

04. Estée Dauphin

Joke: Hi everyone. Thank you for listening today. We will be talking to Estée Dauphin. She's from Quebec, Canada. Hi Estée. Hi. How are you?

Estée: I'm very good at you.

Joke: Oh, I'm good too. Thank you. It's so nice to talk to you. Yes. So tell me and tell the listeners, who are you? What do you do? And what's your big, scary, hairy goal.

Estée: Being scary. I love, I love the term. oh, so, like you say, I'm French Canadian. Um, I'm a graphic designer. I'm a senior graphic designer and, art director. I work as a freelance since three years now, but I start graphic, back in the 2010. And before that I studied in fine art and, uh, photography, traditional photography.

So 35 millimeters and wow. It's for why I, I go back to school and change for, because photography changed so much. Sure. Um, so I'm a serial creative person. I love that everything. And, my big, big goal. I dream presently to, to build, um, agency, a graphic, uh, agency with another, uh, graphic designer.

Her name is Audrey so we, we just work on that presently. We are very deep in the paper and, you know, all of, um, The lot things about business and everything. Oh yeah. uh, yes. So we, we are in that, so we just try to work because we realize that where we are, , in Quebec, , they have no agency, the closer agencies, uh, one hours drive.

So we want to have something closer to the people in our community. Yeah.

That is so cool. So you're already well on your way to your big, scary, hairy goal. That is amazing. Yay. Yes, . And you say like, I am, , a serial creative person. I love that. Would you consider yourself to be a multipotential?

Multi-passionate.

Estée: Passionate. For course passionate. For course, I always see that I will die at one 20 because I have, I need all this time to make everything I want in this life. , uh,

I really, there's never enough time. no, I really love to touch, , all of things and just try it, whatever, pottery, uh, drying, painting. I really love this. Yes. I really love this, all this stuff. And if I'm a multi potential, I think, yeah, I think I am because I really love to touch everything, but I'm mastering some skill in what I'm deep.

In, uh, like designer her, you know? Yeah. Say, um, it's made so many years and I love that. Uh, like I tell all my friend, my husband, finally, for me talking about it yeah, for me on this, not a Monday because I love what I doing and I choose. To make what I love to do in life. Yeah. So Monday's never a painful, uh, Friday.

It's never come too quick or too late, or

Joke: right. just funny. Yeah. You want it to be Monday through Friday, every day.

Estée: I can be even on Saturday and Sunday sometime.

Joke: Cool. So, so you're a Multipotentialite, um, and you touch many things, you liked all of the different things. And how do you deal with having so many ideas?

Okay. You wanna. Become like 120 years old. but let's hope you'll reach that. but do you have like many ideas at the same time? Do you have like a process that you digest the ideas?

Estée: Um, the idea always pop. Yeah, follow around all the time. So like the people not see it, but present on my desk, I have a ton of notepads and everything Same.

And I, yeah, so I write everything down. Uh, sometime I record myself. On the, so, um, yeah, when I have an idea and I'm not able to write for what, because I'm driving or whatever, I have very good friends. Her name is, Alex and Alex. I just, I have boxer application and sometimes I just call her on boxer and she know that it just because I have an idea and I'm driving so should not listen it on the, oh, that is cool.

I use her, I use the channel with her just for cat and she, oh, that's, she's aware of that. yeah, so I just put idea sometime I'm able to go through them sometime it's, you know, times or, uh, technique, make it impossible to go. Uh, sometime I

let go. Some idea, um, like I said, I studied in photo, uh, photography and, um, I have all.

When, when they switch to 35 millimeter to, um, I don't know how you say that in English, nuMe. new.

Joke: Yeah. In numeric. It sounds good. Yeah. OK. That's good.

Estée: Yeah. I just, I just got blank. Oh. But anyways, , so when you switch, , I just buy some stuff to, to have dark room and everything at home. Right. But I feel really, and I don't have the time I not have the place.

