

Ep 2 - Hans Bennewitz

"It's the jobs that often don't pay a lot and got kind of a shoestring budget, but you're given a lot more creativity. Those are the ones that get you bigger jobs and feed your soul."

0:00 - Hans's first tattoo and how his parents reacted, beginner mistakes on getting tattoos, how Hans's boss reacted at the time, and Hans's thoughts on getting tattoos nowadays

6:18 - How Hans manages his full-time job, freelancing, and time with his family

8:02 - Hans's role at [VSP](#) and what VSP does

9:22 - Hans's switch to the [Eyeconic](#) team, what Eyeconic does, and the work Hans will do for Eyeconic

11:45 - Explanation of VSP's structure and in-house agency, Agency West

12:45 - Why Hans switched teams, and what he was doing on the Premier team

14:38 - Hans transition from senior designer to art director, and the structure of the Premier team

16:11 - Why Hans declined a 3-month contract with Apple

20:13 - Hans's role at the [U.C. Davis Health System](#) before joining VSP

22:12 - Hans's first job was at a fast-food restaurant and his transition to his first design job at a church called [The Rock of Roseville](#)

25:38 - Hans's community college education, where he lived growing up, and how Hans realized he could pursue a career in graphic design after his first internship and after learning about [Asterik Studio](#)

31:46 - How Hans started designing merch for his band and how he found corporate gigs right after high school

34:55 - How Hans felt when applying for his first design job

36:06 - Hans's experiences as an adjunct professor and his college experience at [Sacramento State](#)

40:59 - Hans's advice for portfolios, and how it's okay to admit that you're not great at something but you want to get better

43:53 - Hans's admiration for Don and Ryan Clark, the creatives behind [Invisible Creature](#), and how he blacked out when he met them

47:11 - How Hans regularly gets feedback from his friends, and how he was able to find friends who would give useful, constructive feedback

50:00 - Hans's opinion on if going to school is necessary to be a successful designer

54:00 - The tools Hans uses which includes the [iPad](#) with [Apple Pencil](#) and [InDesign](#)

58:10 - Hans's process for his projects after he's received a brief, and the questions he commonly asks his clients

1:00:05 - Hans's sources of inspiration which includes [Pinterest](#), [Designspiration](#), [Design Work Life](#),

1:03:50 - Hans's opinion on Sacramento's design scene, having a style, and why he does work under two different names

1:10:17 - Why Hans chose to use [Squarespace](#) for the latest version of [his portfolio](#)

1:12:10 - How Hans was inspired by [Hoodzpah](#) to design [his own pins](#), how he initially sold his pins through [Big Cartel](#) and [Instagram](#), and how he promotes his pins now

1:18:15 - How Hans came up with the name for his Instagram, [shampooswan](#)

1:20:07 - Hans's advice for new or experienced designers who are looking for motivation or inspiration

1:21:23 - How Hans keeps up with the latest trends and technology, and why it's important to do work that feeds your soul

1:25:15 - Why it's important to share the work that you want to do more of

1:28:53 - The best ways to connect with Hans which includes [his Facebook](#), [his Instagram](#), [his Band Milk & Honey](#)