

upwork™

Inhalt

Was ist Upwork?

Services & Werte

Geschäftsmodell

Vor & Nachteile

Sprint durch die Webseite

Was ist Upwork?



Hayden Brown, CEO,
President seit 2020

- Remote Work Plattform
- Vermittelt Jobs von Auftraggebern an Freelancer:innen
- Fusion von Odesk und Elance
(ehemalig wichtigste Freelancer Plattformen)
- Offizieller Launch 17. Juni 2015 in San Fransisco
- 2022:
 - >600Mill. Gewinn
 - >800k aktive Klienten
 - >800 Angestellte in den US
 - >1800 hybride Arbeiter:innen (Home Office oder/ und Office)

Services & Werte

Diversität

— Ausgeglichener Geschlechteranteil,
Unterstützung von Minderheiten

Accessibility

— Kontrastfunktion

Academy

— Events zur Weiterbildung, Vernetzung
— Kurse für z.B. Kundengespräche

Course Preview

Below are examples of the kind of courses available from our education marketplace, click any of the tiles to log in and access the full roster.



How to Get Started with Adobe Photoshop



Learn SQL Basics for Data Science



SEO Tutorial for Beginners

Foundation

— Spenden und Unterstützung für
z.B. Angestellte in der Ukraine, Ärzte ohne Grenzen

Geschäftsmodell

- Konto kostenlos
- Pro Auftrag Service- und Transaktionsgebühren
<500\$: 20%
500-10 000\$: 10%
- 0.99\$ pro Überweisung
- 0.15\$ für Bewerbung (Connects)
- Upwork+ für Unternehmen, keine Service- und Transaktionsgebühren
- Verifizierte Unternehmen zahlen Betrag auf Escrow Konto von UW
- Talent holt sich Gehalt von Escrow Konto von UW

Pros & Cons

+Zugang zu mill. professionellen Unternehmen,
die einen evtl. auch langfristig Jobs anbieten

+Badge System
(Women-Owned Business, New, Skilled)

