

Building Your Personal Brand

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UTSA Leadership Takeover | 28 September 2019



UTSA

THE



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BUILDING A PERSONAL BRAND

Why Do You Need To Build Your Brand?





WHY BUILD A BRAND?

**Your brand is the
single most important
thing you need to be
successful.**



WHY BUILD A BRAND?

**No matter your
interests or field of
work, a strong
personal brand is key.**



WHY BUILD A BRAND?

**Having a brand will
allow you to be
successful as a
business professional.**





WHY BUILD A BRAND?

**“So... tell me about
yourself.”**



BUILDING A PERSONAL BRAND

Building Your Brand Does Five Things





1

**Helps you to
clarify how
you are different.**



WHY BUILD A BRAND?

**Your personal brand is
what separates you
from everyone else in
the world.**



WHY BUILD A BRAND?



**YOUR
BRAND**



WHY BUILD A BRAND?

**Building your brand
will help you figure out
how you are different—
and embrace it.**



2

**Builds your
self-awareness.**



WHY BUILD A BRAND?

**The most successful
professionals have a
deep self-awareness.**



They understand their workflow process, leadership style, and strengths.



3

**Gets you
recognition and
validation.**





WHY BUILD A BRAND?

**Having a brand puts
you and your many
accomplishments out
into the world.**



4

**Gives you power
over your career.**



WHY BUILD A BRAND?

We all want to find a position that gives us good benefits and lets us do our best work.



WHY BUILD A BRAND?

**Your brand conveys
what you bring to the
table when you join an
organization.**



5

Helps you
walk the line.





WHY BUILD A BRAND?

**Your current
organization wants
a team player.**



WHY BUILD A BRAND?

**Your next organization
wants to hire a unique
and strong individual.**



Takeaways



**It's up to you to find,
invest, and promote
your unique value.**



Invest in your current team, but also invest in your full, authentic self.



BUILDING A PERSONAL BRAND

Understanding Your Brand





Most people have no idea what their brand stands for.



**Where do you start
when you want to
build your brand?**



**10,000-foot view:
see the big picture
objectively.**



**This can be
challenging because
you are your biggest
blind spot.**



**Your brand should
be an authentic
expression of your
identity, personality,
and character.**



BUILDING A PERSONAL BRAND

Where Do I Start?





**Start by building the
expression of your
brand vision.**



BRAND VISION

I am...



**This technique
grounds your vision
in your passions
and ideal traits.**



**Determine the parts
of your life and career
that have been
rewarding.**



**Ask yourself why
they have been
rewarding.**



**Start to write “I am...”
statements.**



**They should capture
who you are and what
matters to you.**



I AM...

**a medical student with a
desire to innovate through
design thinking.**



I AM...

**an individual who
understands the experience
of being a member of the
LGBTQ+ community.**



If writing a whole sentence seems hard, then try choosing 3 words that define you.



I AM A...

Designer
Innovator
Professional



**In either case, take
some time to think
about and refine your
statements.**



BUILDING A PERSONAL BRAND

**What about copying
people you admire?**





**Look at the traits that
have made them
successful – not their
exact career steps.**



Takeaway



TAKEAWAY

Before you do anything, have a clear understanding of who you are and what makes you happy.



BUILDING A PERSONAL BRAND

Crafting Your Brand





Once you understand your brand vision, you need to craft it into a strong story.



**You need to make
it your own.**



**Refine your “I am...”
statements to be clear,
simple, and something
people connect with.**



Your brand must be built on your honest self to be authentic and impactful.



**There is no magic
formula or secret. This
work is all up to you.**



BUILDING A PERSONAL BRAND

Evaluation and Evolution





**This isn't something
you do just once and
never visit again.**



**You are going to
evolve, so your brand
has to evolve with you
over time.**



**Don't get discouraged
by negative or
ambivalent reactions.
Stay true to you.**



**Growing and
perfecting a brand
takes time.**



Takeaway



TAKEAWAY

**Build a brand
people hate.**



BUILDING A PERSONAL BRAND

Expressing Your Brand





**Your brand ecosystem
needs to do 4 things.**



1

Be consistent.



2

Be credible.



3

Be creative.



4

Be memorable.



BUILDING A PERSONAL BRAND

Personal Branding Toolbox






Choose a font, a color palette, and a tone of voice. This is your consistent look & feel.



**Create a logo if you are
in a design field. Or if
you just want one!**

VF → VF → VF → 



Secure social media usernames, URLs, and more that fit with your personal brand.