Uh, so I just sell everything and I'm just like, oh, okay. I'm sad, but it's okay. Ah, so.

Joke: Yeah. So it's like practical reasons that you didn't yeah.

Estée: Sometimes practical reason make yeah. To, to let them go, but when I'm able to create them, uh, or to make it happens, uh, I really love to do that.

Joke: Yeah. Then you give actually room to the idea that hand all the other ideas you sadly have to let go of them, but then finally your ideas that stick the longest yeah.

Will get room. Awesome. So, we know each other, through the creative community, and being such a creative with so many things and so many ideas. What do you think of the community? What, what is your idea of a creative community?

Estée: In French, we have an, a word called Coopetition. Oh, wow. Over competition.

So it's, it's more like, you know, we are in the community, we are in competition, but it's possible to be a healthy competition. Right. , and it's very strange that you asked this question. I have, a chat, uh, yesterday with a friend and, , I start a podcast on my. Yes. Awesome. With another graphic designer, her name is Aimee Estée and Aimee it's very close, but it's very funny at the same time.

the podcast called Koua. Um, I will, yeah, I would give you the information if you want to pass to your community. and she asked me Why we successful to

make that, even if we are in the same area, we do the same job. We are the same. Um, you know, we have a looks, look, alike, style and everything.

And like I explained to her, this community make, I make friends. I am there to make enemies. really, I really enjoy, I really enjoy Chi this and. You know, people that understand. And I was the kid at school drawing back in the classroom and necklace at the t-shirt and just all my friends and all the people in my com in my.

You know, creative community are exactly the same thing as me that I dream to meet when I was in school. so, so, so I just deal very well. , and I have like, , we said, , because I speak more than one language I'm able to go in. Many communities. Awesome. So I have an access to more people. Yeah. Uh, and that's very, very, very, I'm grateful for that.

so, and I meet very cool people and those people just inspire me, bring me, you know, new ideas, new perspective. True. Some things we do are, , you know, you make lettering and you are very great on that. And I really, to you and you know, and this is bring me something that I know less. So I'm able to, make some research, I'm able to speak with you, I'm able to, chat and just learn about, this providing creativity that I not master.

Um, yeah. So I, I think the community is very, very important.

Joke: I love that. Yeah. I absolutely agree. And it's, it's amazing how many friends we've made in this amazing community. And as you said, you learn from each other and it's not, we're not enemies. Definitely not. We're not competition. No. Yeah. I love.

Estée: Love it, especially when you're not in my country. no, I just kidding. No,

Joke: it's so fine.

Estée: But you understand, but even here we know, I not see people as competition. I, um, my mom have this, this very magic sentence to say that they always have clients for everyone and they always have money for everyone. And if it's not my clients, it's just not my.

You know, the, the best contract for me. Agree. It will be the best for someone else agree.

Joke: And it's okay. Yeah. And it's definitely a great, I, I like to compare it to having several pairs of jeans or shirts. Like you have several. Different labels of shirts. I mean, right. Mm-hmm okay. Sometimes you have only one specific, but or like cars, there's so many different cars and everybody drives a car.

So it's so good.

Estée: Yes. That's exactly the same. Yeah. Yeah. So you just need to fit to, to find a good fit for what you want to create.

Joke: Absolutely. And does that help you with any of the syndromes? Do you have any of the syndromes like imposter or, yeah, shiny object I kinda thought I knew the answer, but, you know, just asking

Estée: I pass the shiny object, um, I not have them anymore.

I have them start. Um, and when I start, um, yeah. Okay. But now I'm just able to listen at myself and just like, okay. did. I just want it because it's shiny or because I really need this contract, this person, you know? Yeah, yeah, yeah. And I'm able, and just for an example, yesterday that shut down a client, just call me to have, uh, a device and just that way they speak to me in, uh, the, he may I just say, okay, no, I don't want to work with this person.

