BREAKING IN: Over 100 Product Designers Reveal How To Build A Portfolio That Will Get You Hired

Synopsis

BREAKING IN® Product Design helps you build the portfolio you need to get the job you want. With advice from over 100 product design luminaries, BREAKING IN® gives you an unfair advantage over the rest. Get specific advice from the exact people you want to work for. Learn what Creative Directors are looking for in your portfolio. Avoid the common traps that most portfolios fall into. Learn how the best in the industry got their start. BREAKING IN® contains interviews with: Yves Behar, fuseproject Chris Bangle, Chris Bangle Associates Ralph Gilles, Chrysler Moray Callum, Ford Neil Brooker, DesignworksUSA Blaise Bertrand, IDEO Jonas Damon, frog Robert Brunner, Ammunition Jason Mayden, Brand Jordan, Nike Michael Young, Michael Young Mike Simonian, Mike & Maaike Kyle Swen, Astro Studios Gadi Amit, NewDealDesign Don Norman, Nielsen Norman Group Jonah Becker, HTC Howard Nuk, Samsung North America Dan Harden, Whipsaw Sohrab Vossoughi, Ziba Dick Powell, Seymourpowell Michael DiTullo, DEI Holdings Laurene Leon Boym, Boym Partners Allan Chochinov, core77.com & SVA Felicia Ferrone, fferrone design Sigi Moeslinger & Masamichi Udagawa, Antenna David Fellah, DesignIt Paul Bradley, frog Alfonso Albaisa, Infiniti Achim Badstuebner, Mercedes-Benz Alberto Villarreal, Google Gianfranco Zaccai, Continuum Klaus Tritschler, ICON Aircraft Christopher Chapman, Hyundai Max Burton, MATTER Donald Strum, Michael Graves Design Group Derek Jenkins, Mazda Stuart Macey, Hyundai & Author of H Point Stuart Karten, Karten Design Ravi Sawhney, RKS Design Brad Richards, Ford Ernesto Quinteros, Johnson & Johnson Nasahn Sheppard, REI Todd Ellis, Puma Ken Musgrave, Dell Branko Lukic, NONOBJECT Klaus Rosburg, SONIC Design Curt Bailey, Sundberg-Ferar Harm-Willem Hogenbirk & Marc Nagel, Pilotfish Rhys Newman, HERE/NokiaPip Tompkin, Pip Tompkin Design Studio And over 60 other global product, furniture and automotive design leaders, creative directors, recruiters and educators. See breaking.in for more information.

Book Information

Paperback: 288 pages

Publisher: Tuk Tuk Press (May 1, 2014)

Language: English

ISBN-10: 0983664315

ISBN-13: 978-0983664314

Product Dimensions: 7.4 x 0.6 x 9.7 inches

Shipping Weight: 1.1 pounds (View shipping rates and policies)

Average Customer Review: 4.9 out of 5 starsÂ Â See all reviewsÂ (17 customer reviews)

Best Sellers Rank: #56,028 in Books (See Top 100 in Books)   #10 inÂ Books > Engineering & Transportation > Engineering > Industrial, Manufacturing & Operational Systems > Industrial Design > Products   #41 inÂ Books > Arts & Photography > Decorative Arts & Design > Industrial & Product Design   #98 inÂ Books > Business & Money > Job Hunting & Careers > Job Hunting

Customer Reviews

Finally a book that digs deep into truly presenting yourself and your portfolio in a practical manner that is completely relevant for today's job market. Don't waste your time working on your portfolio before reading this book.

It's fantastic to read such a diverse range of stories and points of view from such product design powerhouses. Beautifully curated, the conversational interview style pulls you in and keeps you engaged. Not just a must-read for students and burgeoning designers, but also for those in the other creative fields who want a holistic view into the industry.

Bought this book for my boyfriend and he said it has really useful info in it in regards to building your portfolio. I'm not sure it's a "must-buy" book however as I'd doubt you'd need to read it more than once. So if you can pick it up at the library I would do that.

I have been a designer and professor in the design industry for nearly a decade now. This book is essential for those in and entering the design field. This is one of those books I wish I had as a student and will be sure to make it required reading for all of my design students. Never before have I seen such a insight into understanding what the worldâ ™s top designers look for in portfolios. Not only is this informational about the designersâ ™ portfolio preferences but you get a understanding of their design philosophy as well as a history of how they entered the industry.I cannot recommend this more, not just if youâ ™re building a portfolio but also a design professional. â œBreaking Inâ • includes insight into the top designers the world, responsible for the products youâ ™re using at this very moment. Nothing like this to my knowledge can be found anywhere else, the Chris Bangle interview is worth the price of the book itself!

Rarely have I seen a book aimed at young designers wanting to 'Break in' to the design profession. This book has 100 interviews with successful/prominent designers on the hows and whys of what is

needed in one's portfolio and in general to acquire that coveted design position. The book is a great tool for soon to graduate Industrial Designers on tips and opinions on what is required to gain the attention of those doing the hiring for potential design positions. The candid responses are both informative and enlightening.Kudos to the author for assembling this wealth of knowledge. I will be making the book mandatory reading for my Senior Design class at the College for Creative Studies in Detroit,MI.

Awesome book! I wish this book had come out years ago; when I was a design student. It's nice to read different perspectives on the design industry, what directors look for in potential candidates (especially before applying to their agencies/companies) and insights on how they all got their foot in the door. Also lots of gems on what to avoid doing; if you want to succeed at getting your own foot in the door.

Having gone through the "Breaking In" process myself, I wish I would have had this insight when I was younger. One of the best things about attending design school was the access it provided to people in the industry... and here they all are in one place, handing over the keys! Now I'm teaching industrial design courses and I will basically demand they read this. The topics get right to the point... What does your portfolio need to stand out, how much of it, and what will it take for you to be successful in this business once you're in.

The interviews from design greats like Gadi Amit and Chris Bangle have so many tidbits for product designers and design admirers to use as they build their portfolio and career. Each interview is worth taking in and considering rather than rushing through each one. Breaking In is the perfect book to have by your desk to peek into when a moment of inspiration is needed. This much access to the the thoughts of so many world class designers is incredible.

BREAKING IN: Over 100 Product Designers Reveal How to Build a Portfolio That Will Get You Hired BREAKING IN: Over 130 Advertising Insiders Reveal How to Build a Portfolio That Will Get You Hired Resume: The Winning Resume, 2nd Ed. - Get Hired Today With These Groundbreaking Resume Secrets (Resume Writing, Cover Letter, Get Hired) Drawing for Product Designers (Portfolio Skills: Product Design) Agile Product Management: Product Owner (Box set) : 27 Tips To Manage Your Product, Product Backlog: 21 Tips To Capture and Manage Requirements with Scrum ... development, agile software development) Agile Product Management and Product Owner Box

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