"A Great Portfolio Isn't A Collection Of Deliverables"

— Jared Spool

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▶   Specify your accomplishments

▶ Set the context - talk about the project goals and purpose

▶ Process - how did you come up with the personas, wireframes, visual design

▶ Lessons Learned - during project and after

▶ Constraints - what hurdles did you deal with?

▶ Test your portfolio - it's a product. Put it in front of a hiring manager for their opinion.

UX the **** Out of Your Portfolio

1. Portfolio Goals
2. Context
3. Audience
4. Content
5. Case Study Checklist
6. Prototype
7. Brand/Visual Design
8. Test It

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A great front-end design and dev portfolio recognizes the diverse needs of its audience. Collaborating with colleagues requires strong visual communication and an understanding of how multidisciplinary teams work together. Those reviewing your portfolio want to see the examples that show your solutions and the process you used to get there.

Case Study Checklist

- ☐ Project Overview
- ☐ Link to site / app (if available)
- ☐ Your role on team
- ☐ Problem Statement
- ☐ Users and Customers (Personas)
- ☐ Client Goals & Constraints
- ☐ Narrated Process with Deliverables (e.g., wireframes, mock-ups, prototype)
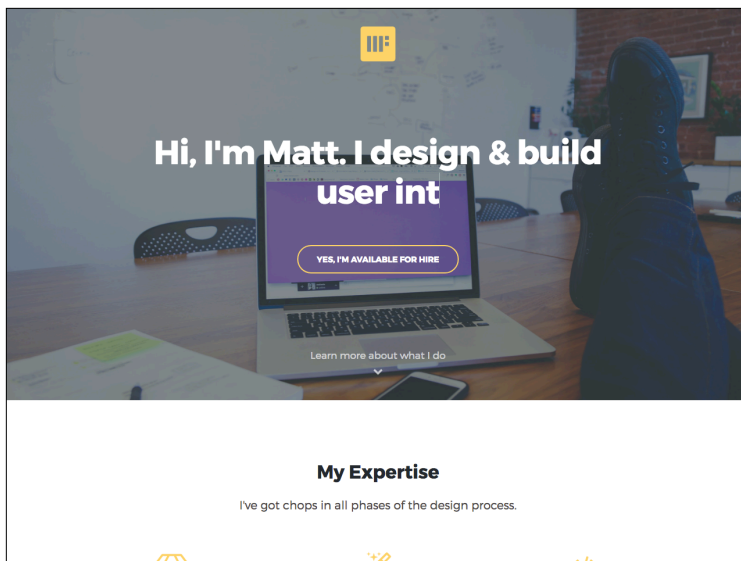- ☐ Lessons Learned

Melanie Daveid, from Austria living in Berlin.

I like the way she tells the story and lays out the pages but do NOT like the zooming animation. The purpose of a Product Designer portfolio is to demonstrate the process you used to get there, not the cool animations you learned to code. Plus the animations are distracting and the user forgets where they are. BUT I like the flow of her case studies.
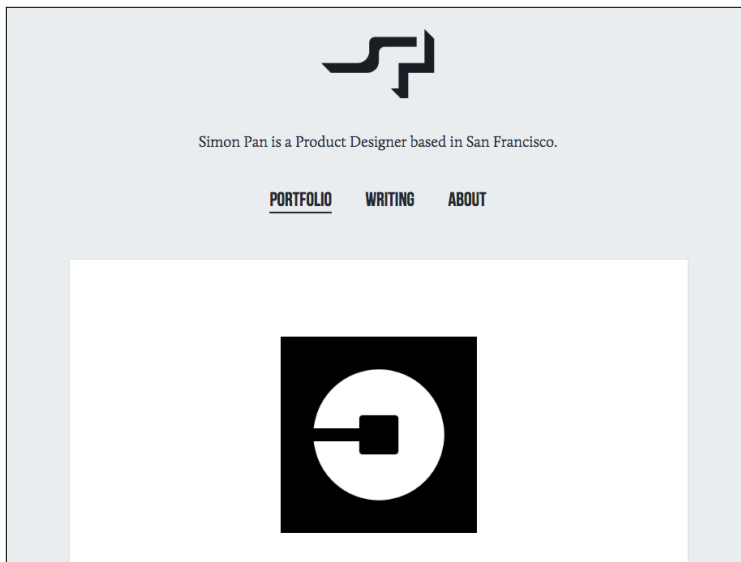
Simon Pan, from Australia living in Oakland.

Great case studies to learn from. A little long for a hire-me portfolio. If a person is hiring, then they are most likely in a hurry so too much text does not impress them, it makes your portfolio look like more work for them. That said, Simon is a good story-teller, so the writing is well done.

Matt Farley, Canada.

Simple and straightforward.

Simon Pan, from Australia living in Oakland.

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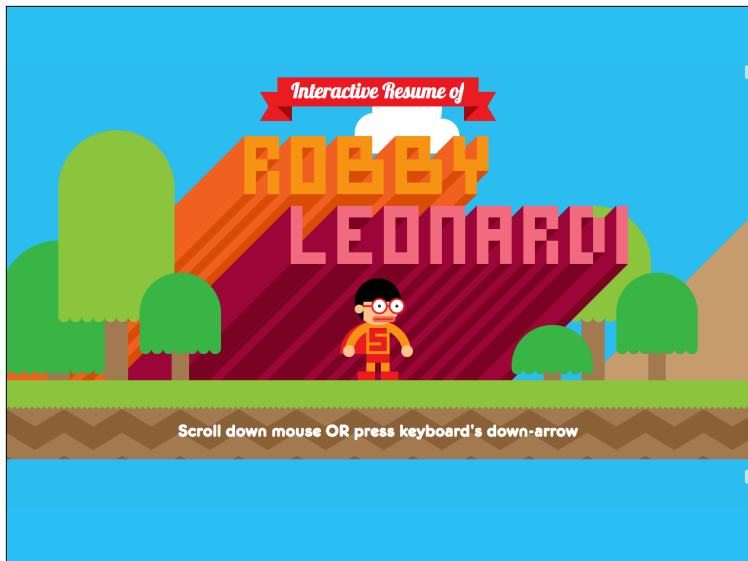
Beahvior Design, NYC Agency.

Easy to read, consistent flow. Easy to maintain.

Robby Leonardi, NYC.

SO Impressive for originality. Nightmare for usability as a resume.