Mm. And maybe if I send them to you, they will be okay. But for me it was not. So I just learn you to, to say no to know myself better. And when I see that, I'm just like, okay, no, I'm not the good person. And I tell them, I'm not the good person

Joke: for that. Yeah. It's not a fit. It's not the right match. It's not a fit.

Yeah.

Estée: Good. Just at the reading. But, with the time I just make a, a red flag yeah, yeah, yeah. And I just, you know, I just check the red flag and when I have more than three, I'm just like, okay, no, That's all I not go there. well, that is good. That's and, with the time when I do that, I just realize that I not lose client.

I just have the good client fits for me. And when I close the door, I open another one's. So it's always coming and it's very cool. Uh, the imposter syndrome I have but the same thing I still have, I'm still have, you know, I just drop, Like I tell I have the postcard, I just dropped an episode, , on Monday.

And when we just drop it, I just like, I need to take 10 minutes sitting on my couch and just like, oh my God. but I'm able to take this time off. I'm able to look at it. I'll look at the syndrome and just like, okay, it's a syndrome. Okay. Haters will gonna hate. Lover will gonna love and it's okay. I will sleep tonight.

I will sleep. I will be able to pay my rent, to pay my car to everything. So it's okay. It's it's okay. Wow. And maybe people will not love what I tell on this podcast or my the friend. I, I make the podcast with. But it's okay. It just because it's not our audience, so we just go but I, I just, every time I push the button, I said, I just make a little bit of this, but yeah.

Yeah. Sometime it happens even today, 12 years later at, Like I said, start graphic in 2010, but I, I star Lance before that, uh, in photography or illustration, but, Even with all these years, uh, the fact it's freelance, I do it from 18 years. Yeah. On and off because I work in agencies and everything, but I still have this syndrome.

But the important thing is to see it, to recognize. Then you have this syndrome, the imposter syndrome, and you're able to speak to yourself and say, okay, it's okay. I will not shut down. Uh, the podcast, I will not shut down my job. I will not shut down because I'm able to see it to realize it. And I just realized that the have people it's for me.

And they ask people it's not for me. So, and I just want, I just want the one who loves me cause the ones that go away they, they can go away.

Joke: Definitely. byebye yes. Yeah. And you're you're so right. You know, some people there will always be opinions and it's up to you, how to deal with those and yeah.

Estée: Yeah.

And I not say it's easy. No sometime dealing with it. It's not easy. Yeah. Okay. Say time, it's stay. It's take time, time off of the computer or the phone or whatever. And just take time to yourself. Take a break just to, yeah. To bring you back. it's not, like I say, it's the podcast 10 minutes. It was over, but sometime it's taking three days I.

Joke: Well, I, I hear you. I mean, you know, the podcast is gonna be there like forever and people are always gonna listen to it and you're gonna go, like, what will they think? But then again, you are doing this for you and your friend, and it's gonna be amazing. And I wish I spoke French so I could understand what

you were saying, but I bet it's gonna be amazing, but I, I hear what you're saying that take a break and realize, and recognizing that the syndrome.

Going on there. Yeah. Do you have like a quote that you say to yourself when you take the break?

Estée: I always tell myself I am the Pro.

Joke: Mmm.

Estée: Okay. I am the Pro I am the pro in my field. Okay. and sometimes I say that I speak with a, uh, junior recently and I tell her, um, it's a girl and I tell her that it's okay.

She say, okay, but I'm still not finished school. You know, she's, she's finished in June at the end of the month. And she just like, oh my God, I'm still in school. And I'm just like, yeah, but even in school, you. More than general purple. Yeah. People, uh, purple people. , , it's not the same thing. Uh, people, so, so, but we in creativity, I think creative area, we just always look at the one who makes 30 years yeah.

In front of us, practice. And we just like, oh, why I'm not like this, but at the time you always know better than the general. Population. So it's like a bit of willpower but I have a lot of, you know, I just put some post-it on my computer in my screen. I run my screen like, okay, you are, you are in the good place.

