



# Portfolio Building.



A design portfolio?  
What's that?

# So you want a design job?

 **JACKIE SABILLÓN**  
INTERACTION DESIGNER

**Education**

Savannah College of Art and Design (SCAD)  
**BFA Interactive Design**  
GPA: 3.96  
Expected graduation date: Dec 2019

SCAD Study Abroad Program  
Hong Kong | Lacoste  
Summer and Fall 2018

**Skills**

Interface Design  
Contextual Research  
Rapid Prototyping  
Wireframing  
Information Architecture  
Motion Graphics  
Graphic Illustration  
Iteration  
Problem Solving

**Software**

Sketch  
Figma  
Principle  
Adobe Suite  
Framer  
Origami  
HTML/CSS  
Maya  
Final Cut Pro

**Awards**

SCAD Start-Up  
2019 2nd Place Winner

SCAD Entelechy Show  
2018 and 2019 Best of Winner

**Experience**

**Google UX Design Intern**  
June 2019 - Current | New York, NY  
Worked on creating mobile and web tools for students and instructors using Google Classroom.

**Design TTT + SCADOpen**  
Feb 2019 - May 2019 | Savannah, GA  
Conducted contextual research and served as the user interface lead in exploring solutions for the future of robotics at home.

**Delta Airlines + SCADOpen**  
Jan 2019 - Mar 2019 | Savannah, GA  
Collaborated with other designers to research, design, and prototype solutions for Delta's vision on the future of high-end flying.

**ADESOCH UX Designer Intern**  
June 2017 - Aug 2017 | Tegucigalpa, Honduras  
Worked closely with CEO to conduct research for humanitarian and developmental projects across the country.

**Leadership**

**Founder/Member of SCAD's Varsity Fencing Team**  
Sept 2017 | Savannah, GA  
Transformed SCAD's Fencing club into an official SCAD varsity sport that competes at the intercollegiate level.

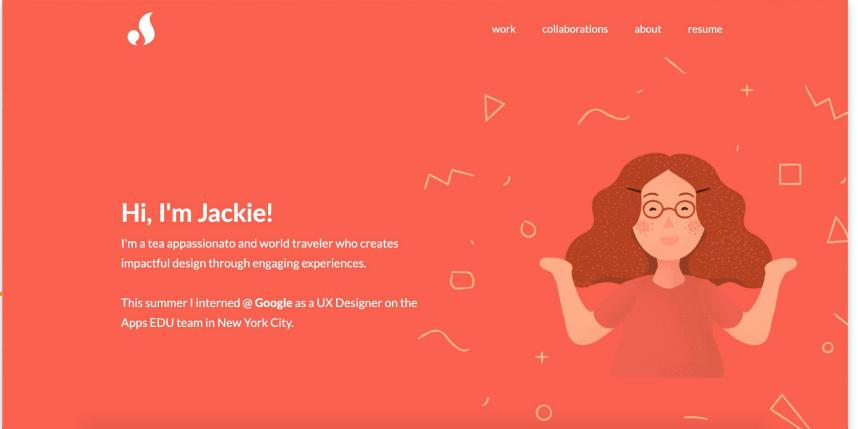
**Co-founder/President of SCAD's Interactive Design Club**  
Sept 2016 - May 2019 | Savannah, GA  
Co-founded and lead SCAD's interactive design club (InterNet).

**SCAD Student Ambassador**  
Feb 2017 - Current | Savannah, GA  
Positively promote SCAD by interacting with prospective students and representing the student body by serving as a college host.

**Leader of Trapito Educativo Social Volunteer Program**  
Aug 2015 - June 2016 | Tegucigalpa, Honduras  
Co-led a group of 10 volunteers to teach a group of 200 illiterate people from diverse age groups the basics of reading, writing, mathematics, and science.

912.272.9198  
jacksabillon.com  
jacksabillon@gmail.com

the portfolio



 [work](#) [collaborations](#) [about](#) [resume](#)

Hi, I'm Jackie!

I'm a tea appassionato and world traveler who creates impactful design through engaging experiences.

