



# personal branding for developers

**Frédéric Harper**

Senior Developer Advocate  
DigitalOcean

@fharper



# can you recognize this brand?



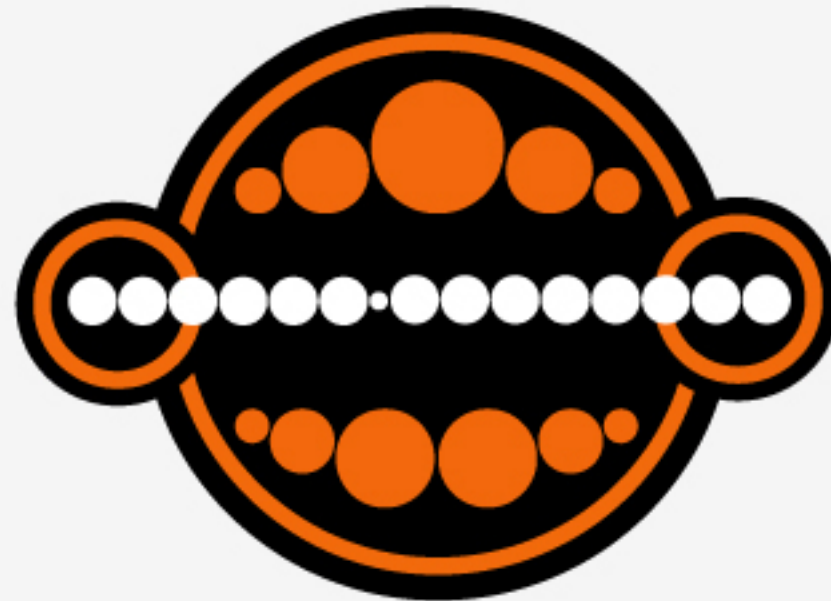


# can you recognize this brand?





**can you recognize this brand?**





**what**







# personal branding

an **ongoing process** of developing  
**and** maintaining a reputation  
**and** impression of an individual



