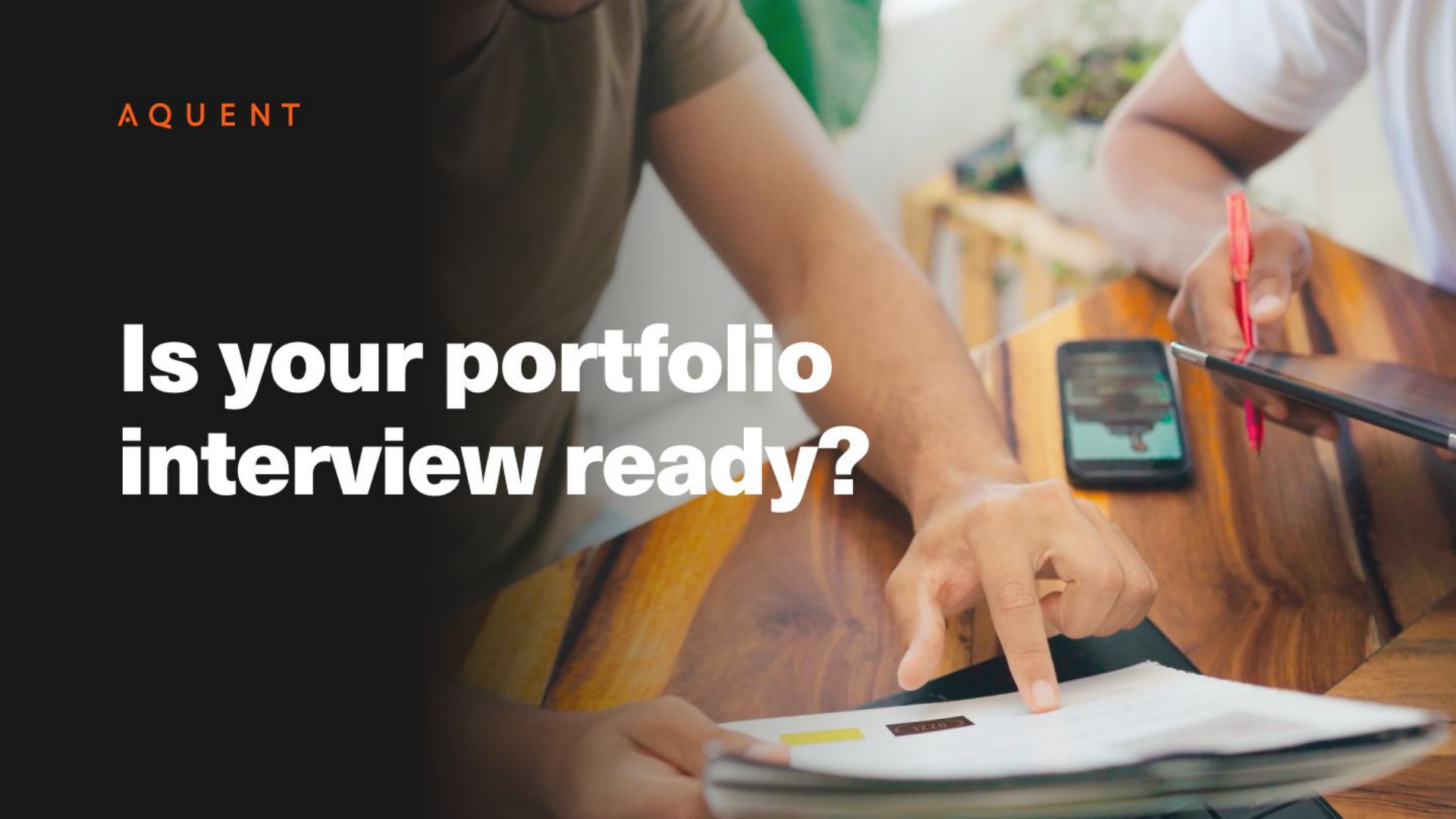


AQUENT

**Is your portfolio
interview ready?**



What is a portfolio?

