I know that these elements contribute to the fact that I would be a great fit as a designer at Turner Duckworth.

My portfolio is located at [carlydg.com](http://carlydg.com). The site also showcases my front end development capabilities as I coded the website myself.

Thank you for taking the time to review my work. I look forward to speaking with you more about my qualifications, goals and future with the company.

Best,



## Company Overview

Whether the end purpose is a logo, packaging, marketing program, environmental wayfinding system, promotion piece, consumer magazine or a book, we believe that the most effective design has a narrative thread. It communicates rather than decorates. It promotes understanding of a subject or philosophy. It makes the complex simple; the opaque, transparent; the unstructured, concrete; the obtuse, accessible; the ordinary, beautiful, and, ultimately, the message memorable. Narrative design is a way to help our clients tell the story of who they are and what they value and do so in a way that holds the viewers' interest and makes them care.

## Location

86 Grahams st. Suite 120  
San Francisco, CA 94129  
415-543-1776

## Job Description

### JUNIOR DESIGNER

Being a Junior Designer at Studio Hinrichs will require great dedication and understanding of design.

#### Position Requirements:

- Create and maintain company websites
- Conceptualise and execute visual design campaigns
- Work closely with other visual team members
- Great knowledge of Adobe Creative Cloud
- Working knowledge of HTML5/CSS3
- Understanding of brand narrative development
- Create and present concepts for clients
- Responsible for design and layout of materials

#### Personal Requirements:

- Annual (starting) Salary of \$40k-\$55k
- Full Health and Dental Benefits

# CARLY DUTCH - GREENE

## GRAPHIC & WEB DESIGNER

608-444-8063  
carlydg.com  
design@carlydg.com

**Studio Hinrichs**  
Kit Hinrichs  
86 Grahams st.  
Suite 120  
San Francisco, CA  
94129

Monday, October 13, 2014

Dear Kit Hinrichs,

When asking myself what type of company I would like to work for, Studio Hinrichs instantly came to my mind. As a designer that is actively involved in the Denver design community and a huge fan of your work, I am certain that it would be an honor to work with you.

Let me introduce myself, my name is Carly Dutch-Greene, I have a BFA in Digital Design from the University of Colorado Denver and I am a passionate and innovative graphic and web designer. I am contacting you with regards to the position of Junior Designer within your company. *This portion will discuss a specific project from the company and my thoughts on it.*

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My portfolio is located at [carlydg.com](http://carlydg.com). The site also showcases my front end development capabilities as I coded the website myself.

Thank you for taking the time to review my work. I look forward to speaking with you more about my qualifications, goals and future with the company.

Best,

A handwritten signature in black ink, reading "Carly Dutch-Greene". The signature is stylized with large, overlapping loops and a long horizontal stroke extending to the right.

## Company Overview

Huge is a digital agency that provides business strategy, design, marketing and technology services to some of the world's largest businesses and best-known brands. The company is known for successfully harmonizing user needs and business goals to create industry-changing digital experiences for its clients. Huge has offices based in the United States, Europe and Latin America, and is part of the Interpublic Group of Companies.

## Location

1160 Battery Street, Suite 375  
San Francisco, CA 94111  
415-813-6777

## Job Description

### JUNIOR DESIGNER

Being a Junior Designer at Huge Inc. will require great dedication and understanding of design.

#### Position Requirements:

- Create and maintain company websites
- Conceptualise and execute visual design campaigns
- Work closely with other visual team members
- Great knowledge of Adobe Creative Cloud
- Working knowledge of HTML5/CSS3
- Understanding of brand narrative development
- Create and present concepts for clients
- Responsible for design and layout of materials

#### Personal Requirements:

- Annual (starting) Salary of \$40k-\$55k
- Full Health and Dental Benefits



# CARLY DUTCH - GREENE

## GRAPHIC & WEB DESIGNER

608-444-8063  
carlydg.com  
design@carlydg.com

**Huge Inc.**  
Jeffery Linden  
1160 Battery st  
Suite 375  
San Francisco, CA  
94111

Monday, October 13, 2014

Dear Jeffery Linden,

When asking myself what type of company I would like to work for, huge Inc. instantly came to my mind. As a designer that is actively involved in the Denver design community and a huge fan of your work, I am certain that it would be an honor to work with you.

Let me introduce myself, my name is Carly Dutch-Greene, I have a BFA in Digital Design from the University of Colorado Denver and I am a passionate and innovative graphic and web designer. I am contacting you with regards to the position of Junior Designer within your company. *This portion will discuss a specific project from the company and my thoughts on it.*


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My portfolio is located at [carlydg.com](http://carlydg.com). The site also showcases my front end development capabilities as I coded the website myself.

Thank you for taking the time to review my work. I look forward to speaking with you more about my qualifications, goals and future with the company.

