Activity Exemplar: Finalize your UX portfolio for job applications

⭐ Exemplar

Here is a completed exemplar along with an explanation of how the exemplar fulfills the expectations for the previous activity.

For this exemplar, consider the following example job posting:

All41 Inc. seeks a UX Designer to support a current project! This person will help our team envision and design a website as a platform for public engagement. All work will be completed remotely.

Project Overview: *The goal of this project is to envision, design, and implement an accountability platform that supports anti-racism across Boise's arts and culture sector.*

This role includes:

- *Website visual design (i.e., building and iterating actual screen mockups)*
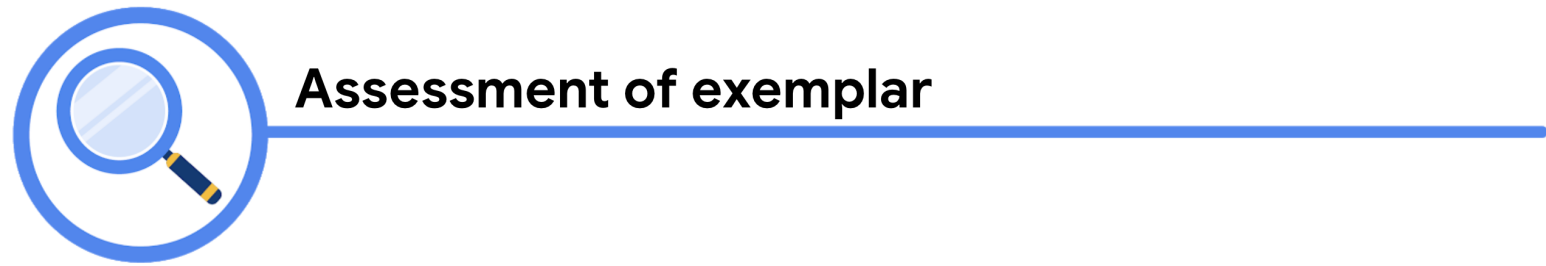- *Site maps, UX flows, and wireframes*

Project Deliverables:

- *A research presentation on the landscape of digital tools for public engagement that gives the team ideas and recommendations for how to proceed with design (a competitive audit)*
- *A site map that depicts all pages and content blocks*
- *2-3 rounds of wireframes or interactive prototypes, iterated upon through user feedback sessions for each stage of the site*
- *Final page designs with styles applied and prepared for handoff to developers*

The job described here is similar to the small business and generalist roles defined in the activity above. It calls for someone who understands the process of UX design from the research stage to the final hand-off to developers. Being able to tell a compelling user story would benefit an applicant.

The following portfolio site is nicely tailored for this type of job: <u>Shabnam: User Experience Designer</u> ↗.

First of all, this portfolio checks all the boxes in our UX Designer Portfolio Checklist! As you navigate from this designer's splash page and explore their case studies, their project experience exhibits the understanding of a full UX design process as called for in the job description. The designer also demonstrates experience with projects oriented toward social good, like the project being advertised! Here is a case study from the exemplar portfolio: <u>Social Interaction Design for Young Addicts</u> ↗.

🔍 Assessment of exemplar

The exemplar portfolio linked here has all the elements that would appeal to the organization that posted the job description above. This portfolio addresses each essential point for a well-designed portfolio:

- It includes all the essential must-haves in the UX Design Portfolio Checklist.
- It demonstrates attributes in the role description like a previous project working for social good and specific deliverables that the project will require.
- Its structure addresses the hiring audience by acknowledging that the role requires a generalist who can take a project from start to finish.

Now compare the exemplar above to your completed deliverable. Self assess what you've done using each of the criteria used here to evaluate the exemplar. What did you do well? Where can you improve? Take this feedback with you as you continue to progress through the course.

Mark as completed

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