Mot  
Hotel

















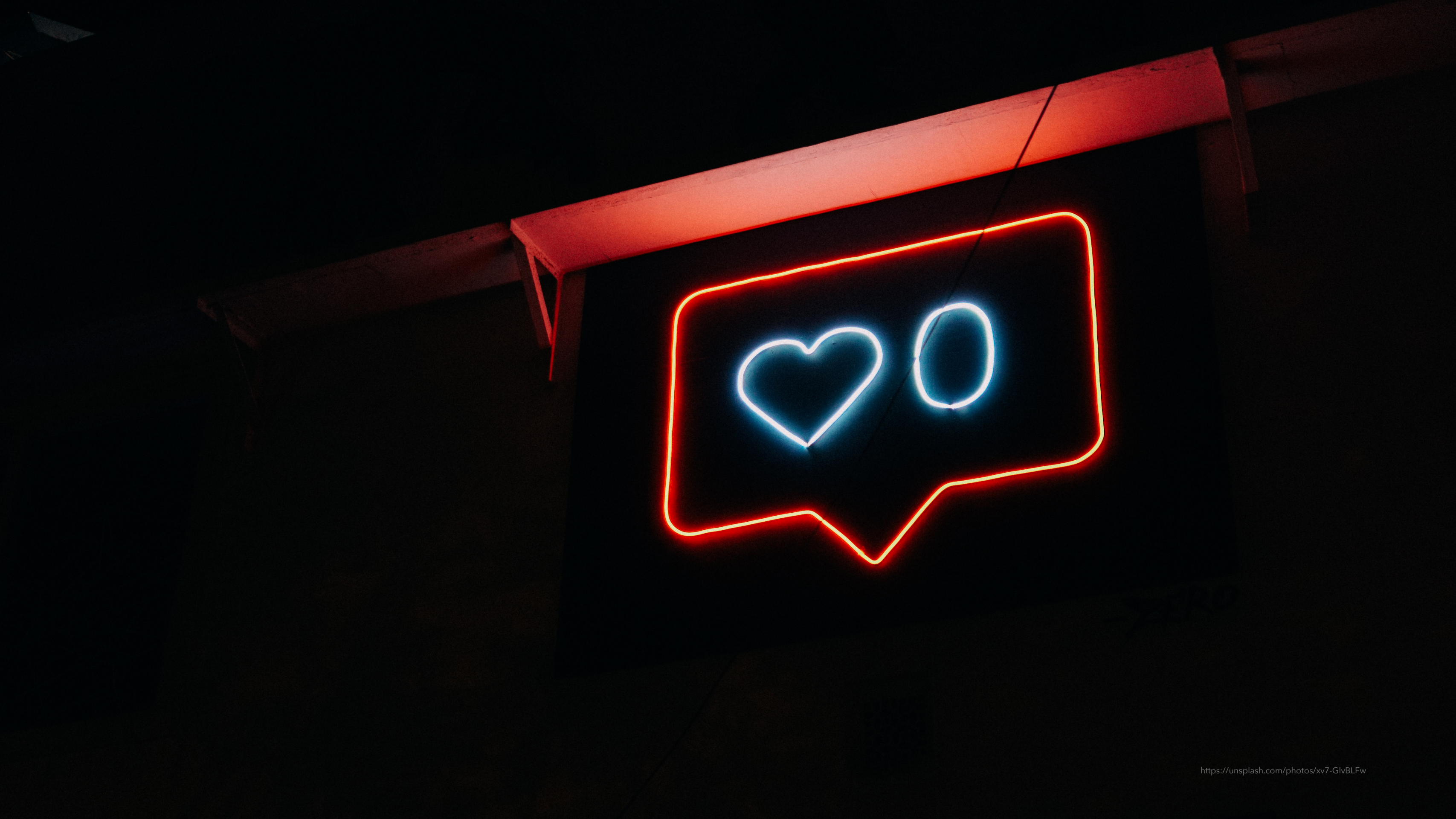






















**why**







IMPORTANT  
MESSAGE



