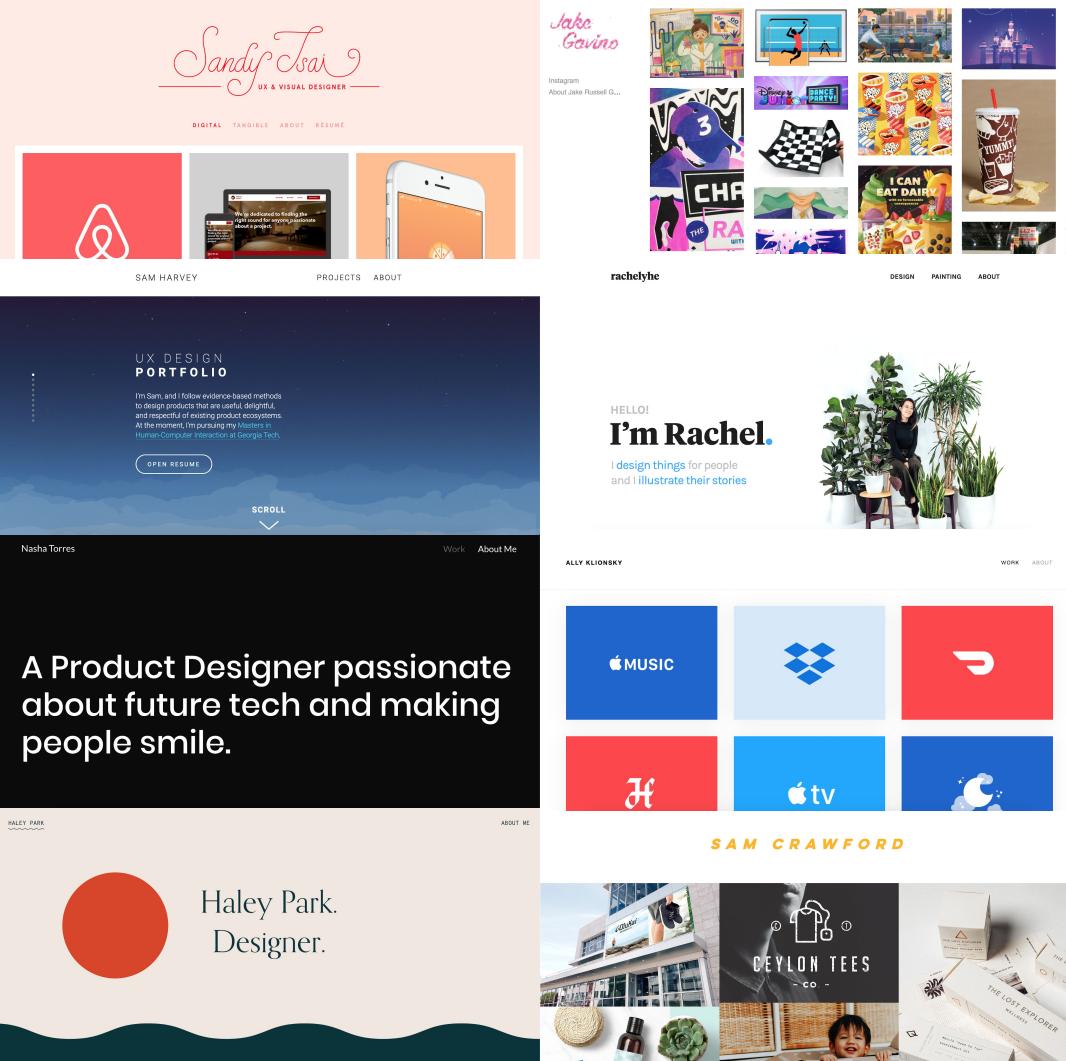
This summer I interned @ Google as a UX Designer on the Apps EDU team in New York City.

the resume (not covered this week)

# The Portfolio

“A collection of your best work that showcases your style and skills”

Should tell your story + work.



