



Recruit for Designers Using Dribbble & Behance

Perhaps more so than any other profession, designers have increasingly been posting considerable professional information about themselves online. Portfolios, blogs, resumes and answers all help give a great idea of a designer's talents and allow recruiters to get a great feel for whether the designer is the type of person they'd want to pursue.

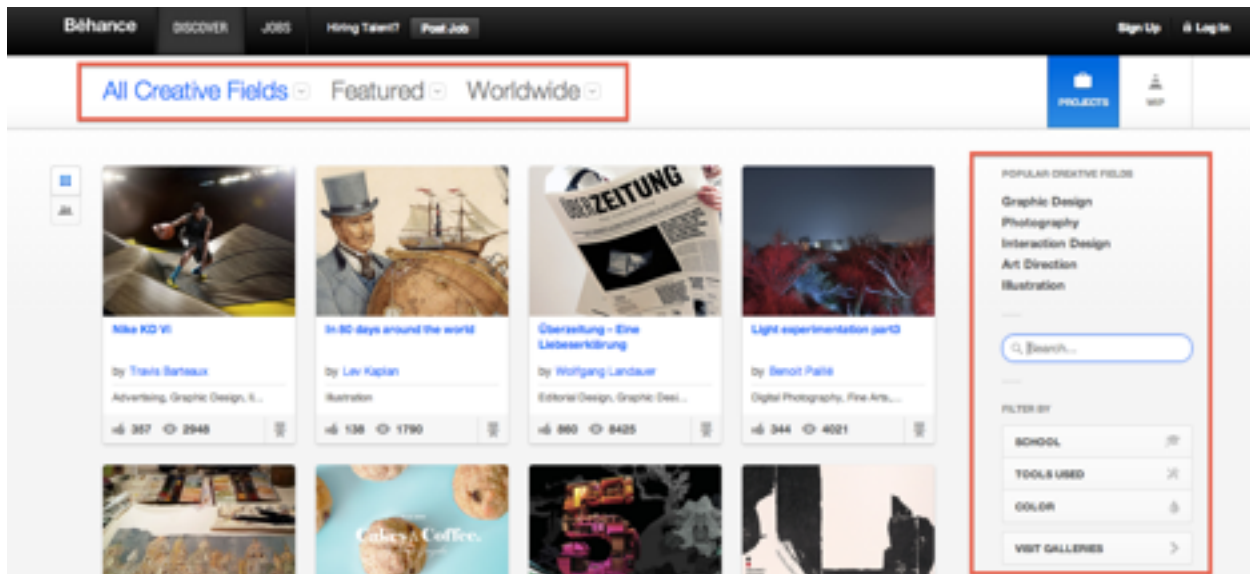
However, much of design recruiting is still done using primarily resumes, LinkedIn profiles and job boards. Fortunately, there are a couple sites that are excellent for finding and evaluating design talent: [Dribbble](#) & [Behance](#). While many designers usually have their own portfolio or personal websites, designers often will post much of their work on these two platforms, giving recruiters wonderful context to efficiently engage with great designers.

Using Behance

Much like Dribbble, Behance is an excellent forum for designers and photographers to showcase their work. In fact, Behance is in many ways even more prepped for future growth as they now have Adobe's backing. Some facts about Behance:

- Founded in June 2006
- Over 38 million images on the network
- Over 172 countries represented
- Acquired by Adobe for \$150 million in December 2012
- Top 1,000 most visited sites on the internet

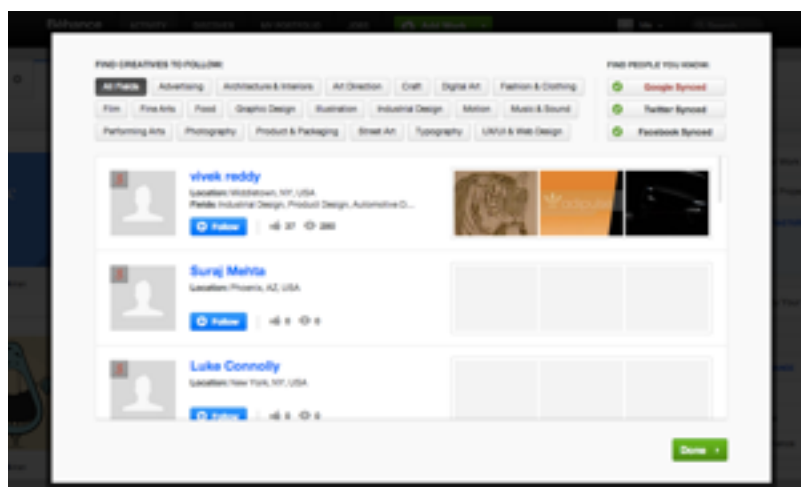
When you first enter Behance, you'll have the ability to explore different types of work on the network.



In the top navigation section, you can search across a number of different creative fields including architecture and photography, two areas not well-represented on Dribbble. Additionally, you can explore popular pieces as well as control the location of your searches.

