

CASE STUDY C: Susan's Design / Career Funnel

Occupations

1. **Graphic Designer**
2. **Illustrator/Animator**
3. **Architectural Visualisation Artist**
4. **Medical/Scientific Illustrator**

Personality

Detached - tough minded and good at making objective decisions, sometimes impatient, and like to keep things moving

Unstructured - spontaneous and prefer to operate without a lot of details or restrictions

Introverted - you enjoy solitude over social interaction

Cautious - careful and prefer a steady, low risk environment, more of a cooperator than a competitor

Compliant - naturally cooperative with others to get the job done and tend to lead by setting the example rather than by taking charge

Innovative - very creative; like to generate and express new ideas and seek mental challenges

Vocational Interests

1. **Art and Design**
2. **Science**

Supporting Interests

1. **Medical/Health Science**
2. **Mechanical/Construction**
3. **Performance/Communication**

Lifestyle/Hobby

- 1. Cross-Cultural Relations**
- 2. Service/Administration**

Skills / Ability

- 1. Artistic**
- 2. Communication**
- 3. Expressing**
- 4. Mechanical/Engineering**
- 5. Analytical Thinking**
- 6. Musical**
- 7. Athletic**
- 8. Planning/Organization**

Work Environment

- 1. Flexible Hours**
- 2. Independence**
- 3. Harmony**
- 4. Equality**

Work Outcome

- 1. Continuing Education**
- 2. Security**
- 3. High Income**
- 4. Career Progression**

Life Values

- 1. Faith**
- 2. Family**
- 3. Friends**
- 4. Aesthetics**

4 of 4 Match

YES