# Why it matters

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- Portfolios are a base **requirement** when applying for a position (internships included)
- Companies want to see your work and process
- Show off your design chops
- Helps you learn how to tell a story
- Many interviews include a **portfolio review!**

# Portfolio Reviews

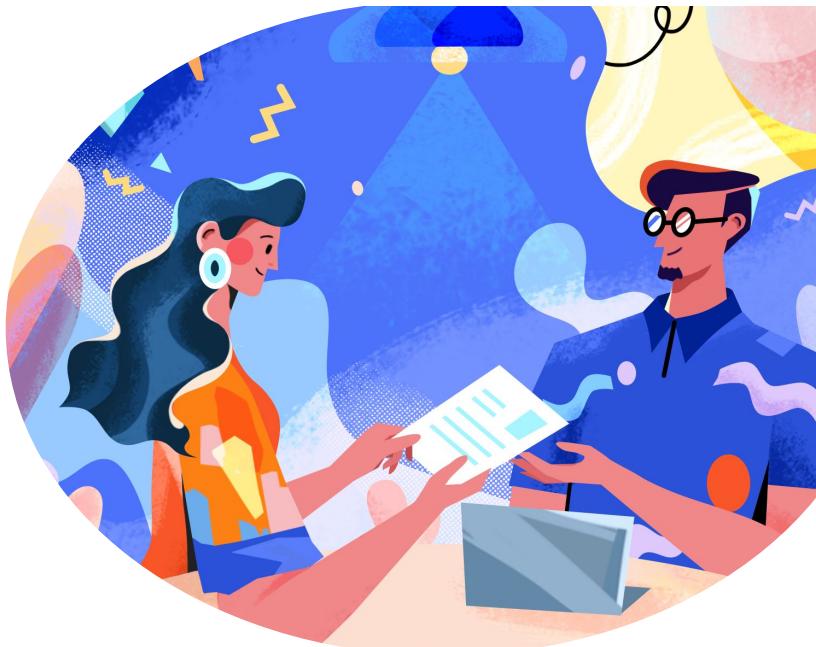
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Common part of the design interview.

Expect to be asked to talk about your projects (most likely, one from your portfolio).

→ “So tell me more about this project?”

→ “Select a project that you’ve worked on and tell me about it”



# My Brand?

Important – but we won't be able to get to it today.

But do think about your **branding!!!**

How do I get started?

# Know your audience

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## Recruiters

- Typically don't know much about design (exceptions: big companies)
- Buzzwords
- Like to know you/your work in a quick snapshot.

## Design Team themselves

- What's your process?
- How do you think/problem solve?
- They know what the teams want.

# Getting Started

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- Get inspired.
- Choose your projects.
- Piece it together – what platform?

# Getting Started

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→ Get inspired.

→ Choose your projects.

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# Finding inspiration

Check out other designers' portfolios

→ [cofolios.com](https://cofolios.com)

→ [bestfolios.com](https://bestfolios.com)

The screenshot shows the Cofolios homepage with a large blue circular graphic in the center containing the text: "Discover design interns at top tech companies.". Below this, there are two cards: one for "Feeling stuck as a Product Designer" by Hiroo Aoyama and another for "Landing a UX design internship at Google" by Ricardo Pérez. At the bottom right, there are profiles for two new interns: Yiko Li from Parsons School of Design and Nicolas Pellegrino from Savannah College of Design.

Cofolios

Discover design interns at top tech companies.

Articles

Feeling stuck as a Product Designer  
Hiroo Aoyama

Landing a UX design internship at Google  
Ricardo Pérez

New interns

Parsons School of Design  
**Yiko Li**  
[yikodesign.com](http://yikodesign.com)

Savannah College of Design  
**Nicolas Pellegrino**  
[nicolaspelligrino.com](http://nicolaspelligrino.com)

The screenshot shows the Bestfolios homepage with a sidebar on the left containing links for Featured, Portfolios (745), Case Studies (73), Resumes (159), Interview Questions (13), Collections (29), Resources (179), Articles (122), and Tutorials (19). The main content area features a "Featured" section with four articles: "8 Inspiring Portfolios Every Designer Should See", "So shiny! So dazzling! Say 'hello' with Gold Foil and Spot Gloss special finishes.", "8 Student Portfolios Done Right—2019", and "8 Books Every Artists Should Read". To the right, there is a "Interview Questions" section with three questions, each with a vote count (81, 39, 38) and a timestamp (Aug 7, 2019 or Jul 28, 2019).