+Aufbau von umfangreichen Portfolio

+UW stellt Verträge bereit

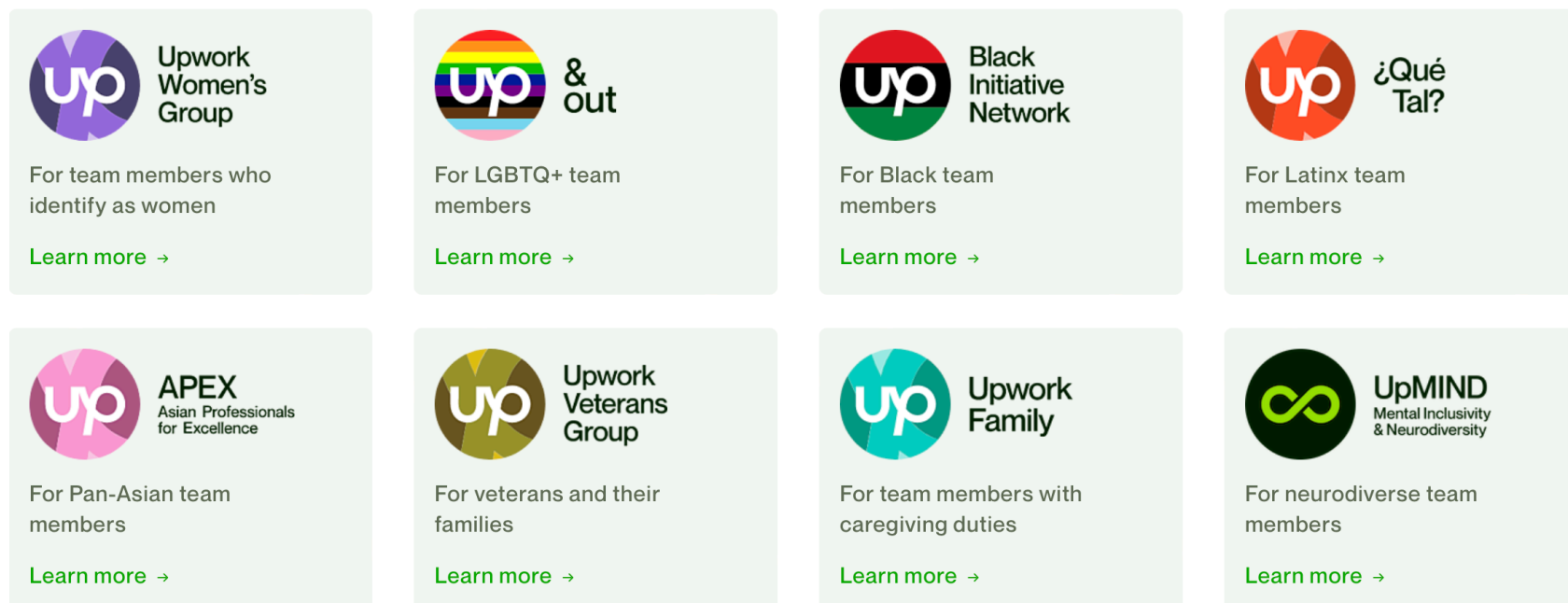
+Weiterbildung möglich

-Überwachung: Je nach dem wie schnell du
antwortest, wie oft du die auf Projekte bewirbst,
rankt dich UW

-Kundenbewertungen können dein Profil
leicht zunichte machen

-Hohe Gebühren

-Auf verifizierte Unternehmen achten,
sonst keine Garantie für Zahlung



Startseite

upwork Find Talent ▼ Find Work ▼ Why Upwork ▼ Enterprise

🔍 Search

Talent ▼

Log in

Sign up

Development & IT AI Services Design & Creative Sales & Marketing Admin & Customer Support More ▼

How work should work

Forget the old rules. You can have the best people.
Right now. Right here.

Get started

Trusted by



Find Talent

upwork

Find Talent ^

Find Work v

Why Upwork v

Enterprise

Q Search

Talent v

Log in

Sign up

Post a job and hire a pro

Talent Marketplace



Browse and buy projects

Project Catalog



Get advice from an industry expert

Consultations



Talent Marketplace™

Learn about working with talent or explore your specific hiring needs.

[Hire on Talent Marketplace](#) →

Development & IT

Design & Creative

Sales & Marketing

Writing & Translation

Admin & Customer Support

Finance & Accounting

HR & Training

Legal

Engineering & Architecture

Hire freelancers

Find Talent

> Post a job and hire a pro



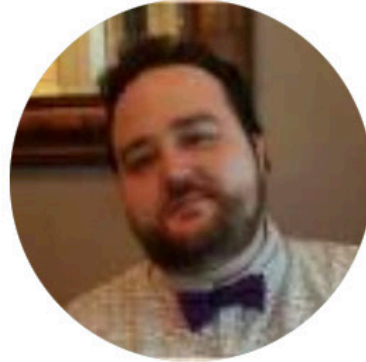

The screenshot displays the Upwork website's navigation and content. At the top left is the Upwork logo. The navigation bar includes 'Find Talent' (with a dropdown arrow), 'Find Work' (with a dropdown arrow), 'Why Upwork' (with a dropdown arrow), and 'Enterprise'. On the right side of the navigation bar, there is a search bar with a magnifying glass icon and the text 'Search', a 'Talent' dropdown menu, a 'Log in' link, and a green 'Sign up' button.

The main content area is divided into three columns. The left column contains three menu items: 'Post a job and hire a pro' with a sub-link 'Talent Marketplace' (circled in green), 'Browse and buy projects' with a sub-link 'Project Catalog', and 'Get advice from an industry expert' with a sub-link 'Consultations'. The middle column features a green horizontal line above the heading 'Talent Marketplace™', followed by the text 'Learn about working with talent or explore your specific hiring needs.' and a green link 'Hire on Talent Marketplace' with a right-pointing arrow. The right column lists various professional categories: 'Development & IT', 'Design & Creative' (circled in green), 'Sales & Marketing', 'Writing & Translation', 'Admin & Customer Support', 'Finance & Accounting', 'HR & Training', 'Legal', 'Engineering & Architecture', and 'Hire freelancers'.

