

CRAFTING A CAREER IN ILLUSTRATION & PATTERN DESIGN

WITH ALI HOOTEN

PROGRAMS & APPLICATIONS

MARKETING

Flodesk	create easy and beautiful email newsletters
Planoly	plan and automatically post to Instagram, Pinterest and/or TikTok
Behance	post to Adobe's social media to be seen by art directors and clients

DESIGN

Adobe CC	the essential programs in design, including the entire Adobe creative suite
VSCO	a photo app to add fun filters and color to images
Unfold	a photo app to add nice layouts for any type of marketing posts
Adobe Scan	a photo app to quickly and easily scan in drawings
Creative Market	an online marketplace to purchase digital products like mock-up files

EDUCATION

Teachery	an education platform to host your own courses or content
Vimeo	a video hosting program to hold all of your video content
YouTube	online video platform to host tutorials or other videos and vlogs
Zoom	video conferencing application for phone or desktop

PLANNING

Daily Pad	my favorite desk accessory to easily note top to-do list items by the day
Monthly Pad	my favorite desk accessory to jot down and plan each month at a time
Goodnotes	an iPad application to write digitally in any journal or planner pdf

PRODUCTIVITY

Google Workspace	professional email, cloud storage, and forms for surveys
Dropbox	additional cloud storage to work with files between clients
Amazon S3	cloud storage to easily share files to clients or subscribers
Airtable	online spreadsheet organization that is more dynamic with kanban boards