Bestfolios

Search portfolios, resumes, case studies and more...

Home

Featured

Portfolios (745)

Case Studies (73)

Resumes (159)

Interview Questions (13)

Collections (29)

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8 Inspiring Portfolios Every Designer Should See  
bestfolios.com

So shiny! So dazzling! Say 'hello' with Gold Foil and Spot Gloss special finishes.  
ads via Carbon

8 Student Portfolios Done Right—2019  
bestfolios.com

8 Books Every Artists Should Read  
bestfolios.com

How would you collect data (favorite authors, genres, etc) about book readers if it was their initial login to our google books app?  
Aug 7, 2019

How do you form positive relationships with developers and other stakeholders?  
Aug 7, 2019

What is your favorite workflow for building email sender reputation?  
Jul 28, 2019

# Getting Started

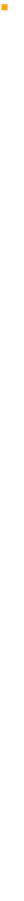
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→ Get inspired.

→ **Choose your projects.**

→ Piece it together – what platform?

What's in a portfolio?



**What do I even put  
on there?**



# **What do I even put on there?**

**3–5 projects**

- Internship / Work Projects
- Course Projects
- Side / Passion Projects



## Some tips

- “Content first, design second”
- Show your personality
- Storytelling

# General structure

- Landing page
- About page
- Curated collection of your work
- Contact information
- Resume

# Dissecting the Design Portfolio

→ Landing page

→ About page

→ Curated collection of your work

→ Contact information

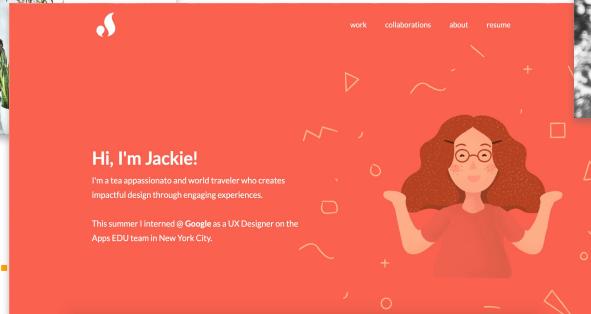
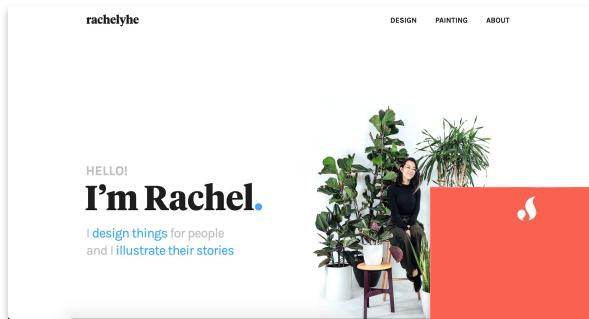
→ Resume

# Landing Page

Introduce yourself

Might include... .

- Design discipline/role
- A tagline
- Brief history



A Product Designer passionate about future tech and making people smile.

# Writing your intro blurb/tagline...

This is meant to be a quick summary of who you are (+ show your personality)

Some things you can include:

→ What type of designer are you?  
(Product? UX? UI? Graphic?)

→ What are your goals/passions?

→ What is your work history?

Hi there, I'm Cynthia! As a designer, I aspire to solve problems with empathy and create design of delicate craft.

**Hello, nice to meet you!**

I'm Chloe, a visual designer, environmental activist, beginner acroyogi, and dog lover based in Seattle.

**HELLO!**

Nice to meet you! I'm Emily Su.