Hand-drawn annotations include a white arrow pointing from the 'Find Talent' dropdown to the 'Post a job and hire a pro' menu item, and a curved white arrow pointing from the 'Hire on Talent Marketplace' link to the 'Design & Creative' category.

Find Talent

> Post a job and hire a pro > Design & Creative > Graphic Designers

<p>\$60/hr</p>  <p>Gina S. Graphic Designer</p> <p>★ 4.8/5 (57 jobs)</p> <p>🏆 Graphic Design</p> <p>Layout Design Logo Design</p> <p>See more</p>	<p>\$145/hr</p>  <p>Kaley B. Graphic Designer</p> <p>★ 4.7/5 (135 jobs)</p> <p>🏆 Graphic Design</p> <p>Google Slides Branding</p> <p>See more</p>	<p>\$30/hr</p>  <p>Shane K. Graphic Designer</p> <p>★ 5.0/5 (38 jobs)</p> <p>🏆 Graphic Design</p> <p>Screenwriting T-Shirt Design</p> <p>See more</p>	<p>\$40/hr</p>  <p>Manuel S. Graphic Designer</p> <p>★ 4.9/5 (138 jobs)</p> <p>🏆 Graphic Design</p> <p>Custom Graphics Web Design</p> <p>See more</p>
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Find Talent

> Browse and buy projects

upwork Find Talent ^ Find Work v Why Upwork v Enterprise

Q Search

Projects v

Log in

Sign up

Post a job and hire a pro

Talent Marketplace

Browse and buy projects

Project Catalog

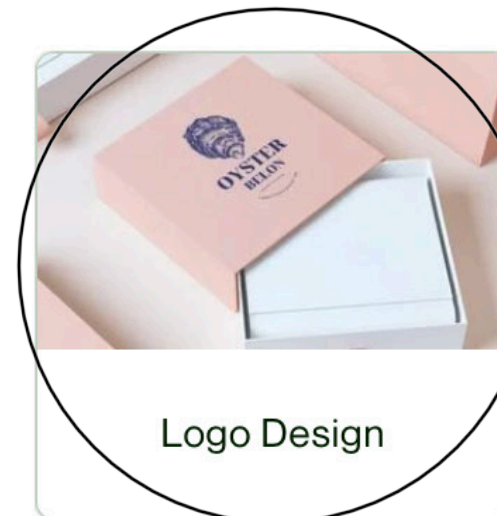
Get advice from an industry expert

Consultations

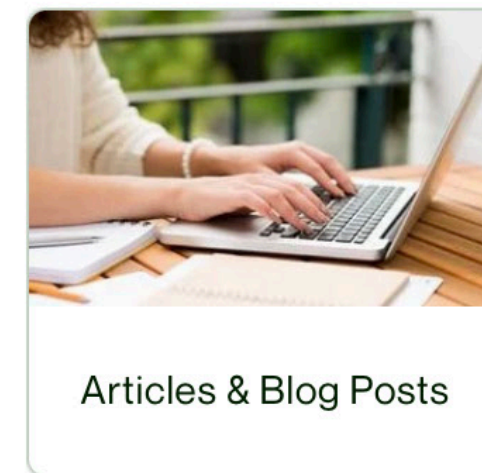
Project Catalog™

Browse and buy projects that have a clear scope and price.

