

# FUTURE JOB EXPLORATION

## TALK HERMAN MEIJER

He is the marketing strategist behind Knab a new Dutch bank and works as a teacher at the Design Academy. We had a personal meeting of an hour in which I raised the question what I should do with my future. First I gave a small presentation of my current work so he could get a quick insight in my skills and interests. The problem was that what I wanted, was hard to bring onto the market. When I client, for example a big company, asks to make a new website you can either execute it or try to figure out why they need this website. I like to find the core of the need in order to validate if the requested output would give the expected result. This way of working is not very common for big companies since they have the ignorance to tell you to do what you are asked to do. It can be possible put should be presented in a clever way. One other thing was how I should develop myself further. His advice was to start at a big company, get familiar with their way of working and presenting progress to the client and then start for myself. He recommended some book that I still have to dive into but these very practical information was very valuable for me. It helped me to better understand were to go.

## NEDERLANDSE CARRIEREDAGEN

At the Dutch Careerdays (Nederlandse Carriere dagen) I wanted to get an answer to the question of how much value a master degree would give, when applying for a job. In the first place I saw that the demand of designers wasn't very high, more IT people or programmers but not really designers. I had the feeling that companies still didn't quite get what the value of a designer is in a company more than just a product form giver. Only with the people of the city of Eindhoven I could have a nice conversation about how they work together with designers. They understood the value in shaping there city. Most answers about if a master is a good thing to do or not said it depends on yourself and if you find it valuable yourself. With this answer I could do nothing since I didn't know what the value would be to me. Nearly at the end of the day, I talked with somebody from a big online printing company. He was very clear, for god sake just do the master. It is only 2 years of your life and it gives a lot of advantage. He spoke from personal experience since he had the same attitude as I did at the moment. He did do his master and starting working right away. He did a great job but his boss told him that in order to receive a raise, he should finish his master. Here you see the value of money in having a master degree, something that can be valuable whole your life and now only costs 2 years. This convinced me not to think too much rather I would do a master or not but now the question was, which master.

## RESEARCH AND OTHER EXPERTS

Of course I also spoke with a lot of other people, like my girlfriend who studies at the Design Academy, my coach, parents and family to see what they expect to see from me in the future. Also for a juggling related appointment, I could speak to the director of "de Heren van Vonder" in Eindhoven to talk about the current market change and demand. On the internet I searched for the current trends and jobs that would arise but don't exist yet. My conclusion was that the skills we as designer have, are very much needed in the future like: creativity, critical thinking, problem solving, digital literacy and entrepreneurship. So although now companies are saying that they don't need

designers, I think within 5 years this will be very different which means I have the perfect timing on becoming a professional designer. Jobs will be created of which we now can't think of what name they will have. I am confident that an opportunity for me will rise and the best thing for now is to keep expanding and improving my skills (hard and soft).

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