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Activity introduction

The design choices you make as you build your portfolio website communicate your identity as a designer. You want to be thoughtful about these choices and ensure that your portfolio website speaks to your target audience. That audience is potential employers, and they will evaluate whether your skills and style are a good fit for their projects.

This activity will help you think about the types of positions you'd enjoy or organizations you'd like to work for so that you can start refining your portfolio to showcase your skills. You'll then update your portfolio to highlight skills relevant to a sample role you are interested in applying for.

After completing this activity, you'll have the opportunity to compare your work to a completed exemplar.



Step-by-step instructions

Step 1: Reflecting on your work

A portfolio is the first step of many touchpoints you'll have throughout the interview process. This is a showcase of your best work, your personal design process, and a chance to share your unique design perspective. You just need to include enough information so that an employer will want to interview you. Editing during this process is very important. You don't need to include everything you've ever done.

The order is important, so put your best work first. The order that you worked on projects doesn't matter. You'll likely be hired for jobs similar to what's on your portfolio, so make sure you represent the type of work you like to do.

Step 2: Choose a role you are interested in applying for

The job of a UX designer varies depending on where you work. In this course, you've learned a variety of skills that your UX design job may require. You might lead research efforts on potential users or move forward with the results of a completed research study. You might be creating wireframes from scratch or tasked with adding motion to completed prototypes. Each company and job has different needs. Your portfolio should reflect your ability to complete the required tasks for the job you want.

Design for the job you want: generalist vs. specialist

When developing your portfolio, you need to understand the type of UX design job you'd like to pursue. For example, if you have your heart set on becoming a UX Researcher, you'll need to demonstrate those skills on your website and search for the type of company that has that type of role. If you don't have much research experience, you'll want to build something for your portfolio to demonstrate your knowledge of the subject. Similarly, suppose you plan to apply for a job at a small business where you might need to be a generalist or an all-around UX designer. In that case, you'll need to show that you understand the process of UX design from the research stage to the final handoff to the engineers.

Depending on the types of job you are interested in, your portfolio could demonstrate that you will be able to:

Conduct research

Define a problem in the market

Understand and evaluate user needs

Empathize with users

Create the wireframes

Ideate and build the prototype

Conduct a usability study

Convert usability insights into product updates

For each of your projects, be clear about how you led or contributed to the process so a recruiter can understand your involvement and ask you follow-up questions.

Step 3: Start with the basics of your portfolio

Even though you want to tailor your portfolio for the particular type of role you are interested in applying for, there is some information you'll always want to include in your portfolio. We have distilled some common UX elements into a checklist. This list is important for creating a holistic portfolio website to demonstrate your abilities as a UX designer. You may choose to tailor what you include.

To use the template for this course item, click the link below and select "Use Template."

Link to template: [UX designer portfolio checklist](#)^[↗].

OR

If you don't have a Google account, you can download the template directly from the attachment below.

 [Google UX Design Certificate - UX Designer Portfolio Checklist \[Template\]](#)
[DOCX File](#)



UX designer portfolio checklist

- ☐ Splash/welcome page
- ☐ Brand identity
- ☐ Consistent tone of voice
- ☐ 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
 - ☐ Mockups
 - ☐ Prototypes
 - ☐ Final polished designs
 - ☐ Conclusion
- ☐ Lots of images, including a mobile and web-based version of the product, if applicable
- ☐ A little text
- ☐ Dynamic layout
- ☐ Links to extra information (like research or reports), if necessary
- ☐ Clear navigation
- ☐ Resume (linked out)
- ☐ Contact information

Go through the checklist and make sure your portfolio website includes this must-have information!

Step 4: Tailor your portfolio for your audience

Freelancing for project-based work as a generalist designer

If your dream is to be a freelance designer and choose your own projects, your website and portfolio will need to attract clients, demonstrate your knowledge of UX design, provide contact information.

The audience viewing your website might range from those who do not know UX design to those who are very familiar with it. Because you need to appeal to a broad audience, you'll want to limit your use of technical jargon or complicated explanations in your case studies. However, every audience can appreciate a compelling story: the user's journey from defining the problem, to addressing the problem with your designs, to the product's ultimate solution. For a role in freelancing or small business, focus your case studies on these elements. Whether freelancing or working at a small company, it's more likely that you'll run a project from start to finish- you might even be the sole UX designer. Read the job description carefully and make sure both you and the interviewer know exactly what the role entails. Working for large companies and agencies as a specialist

On the other hand, if you plan to apply for a position at a large company, your audience will likely be hiring managers and recruiters who are familiar with UX design specifics. They're going to know what to search for in your case studies, including whether you followed accessibility standards and implemented usability study feedback in a way that clearly understands your user.

When you interview for a job at a larger company, you'll likely explain your portfolio during the interview. So, you'll need to make sure your website is easy to present. If moving through your portfolio while talking feels clunky, consider ways to revise the structure to make it flow more naturally.

When applying to work for a larger company, you're more likely to find yourself on a team with other designers. You might work with researchers and visual designers—it will be essential for you to communicate your ideas to an internal team. In a situation like that, you'll want to prioritize the specific skills that the job description calls for.

Step 5: Practice with a friend

After refining your portfolio for a role, make sure to practice. Ask a friend if you can present your portfolio to them to get their initial feedback. Don't worry if they're not familiar with UX—that might be even better! Practice explaining your projects and process in a way that is clear enough that anyone can understand it. It's going to be nerve-wracking, but it's good to do the first run through with a friend rather than a hiring manager.

Step 6: Reflect on the completion of this activity

Be sure you've addressed the following points in your completed deliverable.

Your portfolio site includes all essential must-haves from the UX design portfolio checklist.

Your portfolio expresses a clear understanding of the type of role that interests you.

Your portfolio's structure addresses your hiring audience.