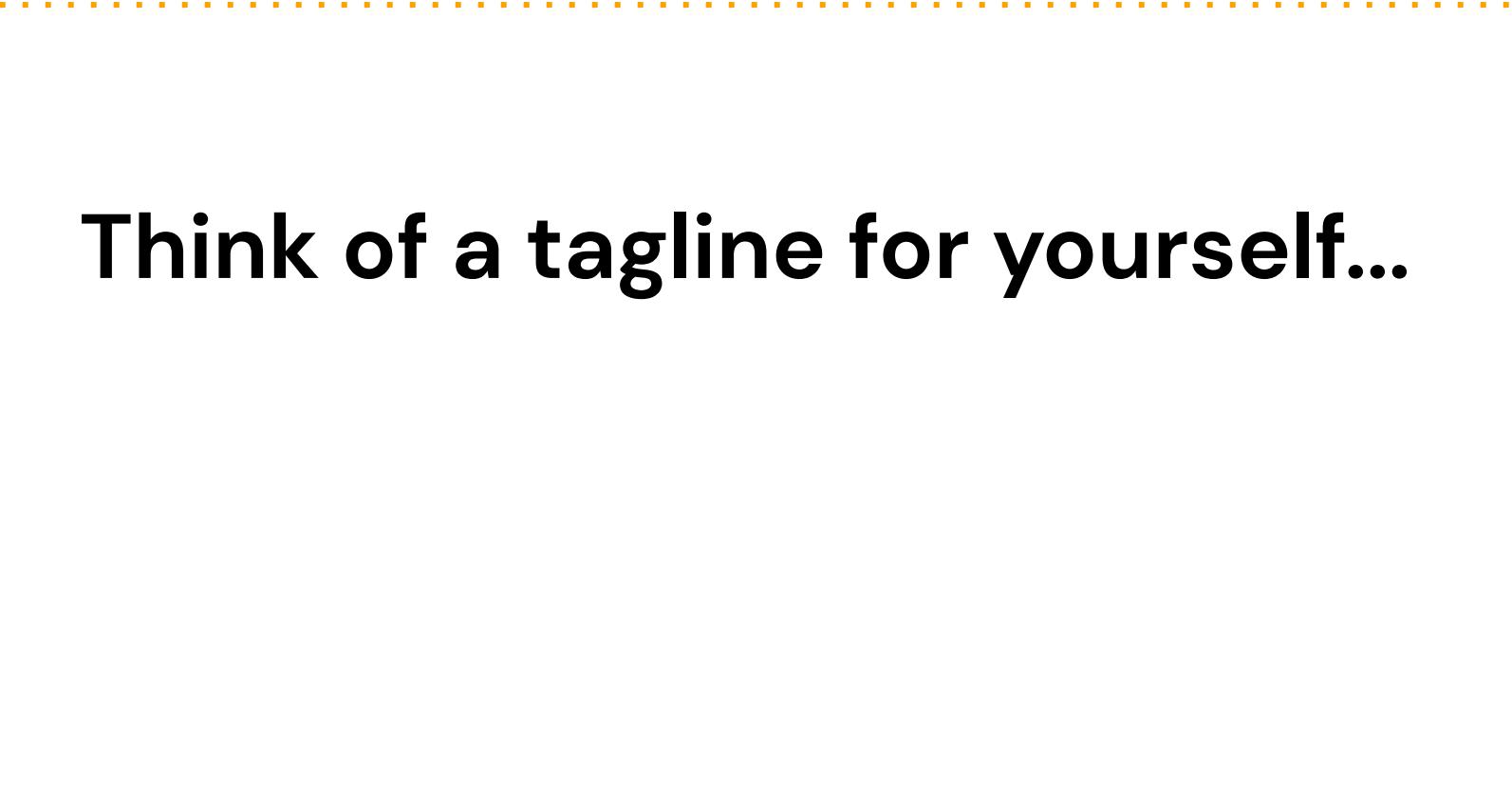
I love **collaborating** and designing **intuitive experiences** to solve complex systems and problems.

Hello, I'm Jenn.

I'm a **UX designer** passionate about exploring **unique touchpoints** between people, motivations, and experiences.

Currently designing and prototyping **@IBM Watson IoT** in Austin, TX. Previously **@Google Firebase** in Cambridge, MA.

