

Supporting Enterprise: Industry Mentors

Carsonified

CASE STUDY

Overview

Bath based web design and development company – Carsonified – mentors Laura Kalbag – a third year BA Graphic Communication student at Bath Spa University.

About the Project

Due to graduate in June 2009, Laura Kalbag was set on establishing a career in web design and front-end web development. Carsonified is a company that Laura finds inspirational and aspires to. Bath Spa University's Industry Mentors Programme enabled Laura to be mentored by Ryan Carson, founder of Carsonified, whose core business and expertise is building web applications whilst also offering world-class events for the web industry.

The mentoring took the form of monthly meetings held at Carsonified's Bath office. Both Ryan and Mike Kus, Senior Designer at Carsonified, have been generous with the amount of time they have spent with Laura, allowing her to explore and define a realistic plan of action in preparation for leaving university.

Benefits

Being mentored has helped Laura to develop a realistic view of what the web industry is like and an understanding of the standards and expectations that will be required of her when she begins work.

As well as receiving practical guidance to define her career direction, Laura has also had expert advice and suggestions for improvements to her own website, which will be a key marketing tool to promote her web development skills to the market place.

Perspective

“I have learned so much from seeing how Carsonified operates and I've a better idea now of how to position myself to find work in the web industry and compete effectively.”

Laura Kalbag, BA Graphic Communications, mentee

Fast Facts

- Mentoring partnership provides practical advice to define career direction in the web industry
- Expert guidance received on website – and self-promotion for freelancers

Outcomes

Ryan and Mike have encouraged Laura to evaluate different routes to employment, such as freelancing or working for a web agency, giving her a rounded view of where her career can progress most effectively.

In particular, being at Carsonified has given Laura helpful tips on ways in which she can promote herself as a freelancer - ranging from PR stunts to working for free to allow for creative freedom, further skills it would be useful to develop and how to approach interviews.

Laura has also had the opportunity to further her knowledge of the industry by attending some of Carsonified's web industry events.