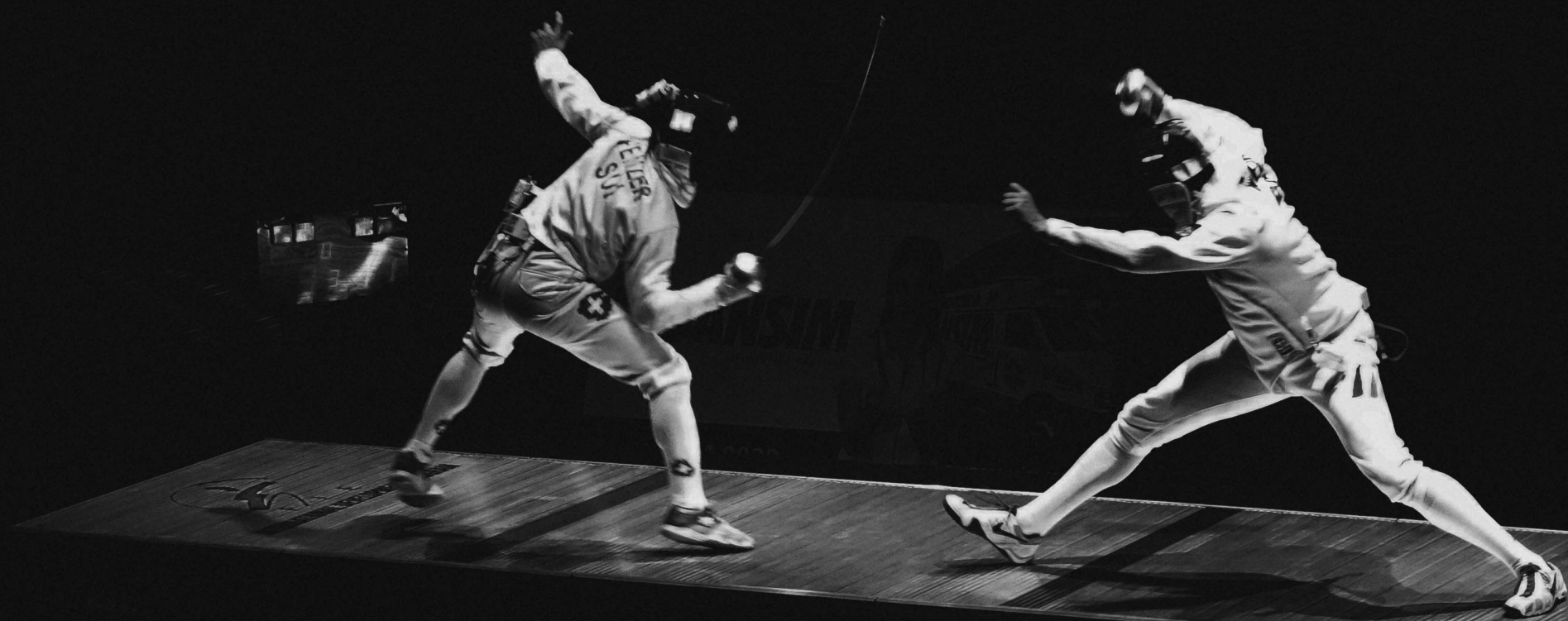
NOT IMPRO

PER

PER



HEINZER M. KNEIP C.  
SUI + GER  
13<sup>ET</sup> 0:11 11







Toronto (NOTL)