You know what you're doing? Uh it's okay. They will be okay. And, um, my mom had this sentence very, very, and she have a way to say it, but it's say it will be okay. Okay. It's very easy. It will be okay. Okay. And she just say it as Ça va ben aller.

Joke: Ah, that sounds very okay. Yeah. Yeah, yeah.

Estée: It's very, and the way she say it, she always say this very calm and she say what the worst can happen. And, and I know I refer a lot with my mum, but she's very basic person, but, and she always say, what is the worst can happen? And the worst is you stay where you are. That's the worst.

Otherwise you just go far, you just go ahead. You just, you know, you takes experience, you just, you know, The worst is just where you are. So when you able to speak to yourself and, and wrote this kind of sentence, you speak to you. Okay. Um, affirmations kind of thing. Yeah. Affirmations, just kind of thing.

And just write it near where it's possible to you to see them. Uh, if you work at a computer, just put them sticky close to the screen or on the fridge. Yes. And whatever, and just read them and change it sometimes. So just the place or, you know, and because otherwise we just start to not look at them anymore because they did too much in our face

Joke: and this continuously the same.

Estée: Yeah. And just this kind of sense sentence, just can, it's possible to help you just to realize that, okay, I'm in this syndrome, I'm in this situation, I'm in this. Oh, I get out of this.

Joke: Yeah. And it's also like, what can I do about it? If there's something I can do about it, let's do that. If there's nothing I can do about it, it's fine too.

So. Yeah, exactly. so cool. So where can people find you besides Quebec?

Estée: I'm, all around the web of course. Uh, like I say, I really decide to make all of, uh, my publication on the web in French. it's a. It's it's a really big choice because, it would be possible to me to do it in English, but I prefer to, I not want to say work because it's not the real world, but I, I just realized like the podcast you say, oh, it's in French and that, but it's the reason why, because you have a lot of podcasts, uh, design in English, all around the world.

Yeah. Uh, they have a lot in. French, but in France. Right. And the reality S versus in Canada, in French is not the same. Yeah. So we, we just want to, I want to speak to the French Canadian, first of all, um, that is my niche, uh, and after, but, but if someone just want to. Come speak to me over, you know, I'm very, very big on, , Instagram.

so if you want to come to speak to me just DM, if you speak English or. Yeah, I'm able to, sorry. , I'm, I'm able to write, I'm able to read, I'm able to speak. It's not a problem. I have a lot of English friend whatever in UK in us, or I even have friend in Australia, so it's very okay. But. Just DME. If you want to speak, uh, with me, otherwise it's possible to see what I do, but like I said, it's mostly in French.

I have very fun to make a Franco English tile because I. Yeah. I use some, some words in friends, some well in English when I speak. Yeah, yeah, yeah. Normally, so I do that. I do that on . Uh, I swear, uh, I speak very bad words. Um, Whenever they are French Canadians, where or English wear and I live very well with

Joke: that. it's all good. It's all good.

Estée: So it's possible to go there otherwise on my website, so esteedauphin.com. You will probably write it somewhere in the..

Joke: I will put all the, all the information in the show notes, as they say so pretty. And then, you know, They can find you on Instagram, your website, and any other amazing places where you're hanging out.

Um, and I love that you actually made a, a conscious decision to do the French Canadian first. I was also thinking about what to do. Shall I do it in Dutch? Shall I do it in English? and I'm doing a little bit of both, so mostly it's English, but I also have some Dutch friends and guests coming up, so I'm gonna do like a experience.

All it's so fun. That's okay. So, thank you so much for your time. You're welcome. And it was lovely chatting to you.

Estée: Yes. I'm very happy to see you in, in, in real.

Joke: Oh, in the real world. e-meeting. So cool. Well we will see you soon.

Estée: Yes, we try. Cool. Thank you. You're welcome.