PERSONAL BRANDING TOOLBOX

Social Media





**Figure out how you
want to use each
social media channel.**



**Separate personal
and professional
channels.**



**Go for quality over
quantity in posts
and follows.**



**Above all else, make
sure professional
profiles are updated
and cleaned up.**



PERSONAL BRANDING TOOLBOX

Profile Picture

#NewProfilePic





**It takes just 1 second
to form an impression
of someone from a
photo.**



First impressions are based on three unconsciously determined traits.



PROFILE PICTURE

1

Approachability



PROFILE PICTURE

2

Youthful Energy



PROFILE PICTURE



Dominance



PROFILE PICTURE

HOW TO TAKE A BETTER PROFILE PHOTO

SQUINT SLIGHTLY



WIDE EYES
More vulnerable,
less competent



SUNGLASSES
Blocking your eyes
is less likeable

DRESS IN DARK SUITS AND WHITE



INFORMAL DRESS
Less competent
and influential



SMILE WITH YOUR TEETH

**CLOSED-MOUTH
SMILE**
2X less likeable
than a smile
showing teeth



DEFINE YOUR JAWLINE THROUGH WELL-PLACED SHADOWS

FLAT LIGHTING
Less competent
and influential



FRAME THE SHOT FROM WAIST-UP OR HEAD & SHOULDERS



**CLOSE-UPS ON
THE FACE**
Less likable

FULL-BODY SHOTS
Less competent
and influential





PERSONAL BRANDING TOOLBOX

Resume





**Your resume tells
your brand story
and your history.**



**Think about your
resume like a piece
of advertising.**



Headline
Introduction
Call outs
Proof points



Headline:

A few words that tells them who you are and draws them in.



Introduction:

Tells your story,
experience, and unique
skills in as few words as
possible.



Call outs:

Highlight any particular things that differentiate you from the rest.



Proof points:

Where you worked,
responsibilities while
you were there, and any
major successes.



Realize your audience based on discipline or application. Different situations call for different resumes.



**Tailor your content
and design to each
particular audience.**



RESUME

Vincent Fu

MD CANDIDATE, UNIVERSITY OF COLORADO SCHOOL OF MEDICINE

HELLO
this is my resume



who I am

Name	Vincent Fu	Mobile	801 898 9881
DOB	15 December 1994	Email	vincent.fu@ucdenver.edu
Address	16059 E Elk Drive Denver, CO 80239-5491 United States of America	Website	www.vincentfu.me
			facebook.com/vincefox8
			@vincefox8
			linkedin.com/in/vincefox8
Profile	Creative and authentic professional with a spirit for balancing productivity with purpose. Highly goal-oriented and results-driven, I provide strong leadership skills and the ability to turn abstract ideas into concrete outcomes. I am people-oriented, analytical, pragmatic, and dynamic.		

where I've studied

2018 - present	University of Colorado School of Medicine Doctor of Medicine - MD Graduating Class of 2022	Denver, CO
2013 - 2017	University of Utah Honors Bachelor of Science in Biology Minor in Chemistry Minor in Computer Science Graduated Class of 2017 Cumulative GPA: 3.84	Salt Lake City, UT

what I've been up to

2018 - present	University of Colorado School of Medicine Office of Admissions Prospective Student Representative Facilitate communication with interviewing and admitted students for the Class of 2023. Plan activities, lead campus tours, and act as liaison between current and future students.	Aurora, CO
2018 - present	University of Colorado School of Medicine Elective Development Course Co-Director, Digital and Social Media in Medicine Elective Develop and direct an 8-session elective course focused on clarifying the role of digital and social media in a physician's tool kit. Working alongside Matthew Zuckerman, MD.	Aurora, CO
2018 - present	Colorado Medical Society Community Outreach Chair, University of Colorado Student Division Plan student events, oversee community projects, and create marketing and outreach materials supporting CMS efforts at the University of Colorado School of Medicine.	Aurora, CO
2015 - present	Adobe Education Education Ambassador Lead discussions and improvement of student digital literacy, personal branding, and leadership development using Adobe Creative Cloud in higher education.	Salt Lake City, UT Denver, CO
2017 - 2018	ProLung Digital Marketing Manager (Sep '17 - Jul '18), Front-End Application Engineer (Feb '17 - Sep '17) Sole graphic designer and manager of all branding, marketing, commercial, clinical, research, operational, regulatory, database, and digital media assets.	Salt Lake City, UT