A portfolio is a collection of your best project work. The goal of your portfolio is to demonstrate your skills and abilities as a designer. It tells the story of who you are and what you do, how you do it, and the value you can bring to a company or client.

A portfolio usually takes the form of a website, especially if you're a digital/UI/UX Designer. We strongly recommend creating your own website with a dedicated domain. Many visual designers also showcase their work on sites like Dribbble and Behance, but we suggest using a site that allows you to add written context for your projects.

In some instances, you might present your portfolio (or parts of it) as a PDF or a presentation deck.



What to include?

1. A home page

This is usually the first page people see when they get to your website. Your portfolio home page should include a concise yet powerful “elevator pitch”. This is a short statement that clearly communicates who you are and what you do.

2. An “About Me” page

This is where you delve deeper into who you are, what you do, and how your personal and professional experiences have helped to shape your design practice. Think of this page as a combination of your professional CV and your personal history.

3. Your work

This should be a curated collection of your work representing your design ability for your specific field. You’ll want to choose a minimum of 3-4 projects, making sure any deliverables are pixel-perfect and you include a brief description of your design process.

4. Your contact details, links to social media profiles & resume

Once you’ve impressed recruiters or hiring managers with your portfolio, you want them to be able to contact you and have access to your CV.

UX design portfolio checklist

- ☒ Homepage
- ☒ Case studies
- ☒ Introduction
- ☒ Contact details
- ☒ Resume



What to include?

For each project in your portfolio, you want to include:

1. Title

The title should outline the name of the project and client.

2. Creative process

The creative process contains the meat and potatoes of your project and should outline your project objectives, the team you worked with, your individual contributions and design decisions.

3. Showcase outcomes and deliverables

This is where you get to show off your final work. Include high-quality images of the key pieces of your final designs. Depending on your creative field, you may want to include some sketches, wireframes or prototypes showing off your workflow.



What to include?

Tools and software

Design tools are the digital tools, software, and platforms that creatives use throughout their process to help research, create, test or publish their work and create functional websites, apps, and products.

You can mention specific tools you've used within each project description to give the recruiter/manager reviewing your portfolio an idea of what you're capable of using. This could be concepting in Figma, video editing in Premiere Pro, character sculpting in Blender, or frontend development in Wordpress.



Figma



Sketch



Key Portfolio Tips

Create a portfolio!

As a creative, your portfolio is just as important as your CV. We strongly recommend creating a digital portfolio, even if you're predominantly working in print. If you're creating a PDF portfolio, ensure the layout is structured, clearly introducing each project and stick to a consistent format.

Curate for the job you want

You should only show your best work in your portfolio making sure you only show the kind of work that you want to get hired to create.

Keep it clean

Make sure your work is easy to view, pages are easy to navigate, and present each project consistently.

Talk about your creative process

Include brief descriptions of your journey from creation to completion so the recruiter/manager has an understanding of how you work.

Keep your portfolio up to date

Update your portfolio regularly with new pieces of stand-out work. Remember to remove any old projects and make sure that all links are working.

Portfolio Builders

Squarespace
Adobe Portfolio
Webflow
Wix
Cargo
Framer
Dunked
Format
WordPress
Behance

Portfolio Review Interview Advice

Know your portfolio inside & out

Go through the projects in your portfolio and use the STAR (Situation, Task, Action, Result) method to write brief notes about each project so it's easier to talk through in an interview. Remember to highlight your individual responsibilities.

Pick relevant projects

In an interview you want to highlight the most relevant projects related to the job description. Pick 2-3 projects that you can talk about in-depth. Note: if the project is for campaign materials, don't talk about work for web design.

Extra work?

If you have relevant projects that aren't included in your portfolio, have them ready to show, either via screen share for virtual interviews, or by taking a tablet or printed portfolio with you to in-person interviews.

Remember to hide any tabs or screens that you don't want the interviewer to see!



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