ETIOPIA

RIO DE JANEIRO

Lexington →

ANTANANARIVO

ARGENTINA

SAINTE-CATHERINE

PRAGUE











**how**





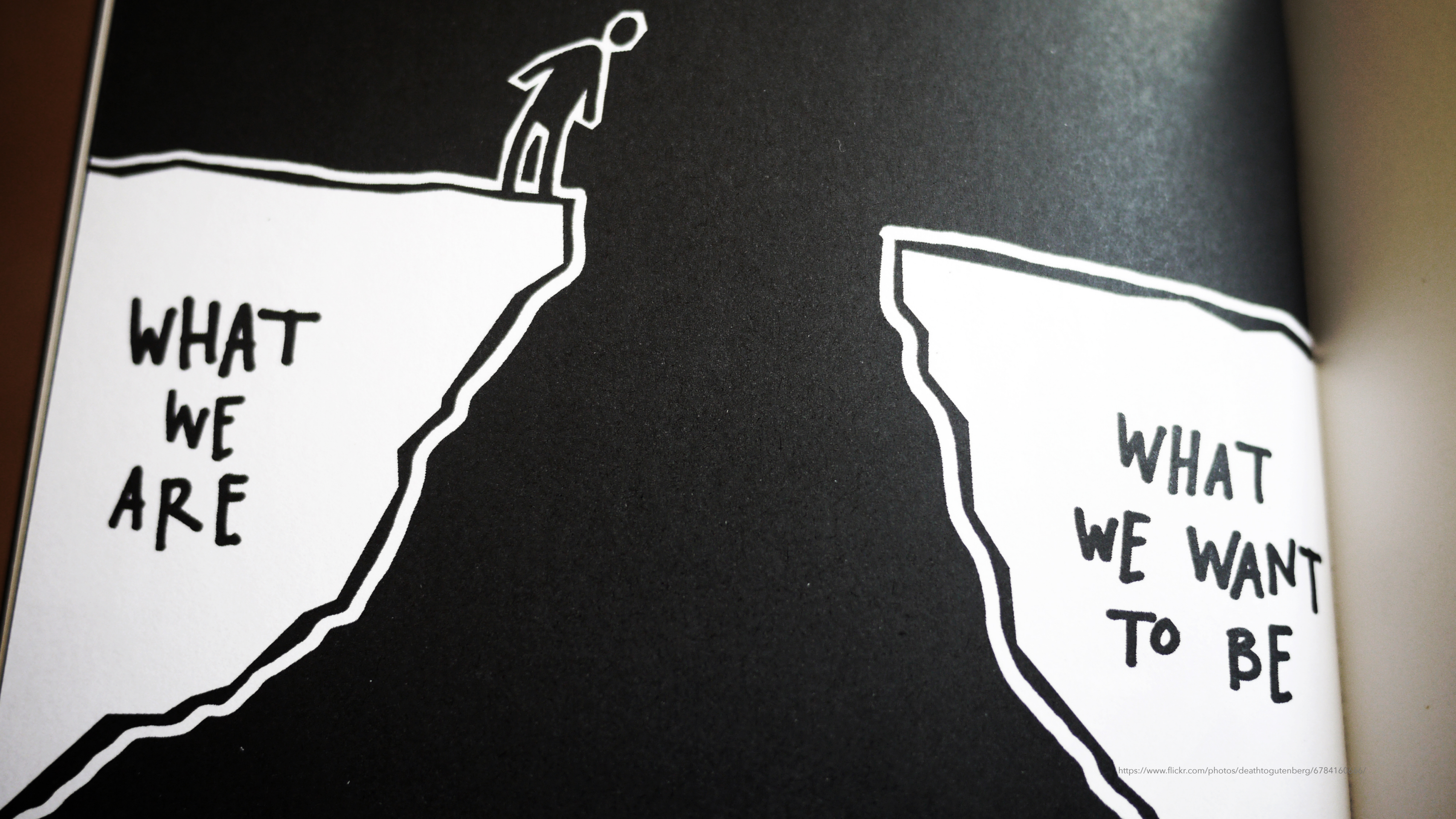












WHAT  
WE  
ARE

WHAT  
WE WANT  
TO BE







**Do  
epic  
shit**







A photograph showing two hands holding a white rectangular sign. The sign has the text 'CODE IS POETRY' written in a dark blue, serif, all-caps font. The hands are silhouetted against a bright, warm light coming from a window in the background. The left hand is on the left side of the sign, and the right hand is on the right side. The background is a soft, out-of-focus view of a window with light streaming in.

CODE IS POETRY



Rule 3

Rule 4

Rule 5

CONSIDER EVER

BE SELF DISCIPLINE

FINDING SOMEONE WHO

CHOOSING TO FOLLOW

TO BE DISCIPLINED IS TO FOLLOW IN A GOOD

TO BE SELF DISCIPLINED IS TO FOLLOW IN A

Rule 6

NOTHING IS A MISTAKE. THERE'S NO  
NO FAIL. THERE'S ONLY MAKE.

Rule 7

The only rule is work.

IF YOU WORK IT WILL LEAD TO SOMETHING.

IT'S THE PEOPLE WHO DO ALL OF THE WORK ALL THE TIME  
WHO EVENTUALLY CATCH ON TO THINGS.

Rule 8

DON'T TRY TO CREATE AND ANALYSE AT THE  
SAME TIME. THEY'RE DIFFERENT PROCESSES.











G O O G L E







DEV





ROLL A 01 | SCENE 1 | TAKE 9

FPS 23.98

15.28.34.28

PROD Roadside

DIR Jakob & Ryan

CAM Thomas Taugher



# Social Media



Facebook



Twitter



LinkedIn



Pinterest



Google+



Tumblr



Instagram



Snapchat



WordPress



OneNote



Headspace





Simon Collison  
Erskine Design  
whooz! webmedia

Simon Collison  
@simoncollison  
OCTOBER 21ST & 22ND, 2010 BROOKLYN, NY  
Brooklyn Beta

Simon Collison  
Colly.com  
whooz! webmedia solspace

DIBI  
DESIGN IT. BUILD IT  
THE TWO TRACK WEB CONFERENCE  
Simon Collison  
Freelance  
@simoncollison  
@simoncollison  
NorthernNet  
www.northernnet.co.uk  
WWW.DIBICONFERENCE.COM

FUTURE OF WEB DESIGN  
CONFERENCE 17-19 MAY 2010, LONDON  
COLLY  
Carsonified

Simon Collison  
Sneak Preview

COLLY  
ERSKINE  
Carsonified

media07  
Simon Collison  
SPEAKER

simon collison  
agenzia  
media 2009  
WEB STANDARDS & ACCESSIBILITY  
LONDON 9th-10th JUNE

Simon Collison

DESIGN & CREATIVITY  
Speaker

FOWA  
FUTURE OF WEB DESIGN  
Simon Collison  
CollyLogic & Erskine Design

Simon Collison  
Erskine Design  
DIRECTOR

I GO BY THE NAME  
COLLY  
FRIEND / TWEET / FOLLOW / REACH ME ON:

