1. You are working on your design portfolio. You choose to include case studies that highlight your skills in the UX design field. Who is likely to review this in your job search?

1 / 1 point

- ○ Potential users
- ○ Social media connections
- ○ Stakeholders and SMEs
- ◉ Hiring managers

✓ Correct

2. Fill in the blank: Website builders feature _____ to help designers build a personalized online portfolio easily.

1 / 1 point

- ○ HTML code
- ◉ WYSIWYG editors
- ○ CSS code

✓ Correct

3. How might a non-disclosure agreement affect a designer's portfolio?

1 / 1 point

- ○ They help designers display their designs.
- ◉ They help designers avoid sharing sensitive information.
- ○ They help designers demonstrate their design process.

✓ Correct

4. Personal branding is essential to demonstrating a designer's values, unique skills, and personality. What are the benefits of creating a personal brand? Select all that apply.

1 / 1 point

- ☑ A personal brand can help you match with companies that share your values.

✓ Correct

- ☑ A personal brand allows recruiters and potential employers to understand who you are, and learn about your passions and your strengths.

✓ Correct

- [ ] A personal brand allows you to blend in with the rest of the design community.
- [x] A personal brand helps you stand out from the crowd.

✓ Correct

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5. How can a designer reinforce their professional presence online? — 1 / 1 point

- ( ) Post exclusive content on their preferred social media platform.
- ( ) Post personal opinions about non-industry subjects.
- ( ) Curate a company's statement that reflects their brand and work.
- (•) Keep their design style, professional photos, and personal brand consistent across platforms.

✓ Correct

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6. A UX designer is sending connection requests to other designers they know and recruiters in the UX industry. What is something they should always do? — 1 / 1 point

- ( ) Request connections with as many people as possible at interesting companies.
- (•) Personalize the messages and connection requests they send.
- ( ) Only send messages and connection requests to people they do not know.
- ( ) Only connect with family and friends.

✓ Correct

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7. Identify websites that feature a job board to assist designers in procuring their next job or project. Select all that apply. — 1 / 1 point

- [ ] Medium
- [x] LinkedIn

✓ Correct

- [x] Dribbble

✓ Correct

- [x] Behance

✓ Correct

8. A designer is interested in updating their existing online profiles as they start a job search. What is one of the first things they should do as they develop their online presence?

1 / 1 point

○ Create new accounts that are geared towards their career.

○ Ask their friends and family to leave helpful comments.

○ Remove personal photos from their social media presence.

◉ Do a Google Search on their name and review the results.

✓ Correct

9. A design team wants to gather feedback on some fun design experiments they've been exploring in-house. What online community would be a good place to do that?

1 / 1 point

◉ Dribbble

○ LinkedIn

○ Medium

○ Twitter

✓ Correct

10. Personal branding should be platform-specific.

1 / 1 point

○ True

◉ False

✓ Correct

11. A designer is deciding how to describe their work in their online portfolio. Should they include technical language and buzzwords, since the target audience includes people from the UX design industry?

1 / 1 point

○ Sometimes. They should use technical language if they can do so confidently, but conversational language if they are inexperienced.

○ Yes. They should write content that appeals only to industry professionals, recruiters, and hiring managers.

◉ No. They should write content that is friendly, conversational, and aligns with their personal brand.

✓ Correct

12. Identify a tip a designer should consider when creating descriptions for their website. 1 / 1 point

○ Include complex depictions of projects
○ Use complicated language
● Inject personality
○ Add jargon

✓ Correct