

# Sample Person Match Sketches

## Person Match Example #1

### THE KUDER CAREER COACH ASKS:

*How do you describe your position?*

I'm a senior designer for a company with an in-house advertising agency. The company owns a home furnishings and accessories mail-order company, restaurants, two inns and a luxury hotel. I'm primarily responsible for the production of the catalogs for the mail-order segment.

*What's involved in producing a catalog?*

It's at least a six-month process. First, I meet with our Merchandising department and they show me the products for the upcoming catalog. We meet several times to plan the best ways to show the products in photographs. I put a list together requesting all of the products I'll need for the photo shoot, which will take an entire month. During the shoot, I help set up the scenes with a photographer we've hired. I use props to make each photo distinctive and as if it were really in the setting we portray. At the end of the month, I have stacks of photos. I go through the piles in search of the best exposures, then meet with Merchandising to select the images they want for the catalog. As a graphic designer, I try to produce a layout that shows the products in their best light and creates a good eye flow. Cramming pages full of information can be frustrating, as I think that sometimes design suffers. The pages are reviewed by a slew of proofreaders and I make the corrections. We're always working towards a deadline given to us by our printer. A few weeks after it's sent to the printer, I travel to their headquarters to color correct proofs for two to three days. A couple of weeks after that, I travel to the printing plant where I oversee the printing of the catalog. I fly home with unbound copies to share with my coworkers. While the customer service people familiarize themselves with the new catalog products, I begin the process again for the next catalog.

*So, you have a degree in art?*

I was trained in very minimalist design and was inspired by the Bauhaus movement. My sophomore year in college exposed me to different aspects of art like interior design, industrial design, package design, textiles, etc. That summer, I had a job that allowed me to dabble in graphic design. It was the area I found the most interesting, so I completed my Bachelor of Fine Arts degree in Graphic Design.

*Are you happy with your career choice?*

I love the people with whom I work. We're a very cohesive group. And there's something kind of fun about hearing from people on planes, "Oh, I love your catalog!" In the way-off future, I still hold the dream of illustrating a children's book.

### THE KUDER COACH SAYS:

*Here's some people's dream job-having complete responsibility for an artistic product, working as a top player on a team of people with complementing skills. The key part of getting there was a summer job that allowed a preview of the future. Try for work experiences in which you can apply your skills to tap into the one that fits you best.*

## Person Match Example #2

### THE KUDER CAREER COACH ASKS:

#### *What is hippotherapy?*

It's occupational or physical therapy utilizing horses. By using horses, we're able to improve balance, posture, strength and coordination for patients with neurological problems and other difficulties. We ask the patients to do certain tasks while riding to achieve their goals.

#### *How did you become interested in hippotherapy?*

When I was younger, I was very involved in 4H with horses. I attended a youth leadership conference where there was a presentation about therapeutic riding and hippotherapy. I knew immediately that this was the career I wanted. I went into occupational therapy specifically to do hippotherapy. Many other treatment strategies also appeal to me, the more I learn!

#### *How would you describe a typical day?*

I work at an equine treatment center and spend most of my time working directly with my pediatric clients. Collaboration with families and other specialists in order to evaluate and establish treatment plans for patients takes up a portion of my day. Also, writing reports for insurance and medical records is another key responsibility. I'm continuing to learn and advance my skills as a therapist on a regular basis by attending seminars and classes.

#### *What type of educational background is required?*

You can specialize in a desired area for your undergrad degree. OT's must now have a master's in occupational therapy and pass the National Board Exam and become licensed in the state they will practice in.

#### *Pros and Cons?*

I love my job! I definitely would say a con is how tired I am at the end of the day; you expend a lot of physical and emotional energy. A pro would be job security-the market is really open, OT's can get a job anywhere right now. The best part is the sense of fulfillment I get when clients have success.

#### *Any advice for students interested in this occupation?*

Go and observe several OT's in your area in different settings. Also, contact your school of choice as soon as possible when you decide on your major. The advisors will be very helpful in planning or preparing for your entry in an OT program because often you have to apply to the professional programs.

#### *Future plans?*

I plan on getting my advanced hippotherapy certification (Hippotherapy Clinical Specialist) certification in the next two years. I have considered opening a private practice, which will give me more flexibility down the road.

### THE KUDER COACH SAYS:

*A lot of people who love working with horses want to become veterinarians-a good choice, except that vet school comes after a bachelor's degree, and admission is very competitive. Here's an example of a way to work with horses as well as help people with special needs. Take this person's advice and go observe some occupational therapists. Assessment results are good, but better when matched with real life.*