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Vincent Fu

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Education	MD: University of Colorado School of Medicine Completion: May 2022	08/2018 – present <i>Aurora, CO</i>
	BS (Honors), Biology: University of Utah Minors: Computer Science, Chemistry Graduated: May 2017 Cumulative GPA: 3.84/4.00	08/2013 – 05/2017 <i>Salt Lake City, UT</i>
Research Experience	Honors Capstone Thesis <i>SymbioCellTech, LLC & University of Utah</i> Senior thesis studying the role of laminins in stem cell-based therapy for Type I diabetes mellitus. PI: Christof Westenfelder, MD, SymbioCellTech.	08/2015 – 04/2017 <i>Salt Lake City, UT</i>
	MRI Segmentation of Iliopsoas Study <i>University of Utah Orthopaedic Center</i> Perform digital segmentation of MRI images of the hip to identify the iliopsoas muscle for statistical analysis. PI: Stephen Aoki, MD, University of Utah.	01/2014 – 04/2014 <i>Salt Lake City, UT</i>
Work Experience	Founder and Designer <i>Arctic Fox Design, LLC</i> Founder, owner, and designer of my own digital design agency performing freelance contract work in web and graphic design for local and remote clients.	10/2017 – present <i>Salt Lake City, UT Denver, CO</i>
	Digital Marketing Manager <i>ProLung, Inc.</i> Sole graphic designer and manager of all branding, marketing, commercial, clinical, research, operational, regulatory, database, and digital media assets.	09/2017 – 07/2018 <i>Salt Lake City, UT</i>
	Front-End Application Engineer <i>ProLung, Inc.</i> Contribute to ProLung branding standards and develop the ProLung database UI/UX.	02/2017 – 09/2017 <i>Salt Lake City, UT</i>
	Clinical Research Assistant <i>SymbioCellTech, LLC</i> Assist with active clinical research to fully develop a proprietary adult stem cell-based therapy to cure insulin-dependent Type I diabetes mellitus.	05/2015 – 02/2017 <i>Salt Lake City, UT</i>
	Director of Marketing <i>University of Utah Union Programming Council</i> Create graphic designs and promotional materials for various UPC events throughout the year. Additionally, oversee social media marketing and maintaining brand identity.	05/2014 – 04/2017 <i>Salt Lake City, UT</i>

University of Utah

10/2018 – present
Aurora, CO
Class of 2023.
future students.

12/2018 – present
Aurora, CO
and outreach
of Medicine.

09/2015 – present
UT | Denver, CO
standing, and

12/2014 – 12/2016
Salt Lake City, UT
(Rape Recovery
community.

03/2016 – 05/2018
Salt Lake City, UT
ng, event

07/2014 – 08/2015
Salt Lake City, UT
ty for geriatric
alization.

11/2018 – present
Aurora, CO
role of digital
uckerman, MD.

09/2015 – 01/2018
Salt Lake City, UT
site for interested
ne.

07/2015 – 12/2015
Salt Lake City, UT
office hours

Organization
Student Gene

Honors College

July 27, 2019

June 18, 2019

October 17, 2017

June 20, 2017

June 21, 2016

October 4, 2017

April 5, 2017

March 1, 2017

February 27, 2017

February 1, 2017

January 27, 2017

November 2, 2016

September 14, 2016

June 8, 2016

13 – Spring 2017

April 2016

April 2015

October 2014

April 2014

November 2013

August 2013

July 2013



A few tips for your resume.



1

Lead with your most impressive work.



Usually we are most proud of recent things. But it can be so many other things too.



2

**Keep some form
of a document
up to date.**



Whether you use a one-page resume or a multi-page CV as a master file, make sure it is ready to go.



3

**Don't list every
single thing you've
ever done.**



**Focus is key. Know
what they want or
what you are good at.
Show them that.**



4

**Explain your role
and contributions.**



**Be clear and concise.
Tout your *success*. Tell
how you made a
meaningful impact.**



5

**Use the Halo Effect
to your advantage.**



Halo Effect: Because someone has some positive qualities, they also have other positive qualities.



Takeaways



**Execution of your
brand is just as
important as the
thinking behind it.**



**Build out your toolbox
so you are ready for
any opportunities that
come your way.**



PROFESSIONAL REPUTATION

Final Thoughts





**Don't be afraid
to stand out.**



**Your professional
reputation is what
you make of it.**



TaO 2019 | INSPIRED TO ACTION

DESIGN

arctcfx



FITNESS

#fitfox

MEDICINE

MD



FINAL THOUGHT

"We do not change as we grow older, we simply become more clearly ourselves." - Lynn Hall





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Let's Connect

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