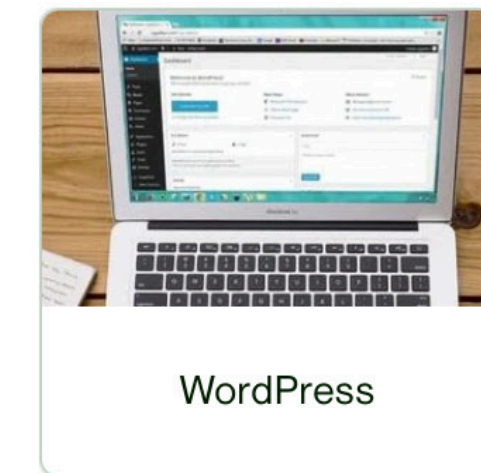
[Browse Project Catalog](#) →



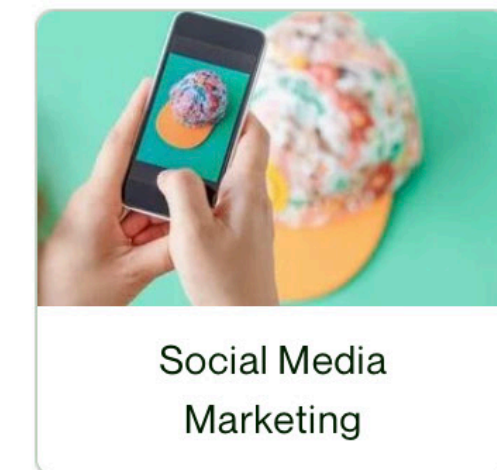
Logo Design



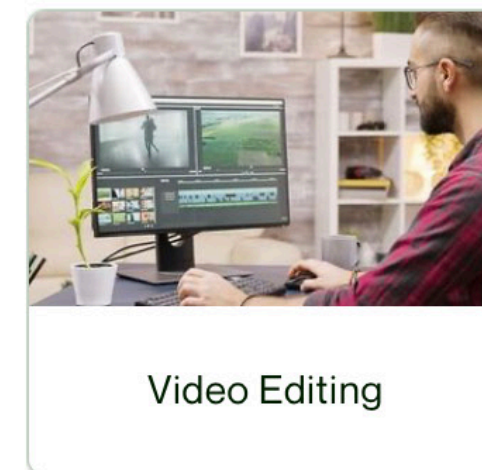
Articles & Blog Posts



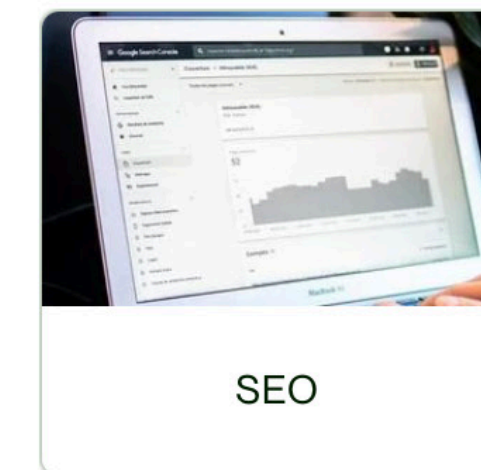
WordPress



Social Media Marketing



Video Editing



SEO

Find Talent

> Browse and buy projects > Logo Design

 **Nirodha P.** 5.0 (300 reviews) TOP RATED PLUS 1 contract in progress



Select service tier Compare tiers

Starter \$25 Standard \$100 Advanced \$150

Delivery Time 1 day

Number of Revisions 3

Number of Initial Concepts 2


Logo Transparency ✓

Vector File ✓

🕒 1 day delivery — Nov 30, 2023
Revisions may occur after this date.

[Continue \(\\$25\)](#)

[Message Nirodha](#)

 **Upwork Payment Protection**
Fund the project upfront. Nirodha gets paid once you are satisfied with the work.

Service Tiers	Starter \$25	Standard \$100	Advanced \$150
Delivery Time	1 day	2 days	3 days
Number of Revisions	3	Unlimited	Unlimited
Number of Initial Concepts	2	3	6
Printable Resolution File	-	✓	✓
Logo Transparency	✓	✓	✓
3D Mockup	-	✓	✓
Source Files	-	✓	✓
Vector File	✓	✓	✓
Social Media Kit	-	-	✓
Stationery Design	-	-	-
Favicon	-	✓	✓
Optional add-ons You can add these on the next page.	Fast Delivery		+\$20 - \$50
	Additional Initial Concept (+ 1 Day)		+\$50
	Stationery Design (+ 1 Day)		+\$100