Simon Collison  
<https://www.flickr.com/photos/collylogic/5200864453/>







OPEN



# Hacktober

# FEST

2019

presented by  DigitalOcean and 

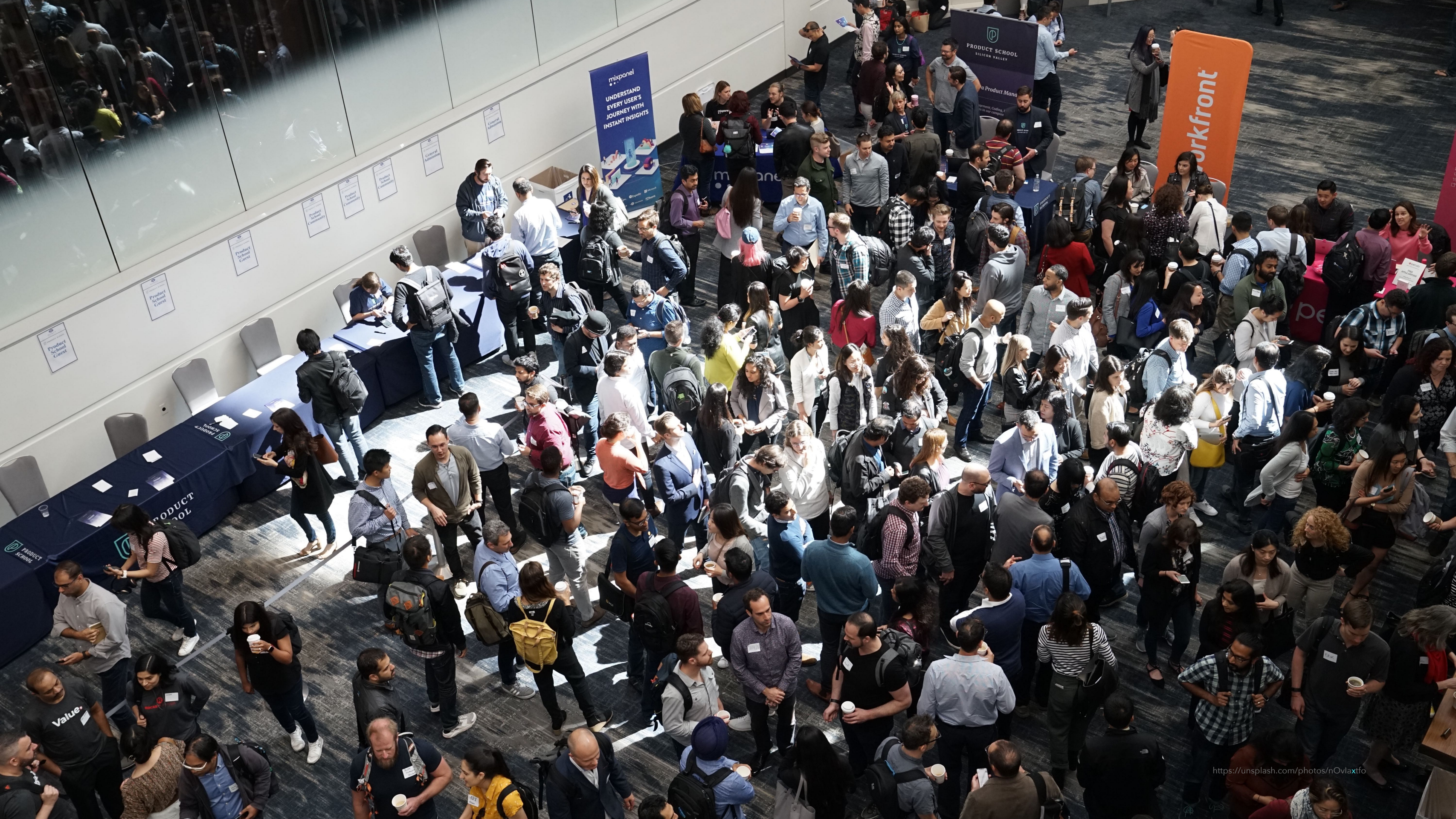




HELP

2 KOOP  
0 471 05 55