Best,





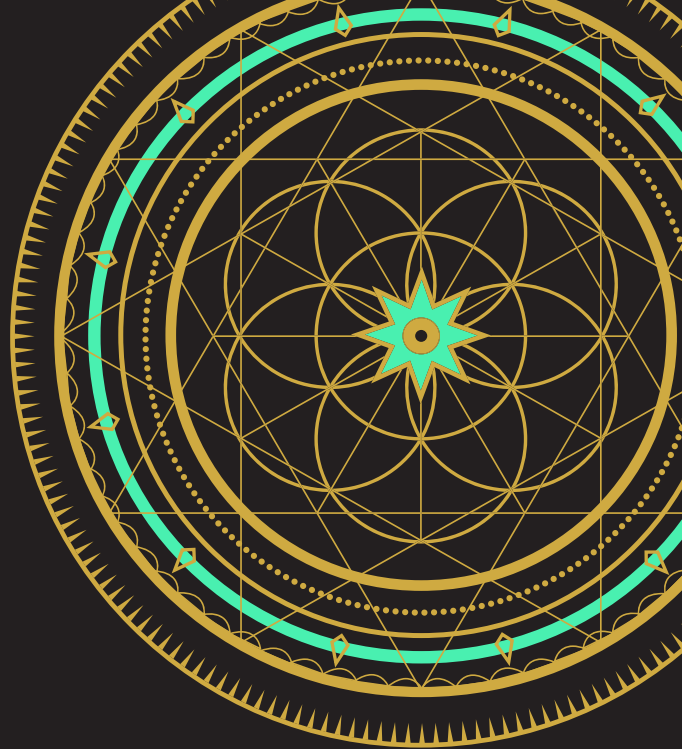
# CARLY DUTCH - GREENE

## GRAPHIC & WEB DESIGNER

608-444-8064

carlydg.com

design@carlydg.com



### EDUCATION

University of Colorado Denver  
Denver, CO  
BFA Digital Design (expected 2015)

#### DEANS LIST

Fall Semester 2012

Danish Insitute for Study Abroad  
Copenhagen, Denmark  
Design Practices  
2014

### EXPERIENCE

*The Lot - Denver, CO*  
Design Intern  
August 2014 - Present

*West Elm - Denver, CO*  
Design Consultant & Sales  
Part-time  
June 2013 - Present

*One Pixel Media - Denver, CO*  
Graphic Designer  
Intern - Full-time Employee  
2012

### SKILLS

Logo Design  
Branding  
Typography  
Layout/Format  
3D Rendering  
Photography  
Front End Web Design  
Motion Graphics  
Photo Retouching

### ACHIEVEMENTS

*Featured Artist*  
Large Marketing Campaign  
*LED Screens 16th Street Mall*  
Denver, CO  
April - May 2014

*Independent Art Show*  
Denver, CO  
January 2014

*Juried Art Show*  
Denver, CO  
Nov. 2012 - April 2013

### INTERESTS

Skiing  
Dancing  
Concert-going  
Photographing  
Traveling  
Painting  
Volunteering  
Meditating  
Biking

# CARLY DUTCH - GREENE

## GRAPHIC & WEB DESIGNER

608-444-8064

carlydg.com

design@carlydg.com

### EDUCATION

University of Colorado Denver  
Denver, CO  
BFA Digital Design (expected 2015)

DEANS LIST  
Fall Semester 2012

Danish Insitute for Study Abroad  
Copenhagen, Denmark  
Design Practices  
2014

### EXPERIENCE

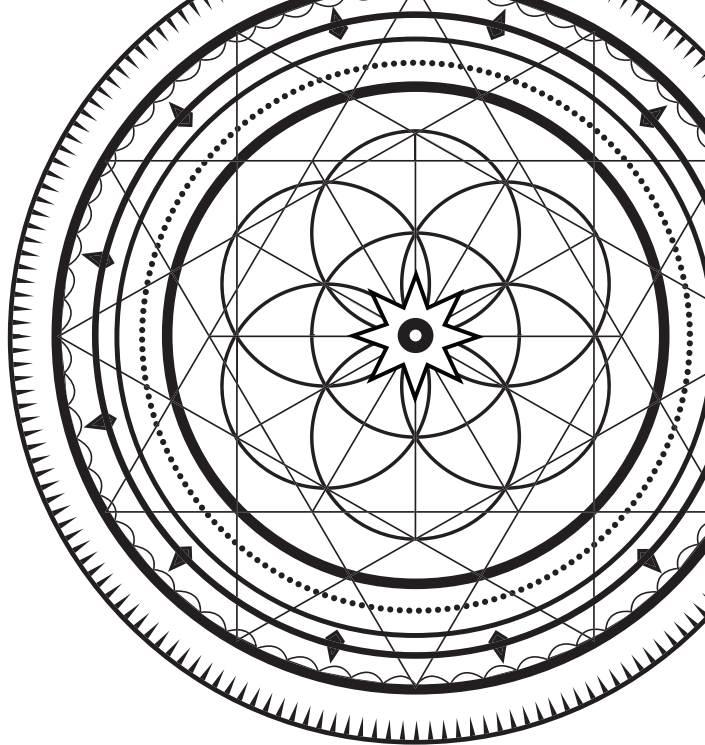
The Lot - *Denver, CO*  
Design Intern  
August 2014 - Present

West Elm - *Denver, CO*  
Design Consultant & Sales  
Part-time  
June 2013 - Present

One Pixel Media - *Denver, CO*  
Graphic Designer  
Intern - Full-time Employee  
2012

### SKILLS

Logo Design  
Branding  
Typography  
Layout/Format  
3D Rendering  
Photography  
Front End Web Design  
Motion Graphics  
Photo Retouching



### ACHIEVEMENTS

Featured Artist  
Large Marketing Campaign  
*LED Screens 16th Street Mall*  
*Denver, CO*  
April - May 2014

Independent Art Show  
*Denver, CO*  
January 2014

Juried Art Show  
*Denver, CO*  
Nov. 2012 - April 2013

### INTERESTS

Skiing  
Dancing  
Concert-going  
Photographing  
Traveling  
Painting  
Volunteering  
Meditating  
Biking