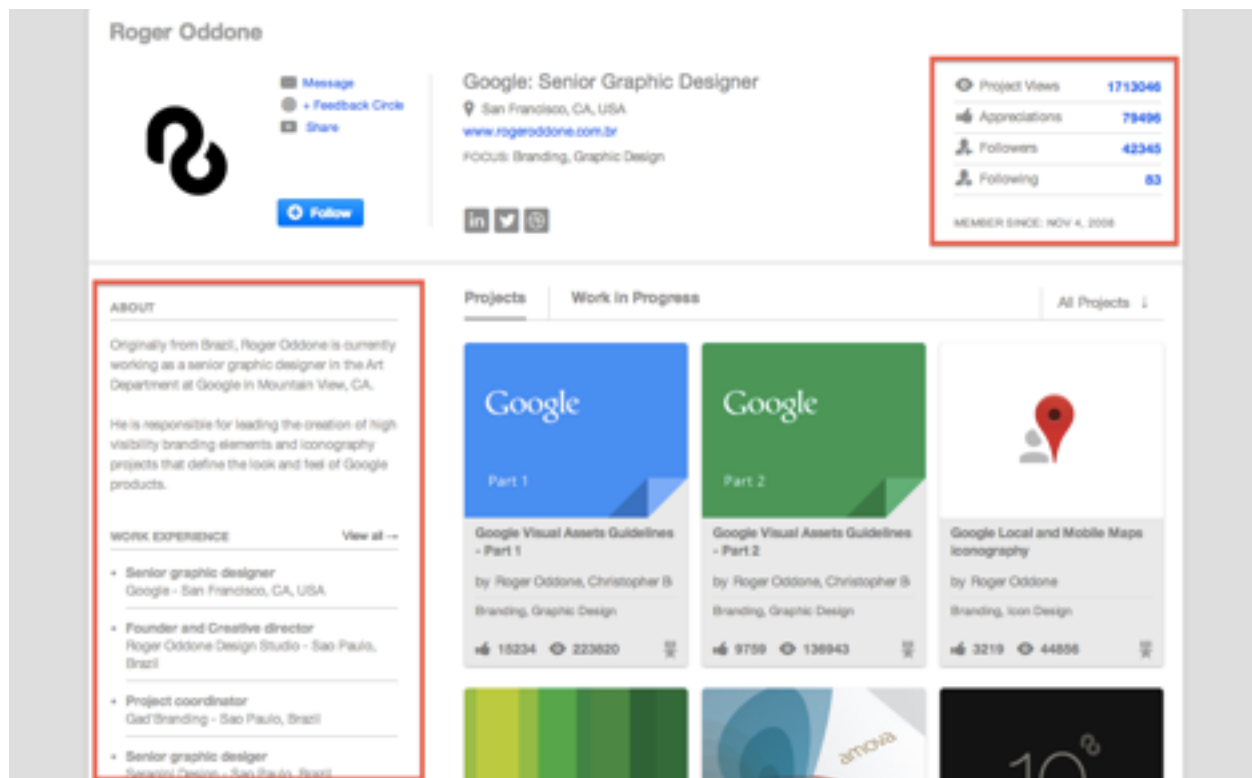
On the right, you'll notice some advanced search filters for more specific searches on different pieces; however, you can't find individual users based off either search. However, if you're logged into Behance, you'll have the ability to search for designers (you can create a free account by logging in with Facebook, Google or AdobeID).

Once logged in, you can click on "Creatives to follow" to access this search. While the search tool does allow for filtering of users depending on their disciplines or specialties, Behance search is relatively basic for the time being.



Linking with your Google, Twitter and Facebook accounts can help in the discovery process as Behance will surface friends, connections and people you follow to the top of results. If you're already connected to a lot of designers, hooking in your social accounts can be very helpful.

Once you do find someone interesting, this is what a full Behance profile looks like:



One major difference between Behance and Dribbble profiles is the robust work experience that many designers leave on the left side of their profiles. While many designers leave this sparse, you may sometimes find that there's more information here than on LinkedIn for the same candidate.

At the top of these profiles, you'll notice:

- **Current Job Title:** This can greatly help orient yourself to who the designer currently works for and if it's feasible to recruit him or her
- **Personal Website:** Oftentimes these sites are an additional portfolio site or one created directly through Behance
- **Design Focus:** While anyone can list 10 different mediums of design in which they are competent, it's important to know where the candidate's focus lies. This will help you orient yourself to what the designer is interested in, and allow you to craft targeted messaging based on the candidate's actual specialty.
- **Additional links:** You'll frequently notice connected LinkedIn, Twitter and Dribbble accounts, giving you additional avenues to understand more about the designer.
- **User Stats:** This area can be very helpful. As with Github & Dribbble, a designer's number of followers can be a good proxy for how well-respected

they are. Granted, many users aren't very active on Behance, so don't use the follower count as a firm proxy for who to hire. In fact, someone with a ton of **appreciations** may end up being someone more interesting as they've created work that other designers have taken time to acknowledge. Additionally, if you find that a well-respected designer follows others, that could be a great avenue to explore and potentially find some great designers that may not have as much recognition as the Google designer.

