

# PORTFOLIO CURATION FRAMEWORK

## How to Show Work That Gets You Hired

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### THE PROBLEM

Most AI portfolios:

- Random collection of cool images
- No cohesion or story
- Showcases tool, not taste
- Says "I can make AI images"

Winning portfolios:

- Curated, intentional
  - Clear point of view
  - Shows problem-solving
  - Says "I can solve your visual problems"
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### THE 5-PROJECT PORTFOLIO

You only need 5 strong projects. Each should:

- Be a complete brand/concept
  - Show 10-15 cohesive images
  - Include context (brief, process, outcome)
  - Demonstrate different capability
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### PROJECT TYPES TO INCLUDE

#### 1. Product/E-Commerce

Shows you can create commercial-ready product imagery.

- Hero shots
- Lifestyle context
- Detail close-ups
- Packaging

#### 2. Brand Identity

Shows you can build cohesive visual systems.

- Full brand concept
- Multiple touchpoints
- Consistent style
- Real-world application

#### 3. Lifestyle/Editorial

Shows taste and art direction skills.

- Fashion, food, or hospitality
- Editorial quality
- Mood and atmosphere
- Storytelling

#### **4. Technical Excellence**

Shows range and capability.

- Photorealistic
- Challenging subjects
- Specific industry (architecture, automotive)
- Demonstrates skill

#### **5. Personal/Experimental**

Shows creative vision and taste.

- Your unique style
- What you'd create with no brief
- Personality and point of view
- Memorable and distinctive

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## **CASE STUDY FORMAT**

For each project:

### **1. Hero Image**

The single best image that represents the project.

### **2. Brief**

What was the challenge?

- "Create a visual identity for a specialty coffee brand"
- "Develop product photography for a skincare launch"

### **3. Approach**

How did you solve it?

- Visual references you drew from
- Style decisions you made
- Key prompt strategies

### **4. Gallery**

10-15 images showing:

- Range of applications
- Consistency of style
- Attention to detail
- Complete thinking

### **5. Impact (if applicable)**

What happened?

- Client feedback
  - Metrics
  - Outcomes
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## CURATION RULES

### Rule 1: Less Is More

5 strong projects > 50 random images Remove anything that doesn't represent your best work.

### Rule 2: Show Range

Different industries, styles, and applications. Prove you can adapt to different needs.

### Rule 3: Complete > Perfect

Full brand concepts > single stunning images. Shows you can think in systems.

### Rule 4: Recent > Old

Only show work from last 6-12 months. AI capabilities change fast.

### Rule 5: Tell Stories

Context makes work memorable. Don't just show images; explain decisions.

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## WHAT TO CUT

### Remove If:

- It's not your best work
- It doesn't represent what you want to do
- It's older than 12 months
- It doesn't fit with other work
- You can't explain the thinking

### Keep If:

- You're proud of it
  - It shows unique capability
  - Clients respond to it
  - It represents your direction
  - It demonstrates problem-solving
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## PORTFOLIO STRUCTURE

### Option 1: Website

Best for serious clients and authority.

**Pages:**

- Home (3-5 hero images)
- Work (project case studies)
- About (your story, approach)
- Contact (simple form)

**Platforms:**

- Squarespace (easy, professional)
- Webflow (more custom)
- Cargo (creative-focused)
- Notion (simple, free)

**Option 2: Behance/Dribbble**

Good for discoverability.

**Best Practices:**

- Complete case studies
- Regular posting
- Engage with community
- Link to full portfolio

**Option 3: Social Media**

Instagram or TikTok as portfolio.

**Best Practices:**

- Highlight pinned posts
- Consistent grid
- Story highlights by category
- Clear bio with CTA

**Option 4: PDF Portfolio**

For direct outreach.

**Structure:**

- Cover with contact
- 5 project spreads
- About page
- Contact page
- Keep under 20 pages

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**PRESENTATION TIPS****Show Process**

Before/after, iterations, thinking.

**Add Context**

Brief, constraints, decisions made.

## **Include Mockups**

Show work in real-world context.

## **Maintain Consistency**

Your portfolio should feel like a brand.

## **Update Regularly**

Refresh every 2-3 months minimum.

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# **PORTFOLIO CHECKLIST**

## **Content**

- ☐ 5 complete projects
- ☐ 10-15 images per project
- ☐ Case study for each
- ☐ Mix of industries
- ☐ Recent work (6-12 months)

## **Presentation**

- ☐ Professional platform
- ☐ Mobile-optimized
- ☐ Fast loading
- ☐ Easy navigation
- ☐ Clear contact info

## **Branding**

- ☐ Consistent style
  - ☐ Your personality shows
  - ☐ Clear positioning
  - ☐ Professional bio
  - ☐ Good headshot (optional)
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# **EXAMPLES BY POSITIONING**

## **"I do brand identity"**

- 5 complete brand concepts
- Various industries
- Show full systems
- Emphasize consistency

## **"I do product photography"**

- E-commerce sets
- Campaign imagery
- Lifestyle context shots

- Technical product details

### **"I do everything"**

- Diverse project types
- Range of styles
- Emphasis on adaptability
- Jack of trades, master of taste

### **"I specialize in [industry]"**

- Deep in one vertical
  - Multiple projects in niche
  - Industry-specific knowledge
  - Premium positioning
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## **QUICK WINS**

### **This Week**

1. Audit current work
2. Identify your 5 best projects
3. Write case study for each

### **This Month**

1. Create missing project types
2. Build or update website
3. Get testimonials

### **Ongoing**

1. Update quarterly
  2. Remove old work
  3. Add new projects
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*This framework is from LOOPWORKER. For more resources, follow @loopworker.*