Forging products and experiences that positively impact people.



**Think of a tagline for yourself...**

# Dissecting the Design Portfolio

- Landing page
- **About page**
- Curated collection of your work
- Contact information
- Resume

# About Page

Talk more about yourself

Might include... .

→ Your background

→ Your interests

→ Just about anything on yourself

## Impact driven designer with a love for whimsy

I am a multidisciplinary designer with a passion for connecting physical and digital experiences. My unique background in fine arts, web development, and UX has given me the skills to solve problems and design solutions in a holistic way. I have experience in publishing, branding, and user experience in a variety of settings, ranging from in-house designer at startups and large companies to design agency environment.

### I CARE ABOUT

UX for good / sustainability / community / systems / visualization / patterns / coding / branding / typography / lettering / illustration / print / stationery / craftsmanship / cats / books

### ABOUT SANDYSAI.CO

I designed and coded this website, which is hosted through Github. I created and photographed all the artwork unless stated otherwise.

xavier  
rivera-lanza

Freelance   About   M Medium   in LinkedIn

### About me



My passion for design started with my dad's old camera. As a kid, I was fascinated with the camera's ability to manipulate perspective.

Now, I apply my inclination to create with design thinking, technical know-how, and product intuition to create new products for top firms.

At Georgetown, I'm finishing up an economics major and business administration minor. I'll be

SAM HARVEY

PROJECTS   ABOUT



I'm Sam, a designer that's learned the power of research and careful listening. I believe successful product experiences are the outcome of interdisciplinary product teams who come together with teachable attitudes and an obsession for grounding every decision in evidence and a user-centered philosophy.

Design by [Sam Harvey](#)

# Dissecting the Design Portfolio

- Landing page
- About page
- **Curated collection of your work**
- Contact information
- Resume



Before thinking about how to structure your projects...

