



Examples & Checklist

5 must-haves for your *UX portfolio*



Christopher Nguyen



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**Every designer needs include
these 5 things in their portfolio:**

1. The Problem
2. The Process
3. The Outcome/Metrics
4. The Specific Contribution
5. The Lessons Learned



Let's breakdown what each one means...

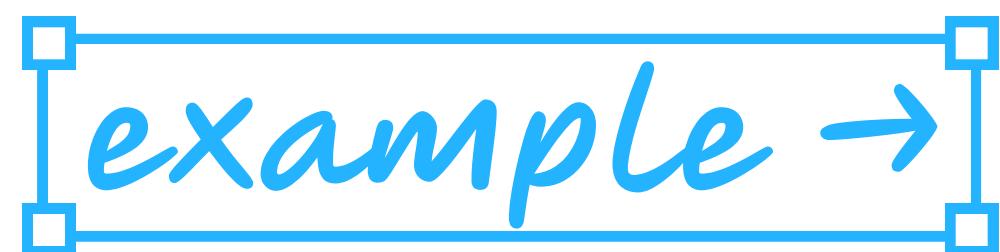


1. The problem

This is your chance to show strategic thinking.

- What business challenge existed?
- Who was affected by this problem?
- What metrics needed improvement?
- Why did this matter to stakeholders?

↳ No context = No understanding of your impact.



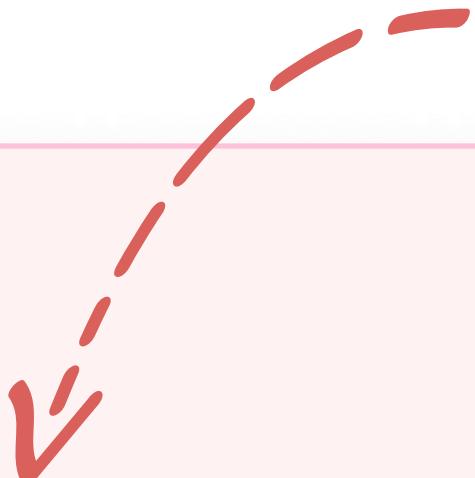
NUMBER ONE



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Don't

what was the goal?



"I redesigned the checkout flow."

Better

**"Mobile checkout drop-offs increased by 27%,
costing \$500K yearly."**

**The goal is to simplify the process to boost
conversions."**



2. The process

Your decision-making matters more than deliverables.

- How did you approach this?
- What alternatives did you explore?
- What constraints shaped your thinking?
- What research methods did you choose?

↳ Process shows your skills, experience, thinking.

example →

NUMBER TWO



Christopher Nguyen

Don't

"I conducted usability testing."



Better

**"I ran usability tests with 5 users, a friction point I
ed to a 15% increase in conversions. We identified
this because..."**



3. The outcome/ metrics

Results talk louder than your mockups.

- How did user behaviour change?
- What business metrics improved?
- What stakeholder goals were achieved?
- What measurable impact did your work have?

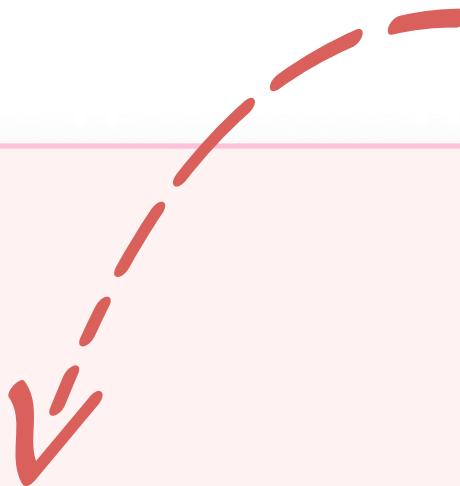
↳ Align your solution to the outcome to show impact.

example →



Don't

can you prove it?



"The new design improved UX."

Better

"Checkout redesign increased conversions by 22%, adding \$750K in revenue. User complaints dropped 40%."



4. The specific contribution

Team projects need clarity on your role.

- What unique value did you bring?
- What was your exact responsibility?
- Which decisions were yours to make?
- How did you collaborate with others?

↳ Hiring managers need to know what YOU can do.

example →

NUMBER FOUR



Christopher Nguyen

Don't

where's the evidence?



We improved retention through better onboarding.

Better

"I redesigned the onboarding flow, simplifying navigation and adding tooltips. A/B tests showed a 30% reduction in early churn."



5. The lessons learned

A growth mindset get juniors hired.

- What would you do differently now?
- What will you apply to future projects?
- What unexpected challenges emerged?
- How did feedback shape your approach?

- ↳ Being self-aware shows you're adaptable.
- ↳ The best case study I saw: he had a "What I'd do differently" section.

