

CAREER CANVAS

DESIGN YOUR CAREER AND LIFE WITH PURPOSE



YOUR NAME HERE

YOUR ROLE

WHO HELPS YOU (KEY PARTNERS)

Nobody succeeds alone. Who supports your work? This might include colleagues, mentors, family members, professional networks, or service providers who help you do your job better.

WHAT YOU DO (KEY ACTIVITIES)

These are the critical activities that make your value proposition possible. If you're a teacher, it might include lesson planning, classroom instruction, and student assessment. If you're a consultant, it could be research, analysis, and client presentations.

HOW YOU HELP (VALUE OFFERED)

This is the core of everything—what value do you bring to others? What problems do you solve? What makes people better off because of your work? This might be helping companies make better decisions, teaching children to read, or creating beautiful spaces that inspire people.

ROLES/RELATIONSHIPS (CUSTOMER RELATIONSHIPS)

What kind of relationship do you have with the people you help? Are you an advisor, a problem-solver, a teacher, a caregiver? Understanding your role helps you show up more effectively.

WHO YOU HELP (CUSTOMERS)

These are the people or organizations that benefit from your work. It could be your employer, clients, students, patients, or community members. Understanding exactly who depends on you helps you focus your efforts where they matter most.

WHO YOU ARE/ WHAT YOU HAVE (KEY RESOURCES)

This includes your skills, knowledge, experience, personality traits, and physical resources. What makes you uniquely qualified to do what you do? What assets do you bring to the table?

HOW THEY KNOW YOU/ HOW YOU DELIVER (CHANNELS)

How do people find out about you and your work? How do you deliver your value? This could be through your employer, networking, social media, or direct referrals.

WHAT YOU GIVE (COSTS)

What do you invest to do your work? This includes obvious things like time and energy, but also opportunity costs—what you give up to pursue your current path. Consider both the "hard costs" (actual expenses) and "soft costs" (stress, missed opportunities, work-life balance trade-offs).

WHAT YOU GET (REVENUE AND BENEFITS)

What do you receive in return for your value? This includes salary and benefits, but also intangible rewards like personal satisfaction, learning opportunities, recognition, flexibility, or social impact.

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**HOW THEY KNOW YOU/
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HOW TO USE THIS PERSONAL BUSINESS MODEL CANVAS:

- 1** Start with "Who You Help" (your customers/clients) and "How You Help" (your value proposition). These are the core of your personal business model.

- 2** Work through each section thoughtfully, considering how each element connects to and supports the others.

- 3** Look for gaps or misalignments. Are you giving more than you're getting? Are your activities aligned with your value proposition?

- 4** Use this canvas to make informed decisions about career moves, skill development, and life choices.

- 5** Review and update regularly as your career and life circumstances evolve.

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MARCUS CHEN

UX DESIGNER & FREELANCE CONSULTANT

WHO HELPS YOU (KEY PARTNERS)

- Design team colleagues
- Development team partners
- UX mentor from previous company
- Freelance client referral network
- Online design community
- Family support system
- Professional coaching service
- Graphic design contractor

WHAT YOU DO (KEY ACTIVITIES)

- User research and interviews
- Wireframing and prototyping
- Usability testing
- Design system development
- Cross-team collaboration
- Client consultation calls
- Design presentation and storytelling
- Continuous learning and skill updates

HOW YOU HELP (VALUE OFFERED)

For Companies:

- Improved user satisfaction and retention
- Reduced development costs through better planning
- Increased conversion rates
- Enhanced brand perception

For Users:

- Intuitive, easy-to-use interfaces
- Reduced frustration and task completion time
- Accessible design for all abilities

ROLES/RELATIONSHIPS (CUSTOMER RELATIONSHIPS)

- **Problem Solver:** Identifying and fixing user pain points
- **Facilitator:** Bridging business needs and user needs
- **Educator:** Teaching teams about user-centered design
- **Advocate:** Representing user needs in business decisions
- **Collaborator:** Working closely with development teams
- **Consultant:** Providing strategic design guidance

WHO YOU HELP (CUSTOMERS)

Primary:

- Product managers and teams
- Development teams
- Small businesses needing design help

Secondary:

- End users of designed products
- Company executives and stakeholders
- Other designers seeking mentorship

WHO YOU ARE/WHAT YOU HAVE (KEY RESOURCES)

What excites me: Solving complex user problems, seeing users succeed with my designs

What I do best: Translating business requirements into user-friendly solutions

Core values: Accessibility, user empathy, continuous learning, collaboration

Key skills: Design thinking, user research, prototyping tools, visual design

HOW THEY KNOW YOU/HOW YOU DELIVER (CHANNELS)

1. **Awareness:** LinkedIn posts, design community participation, referrals
2. **Evaluation:** Portfolio reviews, case study presentations, trial projects
3. **Purchase:** Direct proposals, team recommendations, contract negotiations
4. **Delivery:** Collaborative design process, regular check-ins, iterative feedback
5. **Follow-up:** Post-launch analysis, ongoing support, relationship maintenance

WHAT YOU GIVE (COSTS)

Time Investment:

- 45+ hours/week between full-time and freelance
- Evening and weekend client work
- Continuous learning and skill development

Soft Costs:

- Stress from tight deadlines
- Limited family time during busy periods
- Mental energy managing multiple projects

Hard Costs:

- Design software subscriptions (\$200/month)
- Conference and training expenses
- Home office setup and equipment
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WHAT YOU GET (REVENUE AND BENEFITS)

Hard Benefits:

- \$95K annual salary + benefits
- \$30K additional freelance income
- Health insurance and 401k matching
- Professional development budget

Soft Benefits:

- Creative fulfillment and problem-solving satisfaction
- Flexible work arrangements
- Recognition within design community
- Continuous learning opportunities
- Building meaningful user experiences
- Professional network expansion