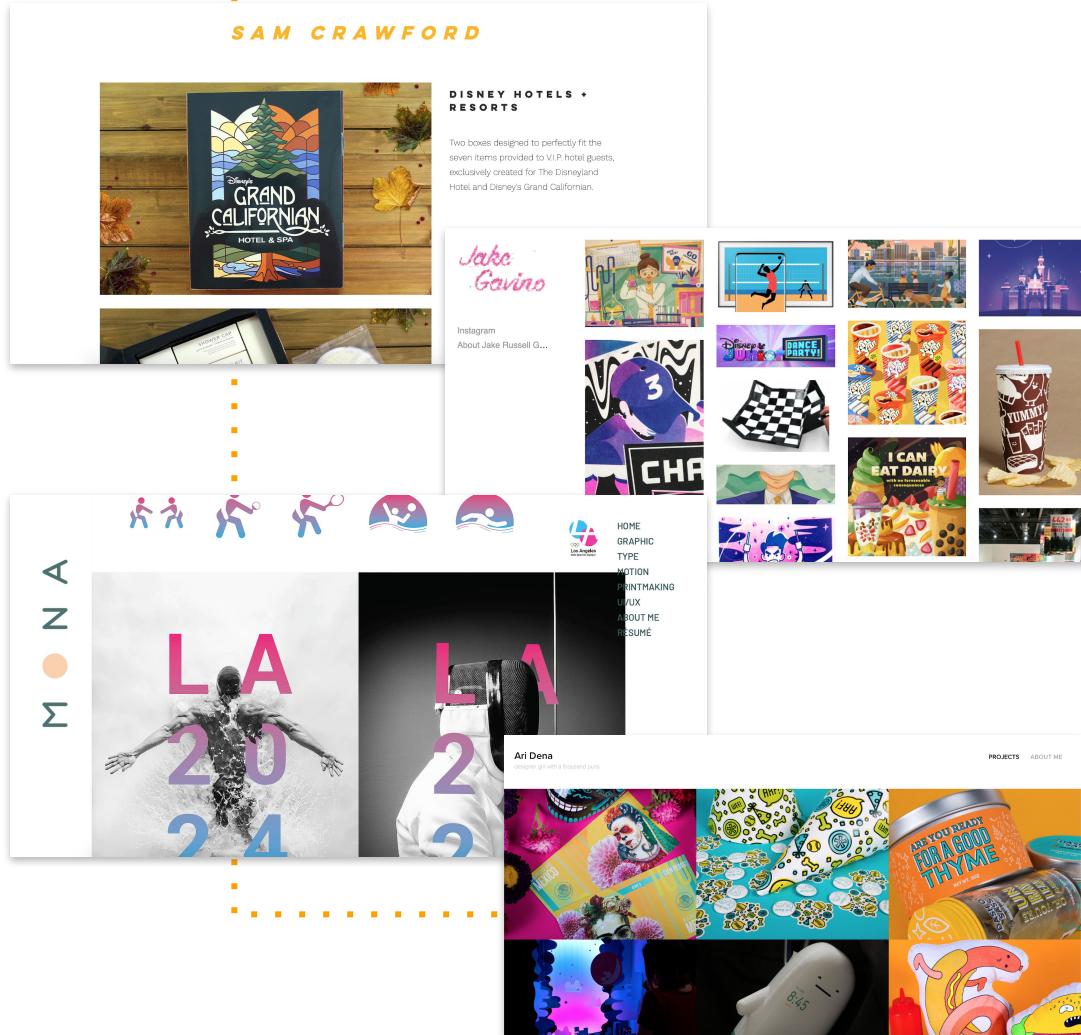
**What kind of designer are  
you?**

# the UX Project Case Study

- Introduction, roles, timeline, etc.
- Problem statement/challenge/space
- Your research + methodologies
- You design work — Sketches, Wireframes
- Hi-fidelity mockups, prototypes
- Reflections + next steps

# Visual Project

- Brainstorm + Sketches
- Conceptualization
- Color + Type
- Iterations
- and/or
- Gallery



ux/product design

# the case study

# the UX Project Case Study

- Introduction, roles, timeline, etc.
- Problem statement/challenge/space
- Your research + methodologies
- You design work — Sketches, Wireframes
- Hi-fidelity mockups, prototypes
- Reflections + next steps

# Portfolio Examples

Tony Jin

Projects    Resume    Writings    About Me

T for Tony,  
Your T-Shaped Designer.

<https://tony-jin.com/html/home.html>

Tony Jin - Eatxplore

# Portfolio Examples



A screenshot of a portfolio website with a black header and white text. On the left, there's a vertical navigation bar with the name "CYNTHIA HE" at the top, followed by three menu items: "WORK", "RESUME", and "ME". The main content area features a large white text block that reads: "Hi there, I'm Cynthia! As a designer, I aspire to solve problems with empathy and create design of delicate craft." Below this text are two images: a red square containing the white Airbnb logo, and a white square showing an open booklet titled "Intern Guide" with the subtitle "What is Design at Airbnb?".

CYNTHIA HE

WORK  
RESUME  
ME

Hi there, I'm Cynthia! As a designer,  
I aspire to solve problems with  
empathy and create design of  
delicate craft.



<https://www.cynthiahedesign.com/>

Cynthia He – Seattle Library App

# Portfolio Examples



# Getting Started

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- Get inspired.
- Choose your projects.
- **Piece it together – what platform?**

# Where will your portfolio be?

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- **Website** (most common)
- Host on design-sharing sites (e.g. dribbble, behance)

# Website-building tools

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You **do not** have to code your own portfolio!!