Find Talent

Get advice from an industry expert

upwork Find Talent ^ Find Work v Why Upwork v Enterprise

Search

Projects v

Log in

Sign up

Post a job and hire a pro

Talent Marketplace

Browse and buy projects

Project Catalog

Get advice from an industry expert

Consultations

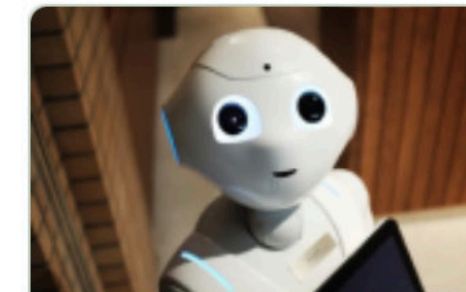
Consultations

Explore what is possible with an industry expert. See their availability and book a time that works for you.

[Explore all categories](#) →



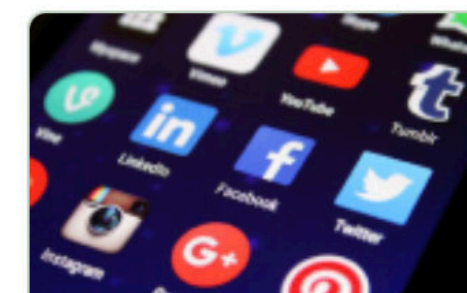
Web Programming



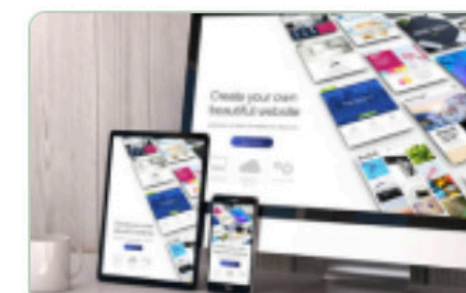
AI & Machine Learning



Marketing Strategy



Social Media Marketing



Website Builders & CMS

Find Work

upwork

Find Talent ▾

Find Work ▲

Why Upwork ▾

Enterprise

🔍 Search

Projects ▾

Log in

Sign up

Ways to earn

Learn why Upwork has the right opportunities for you.

Find work for your skills

Explore the kind of work available in your field.

Win work with ads

Get noticed by the right client.

Great scope.
Upfront price.
No surprises.

Complete your most pressing work with Project Catalog. Browse and buy predefined projects in just a few clicks.

Try "video editing" or "data entry"