You can also take a deeper dive into individual projects to get a better understanding of prospective candidates' work, acknowledgements and others they may have collaborated with for the project.

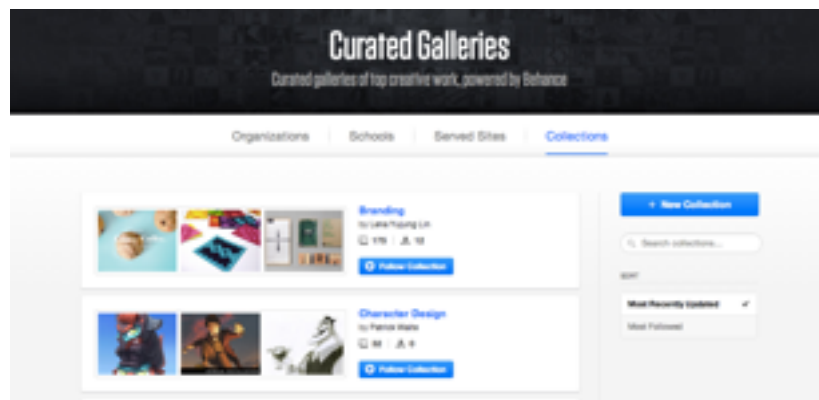


Browsing through these projects (and collections) can also serve to educate yourself on design, which will come in handy if you're trying to recruit the best designers. As with Dribbble or Github, if you want to recruit the best on these platforms, it's imperative that you as the recruiter have a solid understanding of the space and display that understanding to prospective hires. This will go a long ways towards enticing the best designers to come work with you.

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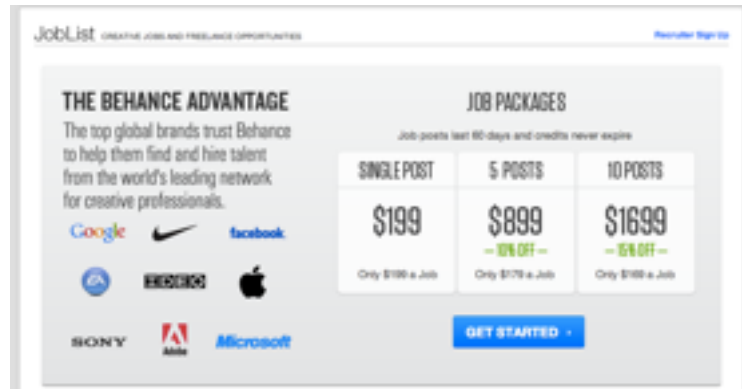
You can browse through collections, schools, and organizations. Sometimes, you'll even find galleries for up-and-coming designers, a great resource for finding younger talent that your organization can approach.



Lastly, as with Dribbble, Behance offers a wonderful avenue for targeting your open positions to the very designers you'd want to attract the most. Using Behance's jobs tools, you can post jobs directly to Behance, allowing

you to get in front of the world's best designers instead of directing your budget to the more general job board sites.

A bit cheaper than Dribbble, single posts run at **\$200/post**, but you can also get discounts should you need to post more in bulk (whether it's the same job for a few months or multiple design positions simultaneously).



The screenshot shows the Behance website interface. At the top, it says "JobList" and "CREATE THE JOB AND RECRUITMENT OPPORTUNITIES". Below this, there's a section titled "THE BEHANCE ADVANTAGE" with the text: "The top global brands trust Behance to help them find and hire talent from the world's leading network for creative professionals." This is followed by logos for Google, Nike, Facebook, IBM, Mercedes-Benz, and Apple. Below these are logos for Sony, Adobe, and Microsoft. To the right, there's a "JOB PACKAGES" section with the text "Job posts last 90 days and credits never expire". It features three pricing options: "SINGLE POST" for \$199 (Only \$199 a Job), "5 POSTS" for \$899 (-10% OFF - Only \$179 a Job), and "10 POSTS" for \$1699 (-15% OFF - Only \$169 a Job). A blue "GET STARTED" button is at the bottom right.

Some of the best design organizations in the world have been using Behance for years to recruit top design talent, and it's something you should consider, too, if you're in the market for a world-class designer. Getting in front of prospective candidates where they're most active is the best way to engage them. Additionally, the fact that Behance is now owned by Adobe could result in additional methods of luring top talent as Adobe is the de facto leader in design with Photoshop, Illustrator and Creative Cloud.

Conclusion

Designers spend much of their time outside of resume databases and LinkedIn, and it's critical for recruiters to understand how to use these platforms as that will give you an extra edge to court the very best design talent.

Use Dribbble and Behance to build a great understanding of design and help your organization adopt sound design principles. Once you understand how to approach design from this angle, you'll have a much easier time approaching the very best, and both platforms offer multiple avenues for learning more about designers.

As with all of the other data sources we've covered, don't use these platforms in a vacuum; leverage Dribbble and Behance along with resumes to get a deeper sense of candidates. Be sure to also check out our detailed guide to recruiting using [Dribbble](#), a tool similar to Behance. If you'd like to save some time leveraging these resources while you recruit, you can always [contact us](#) to see how Entelo can help you recruit for the best design talent.