The “must-haves” for your portfolio are listed below. Some of them are more concrete than others, but they’re all important for creating a holistic website to demonstrate your abilities as a UX designer.

* A splash/welcome page
* Your brand identity
* A tone of voice consistent with your personal brand
* At least three case studies, including
  + Your role on the team
  + The product’s goal
  + The research
  + The users
  + Design architecture
  + Wireframes (or sketches)
  + User testing details
  + Mockups
  + Prototypes
  + Final polished designs
  + Results and Outcomes
* Lots of images, including a mobile and web-based versions of the product, if applicable
* No more text than necessary
* A dynamic layout
* Links to extra information like research or reports, if applicable
* Clear navigation
* Link to your resume
* Your contact information