**SO...**



DO SOMETHING GREAT



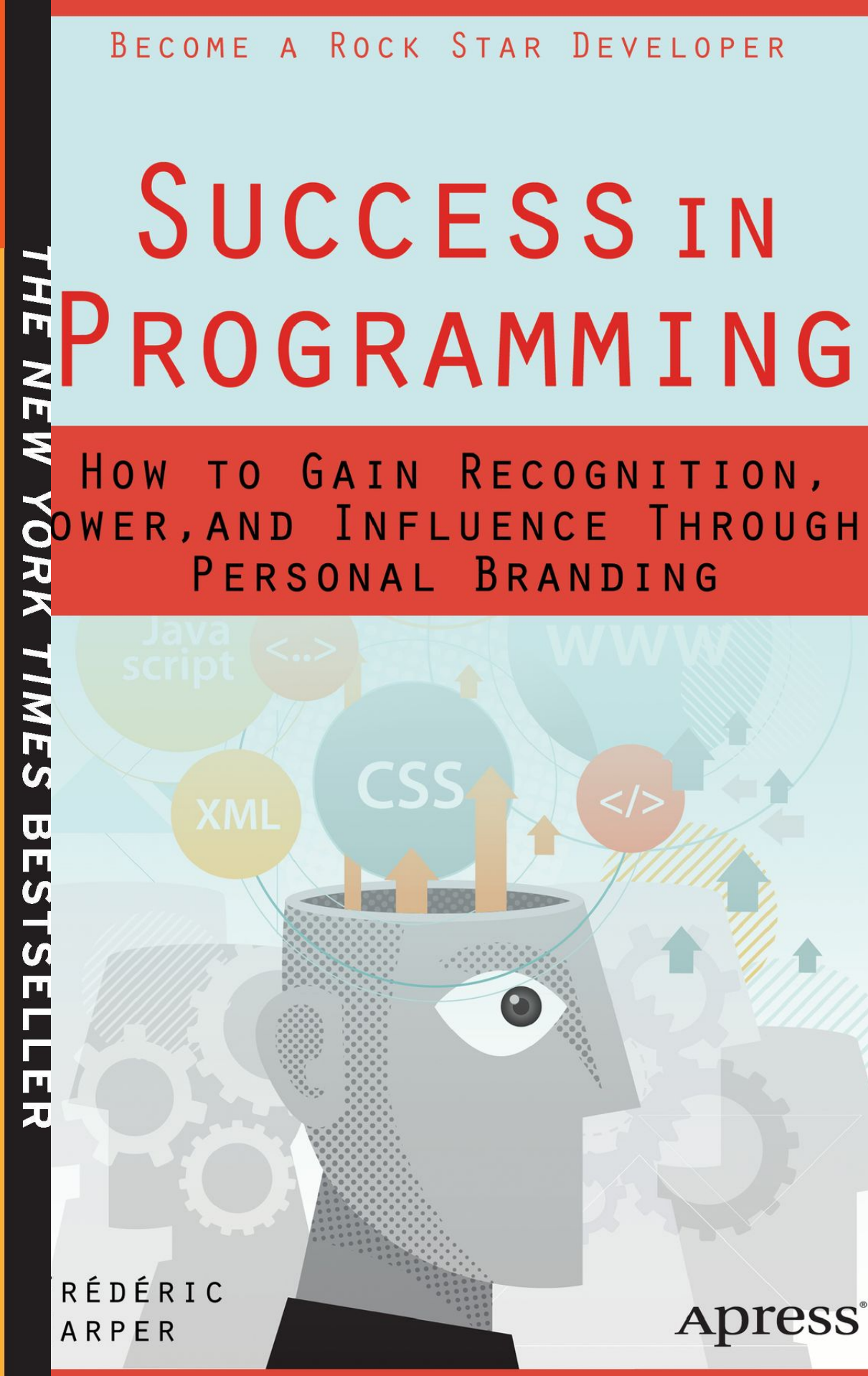
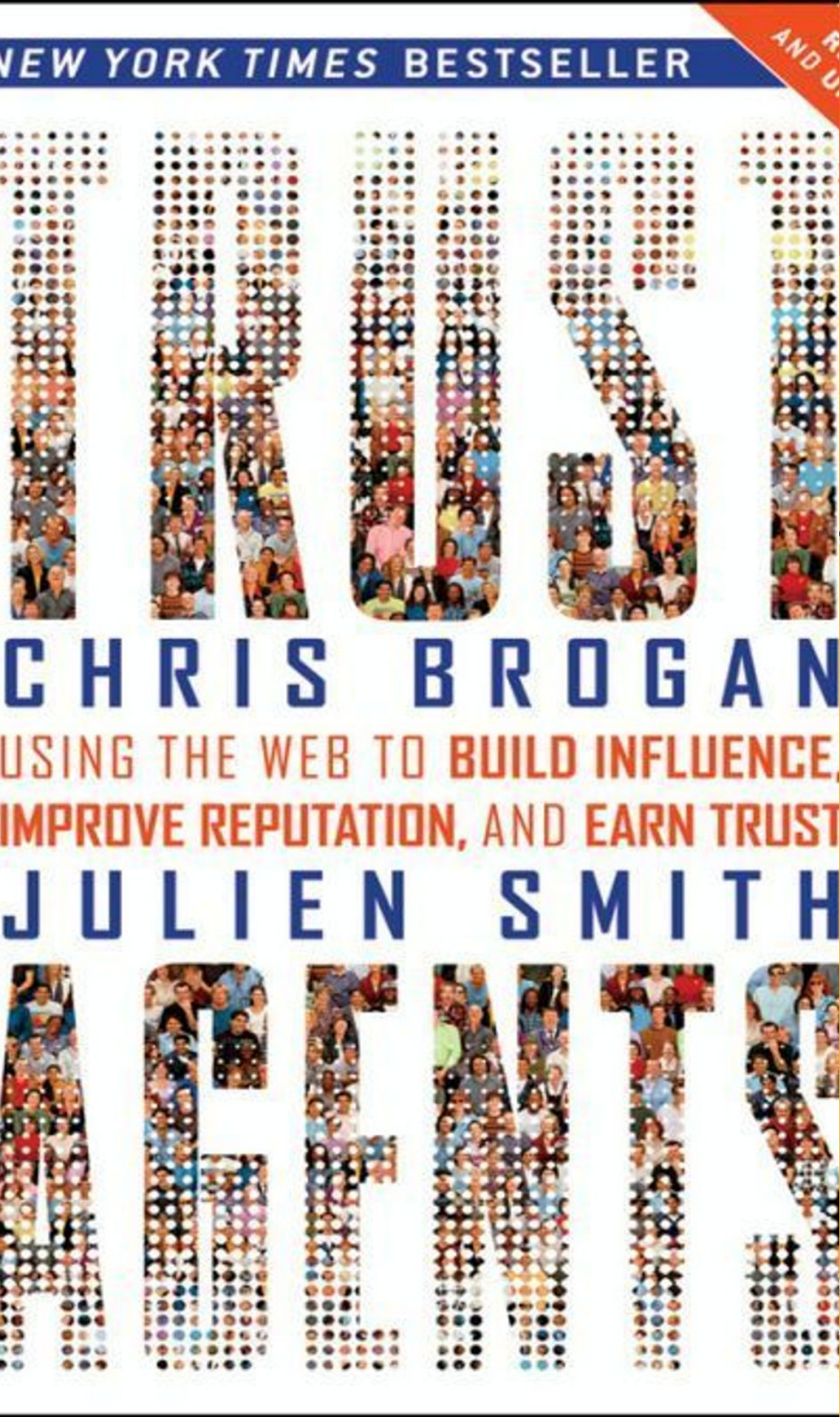




THIS IS  
THE SIGN  
YOU'VE BEEN  
LOOKING FOR













# resources

**slides**

[fred.dev/speaking](https://fred.dev/speaking)

**my book**

[fred.dev/book](https://fred.dev/book)

**trust agents**

[j.mp/gr-trustagents](https://j.mp/gr-trustagents)

**linchpin**

[j.mp/gr-linchpin](https://j.mp/gr-linchpin)





**Frédéric Harper**

fred@do.co  
fred.dev