

# Your Portfolio, Your North Star ✨

Your brand and the visual representation of your work.

# First Impression

- Employers look through 5 to 30+ portfolios when hiring
- Within 5 seconds they can see the type of visual craftsmanship
- This means:
  - A clear hierarchy of information
  - Site needs to be simple and aesthetically pleasing
  - The typography needs to be appropriate & readable
- Not a designer? That's ok!
  - Find a template
  - Own the template
  - Better to use a template than attempt to be a designer and fail

# Content of your Work

- 3 -5 projects
- Should be your best work and the best parts of your work
- Present it like a project/work not an assignment
- If it doesn't exist in the real world you can say it was a "concept"
- Try and have at least one freelance or real world project
- Your work should be a mix of what you have done and what you want to do ✨
- Don't present anything you aren't proud of
  - Own it or don't show it
- A quick scan will allow the reader to get a sense of your ability

# Display of your Work

- Show details and big picture
  - Showcase your ability to craft both
- Can the reader understand the context of your work?
  - Mobile work? Show it on a device
  - Teamwork? Show what you built and own it
  - Proud of the code? Show it
- Concept
  - It's better to be good than original
  - Clever is great but can be really hard to pull off

# Your Story

- Be able to tell it BOTH in your work and about yourself
  - Your work tells a story of your journey
- About/bio section
  - Tell a bit about yourself but keep it brief enough to scan
  - Have a professional/appropriate/character exhibiting photo of yourself

# Contact Info

- How do they reach you at all points on your portfolio?
  - Fixed navigation
- Phone
- Email
- Social Media
  - Twitter
  - LinkedIn
  - GitHub
  - Blog?
  - Instagram?
  - Pinterest?
  - Dribbble?

# Have a North Star ✨

Know what you want to do and craft your portfolio for that.

# Portfolios of all kinds

- <http://venelrene.github.io/>
- <http://tayloracox.com/>
- <http://kjswartz.github.io/>
- <https://gstark.com/>
- <http://www.staceyatkinson.com/>
- <https://www.madebyeno.com/>
- <http://ainsleywagoner.com/>



# Resources

- Typography
  - <http://practice.typekit.com/>
- Templates
  - <https://pages.github.com/>
- Social Development Environment for FE designers and devs
  - <https://codepen.io/>
- Online community for user-made artwork
  - <https://dribbble.com/>
- \*Source: Samantha Warren
  - <http://samanthatoy.com/>

**Questions?**