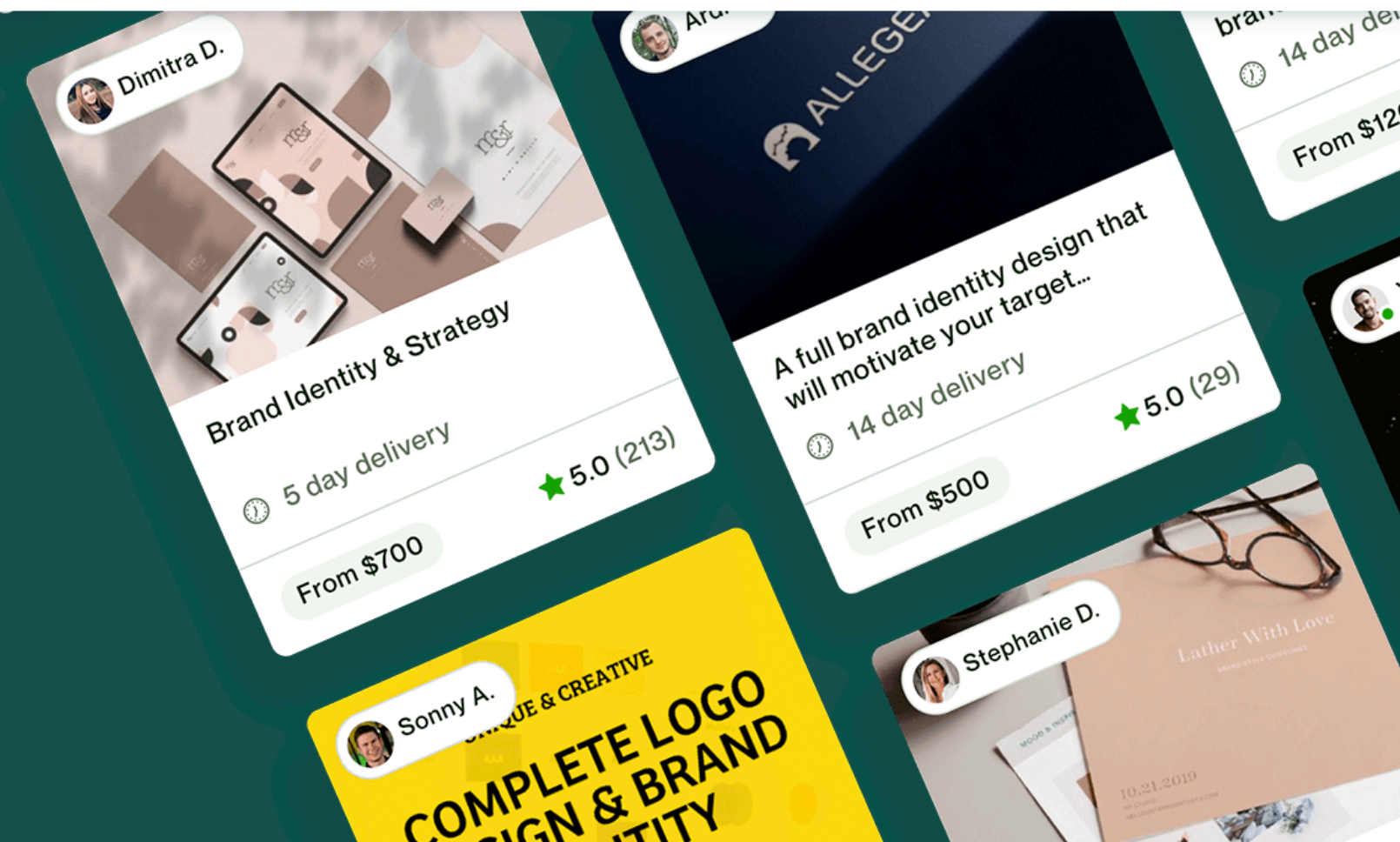


Popular:

🔍 Logo Design

🔍 Articles & Blog Posts

🔍 WordPress



Find Work

> Find work for your skills

Find the best freelance jobs

Browse jobs posted on Upwork, or jump right in and create a free profile to find the work that you love to do.

Find work

▶ Watch a demo

Find freelance jobs /

Type of work

- Any type of work
- Development & IT
- Design & Creative
- Finance & Accounting
- Admin & Customer Support

Explore remote jobs

Try skills like "PHP" or "JavaScript"



0-9

3D Visualizations Freelancer

2D Game Art Freelancer

3D Modeler

3D Printing Expert

3D Rendering Artist

3D Designers & Artist

Find Work

> Find work for your skills > Development & IT > Android Developer Jobs

Bill of Materials App

Hourly - Posted 1 day ago

Less than 30 hrs/week

Hours needed

Intermediate

Experience level

Bill of Materials App Requirements. The app must be mobile and in-purchase The App will navigate new customers to fill-up an access re...

Android Developer

Android Jobs

Layout Design

Java

English

See more

Native Developer - Bluetooth GATT Server Implementation

Local VPN App

New

Hourly - Posted 23 hours ago

Less than 30 hrs/week

Hours needed

Intermediate

Experience level

Looking to build an app like Proxyman and Hodor on IOS. which is basically a local VPN on the iPhone built using local vpn to understand...

Android Developer

Swift

Mobile App Development

Android Jobs

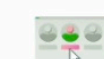
iOS


See more

Mobile app development (expert with the Passion software app

Login

Join as a client or freelancer

 I'm a client, hiring for a project

 I'm a freelancer, looking for work

Create Account

Already have an account? [Log In](#)

Sign up to find work you love

or

Denise Arpogaus

denise.arpogaus@gmx.de

Germany

Send me helpful emails to find rewarding work and job leads.


