

# PORTFOLIOS

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# **WHAT ARE WE COVERING TODAY?**

- Purpose of a portfolio
- How to get started
- Tips
- Q&A

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# **PURPOSE OF A PORTFOLIO**

# **WHY A PORTFOLIO**

- You're goal is to entice someone to interview you without speaking with them.
- A Portfolio Website is now standard and it should be an extension of your resume and LinkedIn - they should all reinforce each other

# **WHAT DOES A PORTFOLIO DO**

Explains to the employer:

- Who you are
- What you do
- What you have done
- What you are capable of

# WHAT EXACTLY DO YOU INCLUDE IN A PORTFOLIO

1. Homepage with tagline - brief, unique and clear e.g. I'm a Sydney based full-stack web developer
2. About page - make the reader bond with you and maybe include photo
3. Projects - detail any steps, briefs, tools, screenshots, link to live project and code
4. Resume – could be either downloadable pdf or same info as resume
5. Contact – phone, email, links to social profiles

## OPTIONAL

1. Client testimonials/ recommendations (maybe later down the line)
2. Blog tutorials, problem solving techniques, your journey

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# **GETTING STARTED**

# PREPARATION

- Who is your audience?
- What are you trying to communicate?
- Competitor analysis.
- Gather content.
- Brand consistency



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# IDENTIFY YOUR AUDIENCE

- Tech Director/Manager
- Recruiter
- Start up
- Agency
- Enterprise

# WHAT ARE YOU COMMUNICATING?

- Skills – what you know and what you're learning next
- Why should you hire me – because I'm great!
- What is your objective: Full time/Contract work, Front end/full stack

# COMPETITOR ANALYSIS

- What are others doing?
- Review & critique to learn from others.
- Take from as many as you can.
- Remember to look “through” the aesthetics – it is not all about design, it’s about creating a story

# BRAND CONSISTENCY

- Language, tone & imagery should be consistent across all online profiles:
  - GitHub
  - Blogs
  - Portfolio
  - LinkedIn
  - Facebook
  - Twitter
  - Stack Overflow

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**TIPS**

# TIPS TO KEEP IN MIND

- Keep the website design simple:
  - Make the content easy to access.
  - Keep the navigation simple.
- Be unique:
  - Personalise your “about” page to tell your story, not just list your past jobs.
- Be Human:
  - Make your bio approachable and maybe round your story out with some personal trivia. Have any hobbies, guilty pleasures or interests you obsess about?

# EXAMPLES

- <http://scoutski.github.io/>
- <http://charliegerard.github.io/>
- <http://http://shennah.com/>
- <http://gwyneplaine.github.io/portfolio/>
- <http://rirachoi.github.io/>

# Q&A

Thank you!