

once upon a time

UX PORTFOLIO IN 20 MINUTES

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port·fo·li·o

noun \pôrt'fōlē,ō\

1. A flat case for carrying documents or drawings
2. A set of pieces of creative work collected by someone to display their skills, especially to a potential employer

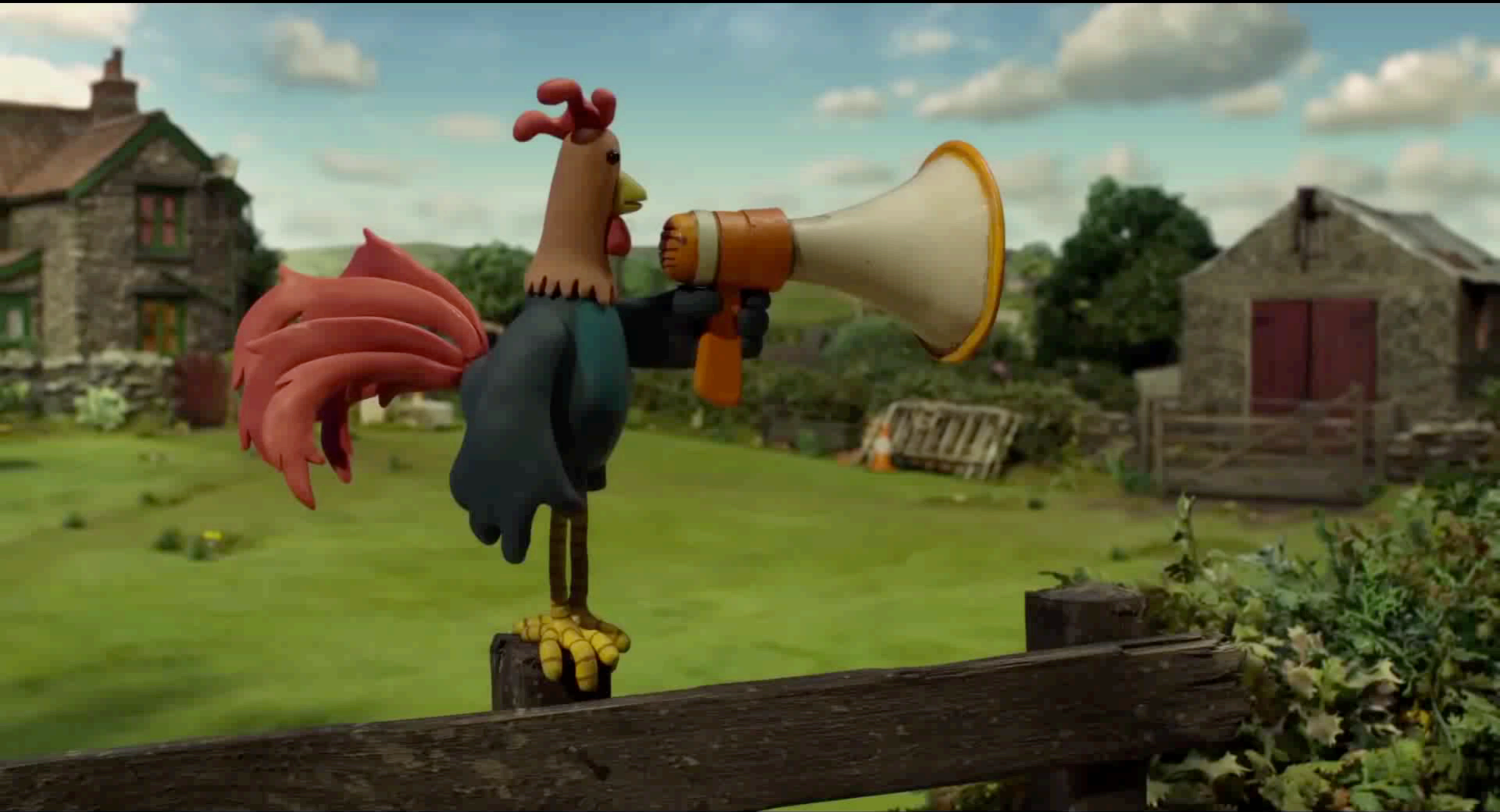
port·fo·li·o

noun \pôrt'fōlē,ō\

1. Storytelling
2. Presentation
3. Personal Branding
4. Interaction Design

A portfolio alone won't get you the job

(or at least very unlikely)