Yes, I understand and agree to the Upwork Terms of Service, including the User Agreement and Privacy Policy.

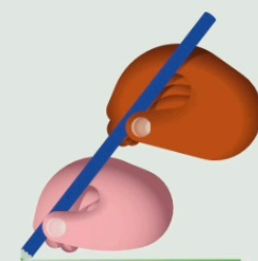
Create my account

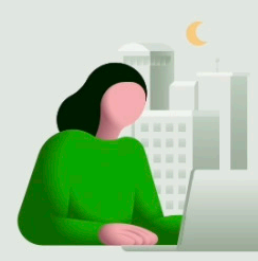
Already have an account? [Log In](#)

1/3 A few quick questions: first, have you freelanced before?

This lets us know how much help to give you along the way. We won't share your answer with anyone else, including potential clients.


 I am brand new to this


 I have some experience


 I am an expert

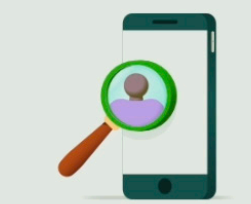
2/3 Got it. What's your biggest goal for freelancing?

Different people come to Upwork for various reasons. We want to highlight the opportunities that fit your goals best while still showing you all the possibilities.

 To earn my main income


 To make money on the side

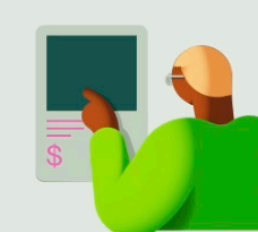
 To get experience, for a full-time

 I don't have a goal in mind yet

3/3 And how would you like to work?

Everybody works in different ways, so we have different ways of helping you win work. You can select multiple preferences now and can always change it later!

 I'd like to find opportunities myself
Clients post jobs on our Talent Marketplace™.

 I'd like to package up my work for clients to buy
Define your service with

Login

2/10

Got it. Now, add a title to tell the world what you do.

It's the very first thing clients see, so make it count. Stand out by describing your expertise in your own words.

Your professional role

Software Engineer | Javascript | iOS

3/10

If you have relevant work experience, add it here.

Freelancers who add their experience are twice as likely to win work. But if you're just starting out you can still create a great profile. Just head on to the next page.



Add experience

4/10

Clients like to know what you know - add your education here.

You don't have to have a degree. Adding any relevant education helps make your profile more visible.



Add education

5/10

Looking good. Next, tell us which languages you speak.

Upwork is global, so clients are often interested to know what languages you speak. English is a must, but do you speak any other languages?

Language

English (all profiles include this)

Proficiency

My level is



+ Add a language

6/10

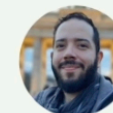
Nearly there! What work are you here to do?

Your skills show clients what you can offer, and help us choose which jobs to recommend to you. Add or remove the ones we've suggested, or start typing to pick more. It's up to you.

[Why choosing carefully matters](#)

Your skills

Enter skills here



7/10

Great. Now write a bio to tell the world about yourself.

Help people get to know you at a glance. What work do you do best? Tell them clearly, using paragraphs or bullet points. You can always edit later; just make sure you proofread now.

Enter your top skills, experiences, and interests. This is one of the first things clients will see on your profile.

Login

8/10

What are the main services you offer?

Choose at least one service that best describes the type of work you do. This helps us match you with clients who need your unique expertise.

Search for a service

Suggested Services

+ Graphic, Editorial & Presentation Design

+ Web & Mobile Design

9/10

Now, let's set your hourly rate.

Clients will see this rate on your profile and in search results once you publish your profile. You can adjust your rate every time you submit a proposal.

Hourly rate

Total amount the client will see.

\$111.11 /hr

Service fee [Learn more](#)

This helps us run the platform and provide services like payment protection and customer support.

-\$11.11 /hr

You'll get

The estimated amount you'll receive after service fees

\$100.00 /hr