



# LINKEDIN BASICS

LinkedIn is one of the most effective places to create and manage your online brand. There's no better forum for presenting a summary of your background and building your professional network.



What can you do on LinkedIn?

- ✓ Tell Your Story
- ✓ Connect to Others
- ✓ Research Information

## YOUR LINKEDIN PROFILE IS NOT A RESUME.

While both the resume and your LinkedIn profile share your experience, skills, and accomplishments, they have different functions and different conventions. Your LinkedIn profile allows you unique opportunities to showcase your brand and to be active in the world's largest professional social networking platform.

### *Photo*

Choose a clear, friendly and appropriately professional image.

### *Headline*

Your headline doesn't have to be your name, job title and company. You can use that space to succinctly (5-6 words max) showcase your value proposition and goals.

### *Summary*

This is your opportunity to share who you are, what motivates you, what you're skilled at, and what your goals are.

**Lavonn Powell** · 3rd  
Emerging UX and design research professional  
Greater Chicago Area · 1 connection · [Contact info](#)

**Connect** **More...**

**Dallas Herald News**  
**DePaul University**

**About**

I use data to tell stories, design experiences, and make change in the world. I am passionate about the power of research to shape and enhance the human experience, and I am excited to work at the intersection of technology and radical empathy.

## Experience

Your LinkedIn work experience section doesn't need to be as detailed as your resume. It should instead be a summary that highlights your main achievements. Paragraph form is acceptable because you won't be including a ton of information.

## Upload Work Samples

In each section of your work history you can add presentations you've authored, videos you've helped create, web pages you've written, campaigns you've designed and more.

## Education

Starting with college, list all the educational experiences you've had. Don't forget summer or study abroad programs!

## Skills & Endorsements

Add skills you're most proud of to highlight them and give your connections an opportunity to "endorse" you.

## Courses

Include courses that helped you gain industry experience or unique skills.

## Recommendations

Give your profile a credibility boost by asking managers, professors, or classmates to write a recommendation for you.

### Experience



#### Data and Design Intern

Dallas Herald News  
2019 - Present · less than a year  
Greater Chicago Area

- Collaborate with reporters, editors, and photographers to produce digital products on deadline to help explain and visualize breaking news and feature stories.
- Conceptualize and build stand alone and complementary data visualizations, interactive graphics, and story presentations using HTML, CSS, and JavaScript/JQuery



Data Visualizations



#### Community Health Researcher

Active Citizen  
2018 · less than a year  
Pilsen, Chicago

- Designed a health awareness survey and collected 200 responses from the Pilsen community.
- Surveyed data from the City of Chicago, collecting demographic and policy information
- Created data visualization that illustrated the disparity between community health awareness and access to medical services



#### Press Release and Media Kit

Lola LPC  
2018 · less than a year

- Wrote and edited a press release announcing a new infant apparel product line directed at millennial parents.
- Produced media kit promoting launch event. Contents included product photos, bio of founders, and company profile.



Lola LPC Press Release.png

### Education



#### DePaul University

Philosophy, Economics  
2017 - 2020

### Skills & Endorsements

Writing

Editing

Project Management

Show more ▾

### Accomplishments

3 Courses

Digital Communications • Marketing • Writing for Social Change

### Recommendations

Received (1)

Given (0)



#### Margaret McGee-Newton

Artist and Director of Career Education at DePaul University

September 23, 2019, Margaret managed Lavonn directly

Lavonn is detail-oriented and creative. His project management skills are top-notch, and I really appreciate his passion for translating challenging data into meaningful stories and graphics.