[Shaun the Sheep 2015 movie trailer](#)

(Portfolios are like movie trailers - to draw in the viewers and create interest for more)

Preparation

(Document • Inventory • Curate)

Document

- Take photos of everything
- Scan your work
- Write down your thoughts/notes/process ASAP
- Save everything

Inventory

- Nothing is unworthy
- Organize your content
- Apply good information architecture

Curate

- Pick out 5-7 case studies
- Select only your best work
- No images that are too small/blurry
- Make sure all pieces are contextual

Know who you are
(and who you want to be)

UX Researcher



Research plans
Screeners
Interview scripts
Usability testing reports
Competitive audit

UX Designer



Scenarios
Journey maps
Personas
User flows
Content models
Site maps

IxD Designer



Sketches
Storyboards
Wireframes
Interface design
Prototypes

JUNIOR DESIGNERS

UNDERSTAND

DESIGN

BUILD

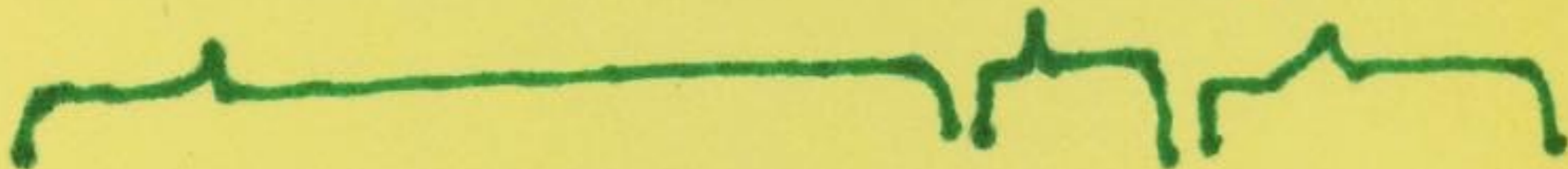


SENIOR DESIGNERS

UNDERSTAND

DESIGN

BUILD



once upon a time

PROBLEM - PROCESS - PRODUCT

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SETUP - STORY - SELL

once upon a time

OPPORTUNITY - OPERATION - OUTCOME



(a bit of a stretch..as I couldn't find a better word that starts with an "o")

Problem / Setup / Opportunity

- A short paragraph describing the problem/opportunity space
- Demonstrate clear understanding of the problem
- Give the readers just enough background information

Process / Story / Steps

- Show tasks, activities, and deliverables
(research, ideation/brainstorming, design, prototypes, test, build)
- Provide concise descriptions with each artifact
- Show the progression and evolution
- Describe your team and your role on the project
- Explain the decisions and approaches
(demonstrate your thinking)

Product / Sell / Outcome

- Show the final result, your “masterpiece”
- Demonstrate and explain the payoff
- Circle back to the original problem space

Design principles

- Great typography
- Good use of white space
- Clear and concise
- Easy to navigate
- Apply good design sense (layout, colors, etc.)
- Don't overdesign
- Focus on the content instead of the container
- Check spelling and grammar!!

