

# UX Portfolio Tips

## 1 Introduce yourself

Employers will want to know who you are, and if people (the team and your clients) are going to get along with you. They also want to know what makes you different to everyone else.

- Share what you think (e.g. what conference talks you've given, blog posts you have written)
- Share what others think of working with you (e.g. quotes, LinkedIn references)
- Describe what kind of User Experience person you are
- Describe your journey (e.g. education and work experience)

## 2 Demonstrate your working

It's like maths, where often the working out is as important as the result

Use photographs, text, diagrams, and even videos of:

- What's in your sketchbook
- How you run workshops
- How you conducted research
- How you tackle a challenge, from brief to detail design

## 3 Share your project experience

Your work can only be evaluated within its context. Use clear and structured case studies that

- Describe the explicit and latent challenges (brief, what your research or analysis uncovered)
- Communicate the context (timelines, scope, your role) of the project you were involved in
- Describe the process you went through
- Illustrate the sort of skills you used and the outputs you created
- Communicate the outcomes of the project as a result of your involvement (e.g. increased revenue, happier customers)

## Structure with a clear journey and strong narrative

Work out a clear structure, and try to stick to it throughout

- Decide if you are going to extract key skills and examples, or undertake a (reverse) chronological approach to showing case studies
- Consider including interstitial contents pages to break up the sections
- Be reductive and take things out of your shared version (you can always have a fuller set for the interview and for you to navigate around)
- Design it for skim reading - people aren't going to read your portfolio in detail

## Don't let the medium or the design get in the way

Use a format that is appropriate to your audience and their context. They may be viewing offline, in a hurry, amongst tens of others.

- Create a shorter teaser pdf for distribution
- Create a longer pdf document that goes into more depth and can be used in an interview, or sent ahead if you are happy to share so much
- Consider a cv that brings in diagrams, photographs and extra project info
- Think twice about creating a website for your work. Ask yourself: will it hinder access to your content?
- Don't just share a bunch of deliverables in a zip file or on a file sharing site
- Use a folder structure on your computer for the interview, but make sure you know your way around it – recruiters hate just sitting there while you nervously try to find your way around your hard disk

Unless you are a good graphic designer, it is best to keep your design clear and restrained.

- Use a simple template throughout
- Give your text room to breathe, and don't use too much
- Make sure images can be seen once pdfed. Crop images to focus the eye

## Keep it real

Keep it as honest and personal as possible. Be true to yourself and accentuate what you like doing most.

Don't lie. There is a chance that we might know someone who has worked with you, or we have seen the work you have presented before – it's a small industry.