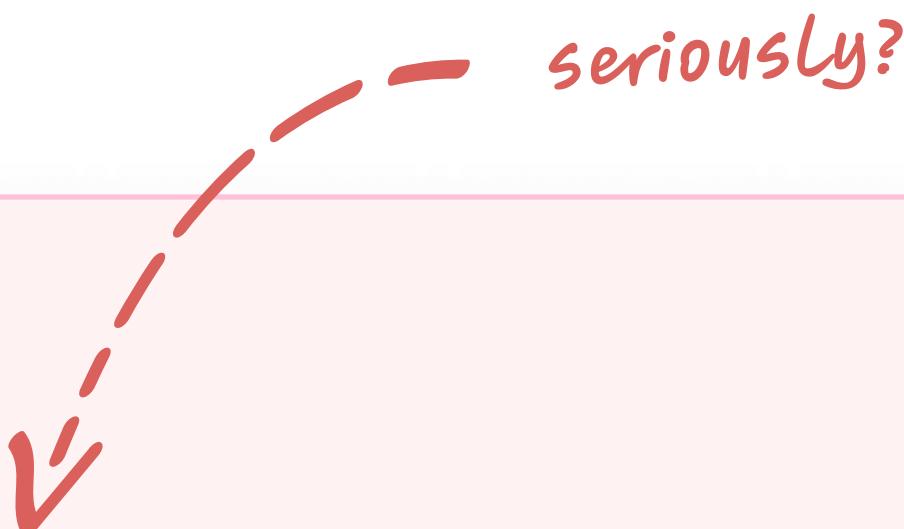
example →

NUMBER FIVE



Christopher Nguyen

Don't



"This project went perfectly, and I wouldn't change anything."

Better

"I initially overlooked accessibility. After testing, I prioritized contrast checks—now a standard in my process."



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**Skipping these 5 sections?
You'll become invisible.**

**Including them?
You'll get a callback.**

When I was hiring designers...

**I looked for thinkers
(not just pixel-pushers).**

Here's my checklist...





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Your portfolio should show:

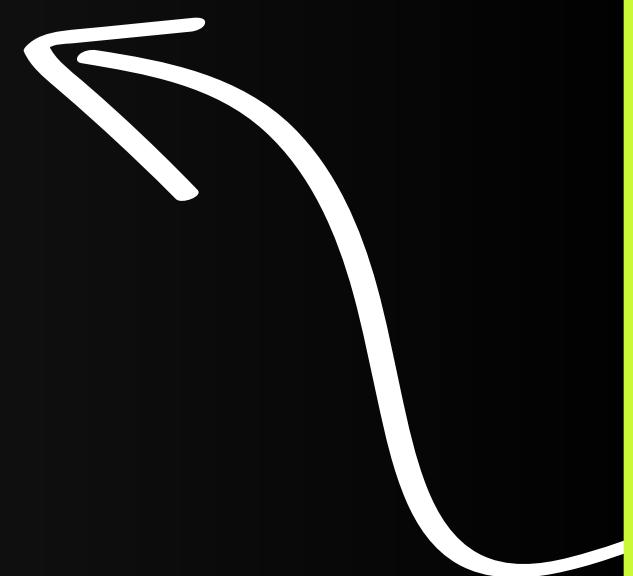
- How you think
- How you solve problems
- How you work with others
- How you measure success
- How you grow from experience

Still have questions?



uxplaybook.org/portfolio

I made a portfolio playbook to help



Packed with:

- Getting hired tips & tricks.
- Portfolio & resume templates.
- LinkedIn personal branding guide.



Used by 1,000+ designers
from 84 countries





uxplaybook.org/portfolio

Don't take my word for it...



Heath Huffman

Lead UI Design @ AT&T

After tweaking my portfolio with your recommendations
**had 7 different companies requesting interviews
within a week!**

I also had **3 offers to pick from**.



Olivia Sanchez

Lead UX Designer

Good news. **I got a second interview!**



Kanchan Amit Majithia

Product Design @ Ex-Walmart

The overall structure and **help with storytelling** is super helpful. Also references to other portfolios is a great reference point.



uxplaybook.org/portfolio

And more said...



Anny Fan

Senior Product Designer

I was able to **redo my portfolio & my job search**
following your framework and was able to get a
contract job at Stubhub!



Misaki Funada

Systems Designer @ Urban Institute



Veronica

UI/UX Designer

I found Chris in early April of 2024 and
I landed my current job 2.5 months later.

Guess who just got **another interview?**





uxplaybook.org/portfolio

Grab yours here ↓

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Over 15,000 designers using my systems.



pricing parity discount available



Tell me in the comments



PS: Did you find this useful?
What else can I help with?