Common challenges

(for students and recent grads)

Student projects

- It is fine to show student projects
- Demonstrate understanding of constraints (business/design/system/technology)
- Replace student projects with “real life” projects ASAP

Lost or missing artifacts / deliverables

- Recreate the artifacts but be truthful

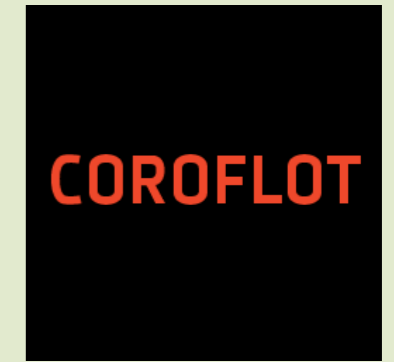
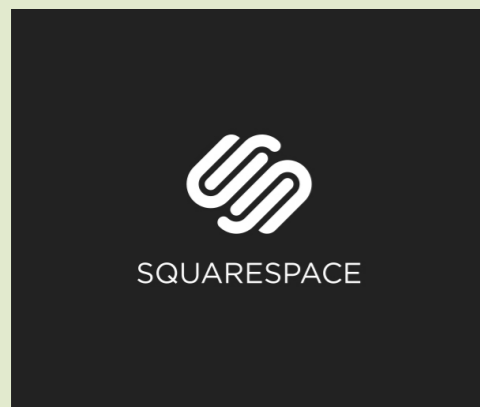
Not enough projects to showcase

- Look for opportunities and problems around you
- Work on side projects

<http://franciscortez.com/design-sprint/>

<https://medium.com/@rokaiam/piazza-redesign-f8f61b3ad390>

“I can’t code”



Portfolio examples

Portfolio example

(<http://jedmund.com/made/strand>)

- Excellent walk-through of the projects showing different stages of the design process
- Concise introduction to frame up the design challenge/opportunity
- Good and short description with each deliverable/artifact screenshot (with annotations)
- Explains the payoff in the conclusion paragraph
- Good visual design
- The micro-navigation/control can be easily missed however

Portfolio example

(<https://www.behance.net/gallery/19148623/Amazon-Fire-TV-Movie-Detail-Page>)

- Concise introduction to frame up the design challenge/opportunity
- Excellent walk-through of the projects showing different stages of the design process
- The placement of the descriptions for the deliverables could be confusing (as you scroll downward, it can be hard to tell if the description goes with the screenshot above or below it)

Portfolio example

(<http://simonpan.com/work/independent-living-centre-nsw-case-study/>)

- Concise project overview and designer's role on the project team
- Excellent walk-through of the projects showing different stages of the design process and the corresponding deliverables
- Explains the payoff in the conclusion paragraph
- The 8-minute estimated reading time, while great for setting the readers' expectation, may overwhelm the portfolio reviewers (who are spending 10-15 seconds on each project) and deter them from reading through the project

Portfolio example

(<https://www.yumpu.com/en/document/view/12330348/this-is-my-portfolio-brynn-evans>)

- Excellent walk-through of the projects showing different stages of the design process and the corresponding deliverables
- Artifact/deliverable screenshots are well annotated
- Good identification of the problem space, research insights, design principles, and solutions

Portfolio example

(<http://www.helloimcody.com/>)

- Excellent visual design (great use of typography, images, layout, and colors)
- Great interaction design
- Projects showcased can benefit from having more detailed descriptions and walk-through of the design process

Resources & references

- [How to Tell Your UX Story](#)
- [The Quest for the Ultimate UX Portfolio](#)
- [The UX Portfolio: An Action-Oriented Presentation to Get You Past Portfolio Creator's Block](#)
- [Portfolios Matter: Building the Portfolio to Win the Job](#)
- [The Portfolio Handbook](#)
- [Creating Professional Portfolios and Presentations](#)
- [Hiring a designer: how to review portfolios](#)
- [6 Steps to Creating a Knockout Online Portfolio](#)
- [UX Portfolio Workshop](#)
- [Book] [Flaunt: Designing Effective, Compelling and Memorable Portfolios of Creative Work](#)
- [Book] [How to Create a Portfolio and Get Hired](#)
- [Book] [Creating Your Digital Portfolio: The Essential Guide to Showcasing Your Design Work Online](#)

Thank you

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