There are many website-building tools out there:

→ webflow

→ squarespace

→ wix

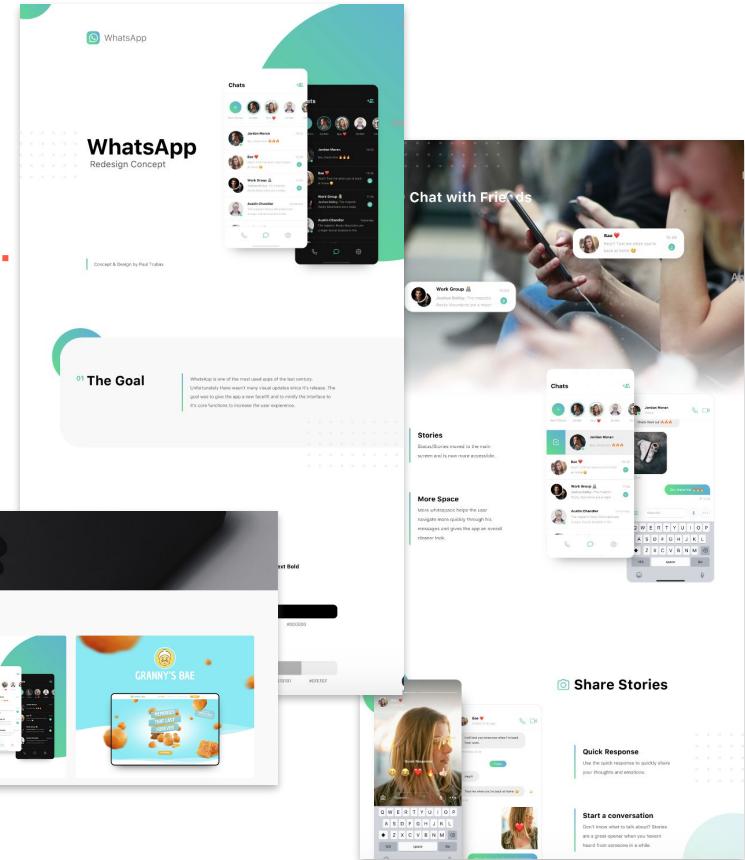
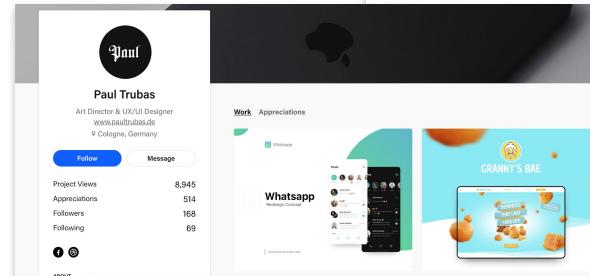
→ wordpress

# Comparison of tools

	Squarespace	WordPress	Webflow
<b>Learning curve</b>	Low	High	Mid - a few weeks to learn the terminology
<b>Level of simplicity</b>	Really simple	Not simple	Simple
<b>Development time</b>	Fast	Average	Quick
<b>For developers</b>	Great	Awesome	Great
<b>For designers</b>	Awesome	Not that good	Awesome
<b>For consumers</b>	Great UX	Difficult	Awesome

# Host on Design-Sharing Site

- Some sites: Behance, Dribbble, etc.
- Should **not** be your primary portfolio



**Some general tips!**

# **Highlight YOUR contributions.**

→ Explain what you did + why it was impactful and important

**Instead of:**

**I conducted user research and led usability tests.**



## **Showcase the why.**

**In this project, usability tests were crucial in validating my team's designs.** After determining the usability testing tasks and questions, I conducted 10/20 usability tests. The insights I discovered helped to inform iterations that ultimately reduced the length of a user's journey from 3 minutes to 20 seconds.



## **Showcase the why.**

**In this project, usability tests were crucial in validating my team's designs.** After determining the usability testing tasks and questions, I conducted 10/20 usability tests. The insights I discovered helped to inform iterations that ultimately reduced the length of a user's journey from 3 minutes to 20 seconds.

## **What did YOU do?**

In this project, usability tests were crucial in validating my team's designs. **After determining the usability testing tasks and questions, I conducted 10/20 usability tests.**

The insights I discovered helped to inform iterations that ultimately reduced the length of a user's journey from 3 minutes to 20 seconds.

## **What was the impact of what you did?**

In this project, usability tests were crucial in validating my team's designs. After determining the usability testing tasks and questions, I conducted 10/20 usability tests. **The insights I discovered helped to inform iterations that ultimately reduced the length of a user's journey from 3 minutes to 20 seconds.**