1.

Activity introduction

You've learned so much and practiced so many skills essential to working in the field of UX. Now, you're ready to build on this foundation and grow your career as a UX professional! To help accomplish this goal, this activity will guide you through publishing the case studies you created in slide decks previously in this course to your portfolio website. Once your portfolio website is ready, you can share it with potential employers when you apply for jobs.

If you would like a refresher on setting up your portfolio website, revisit the readings and videos in Course 1, where you first set up your website.

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

Step-by-step instructions

Step 1: Collect case studies

At this point, you should have a case study slide deck for each of the three portfolio projects. The work you put into creating each deck means that most of the content you'll need for your portfolio is already organized. Before you start adding projects to your portfolio, collect your case studies in one place. It's also helpful to gather any image files you used or might want to use in your case studies.

Step 2: Create website pages and plan layout

As introduced in Course 1, there are a number of website builders you can use depending on your needs and goals. You should already have a website started as well as a general idea of layout and content.

Create a new website page for each case study. This will help focus your reader's attention on each project. Use your slides as a guide, but don't limit yourself by trying to exactly replicate your slide decks on your website. Instead, think about how best to present your content to capture the interest of employers. Many website builders have templates designed for portfolio sites. These templates include basic layouts for portfolio grids, project pages, about pages and more. These are great starting points, but keep in mind that you might need to add extra components that aren't in the template to make it work for your content. Additionally, templates often include font styles for headings and body text, which helps ensure clear hierarchy of the content and sections.

As you plan your portfolio website layout, think back to what you learned about designing for target audiences and for different platforms. In this case, your audience is recruiters and hiring managers, so keep these points in mind for your designs:

Recruiters and hiring managers have limited time, so create a case study that's scannable and easy to understand.

It's helpful to balance visual and text content. Visuals will help hiring managers understand your project and the output, and the text content will help them understand your process and thinking.

Step 3: Optimize text for portfolio website

Since your audience probably won't read every word of your case study, apply some of these tips and tricks for easy scannability:

Use visual hierarchy to guide your audience through the case study

Constrain the width of text sections for easier reading

Use captions on your images for additional details

You can also revisit the Use writing best practices in a portfolio ↗ video from Course 1 for more strategies on how to write for your portfolio.

Step 4: Optimize visuals for portfolio website

The visuals in each case study are key to making a strong impression in a short amount of time. For the most part, you should be able to repurpose the visuals you used in your slide deck for your website. As you transfer images over, make sure the resolution quality is still high, especially for those that are presented at a larger size on the website. Decide where your images should be in relation to the text. Whether you arrange text and images side by side, above and below, or another way, try to keep the arrangement consistent throughout the case studies.

An important consideration for your portfolio website that might differ from your slide deck is the presentation of your final design mockups. Take some extra time to style your mockups to look impressive and eye-catching. How your mockups look could be the deciding factor on whether a recruiter or manager takes the time to review your case study in more depth. So

Showing your design mocks within device frames helps present your work in a clean and professional way and provides context for how the designs would appear to a user. There are many device mockup templates available to download that you can use to showcase your designs.

Step 5: Get feedback

Once you publish all your case studies to your website, you can start sharing them. It's a good idea to seek out some feedback from others about your case studies. Remember that your portfolio should represent you and your work as a UX designer, so as you continue to grow in your career make sure to keep your portfolio updated. In a later activity, you'll have the opportunity to explore advice on finalizing your full portfolio website to fit specific career goals and job applications.