



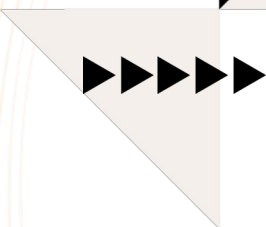
# Portfolio Benchmark

Valuable insights after I analyze 17 portfolios.



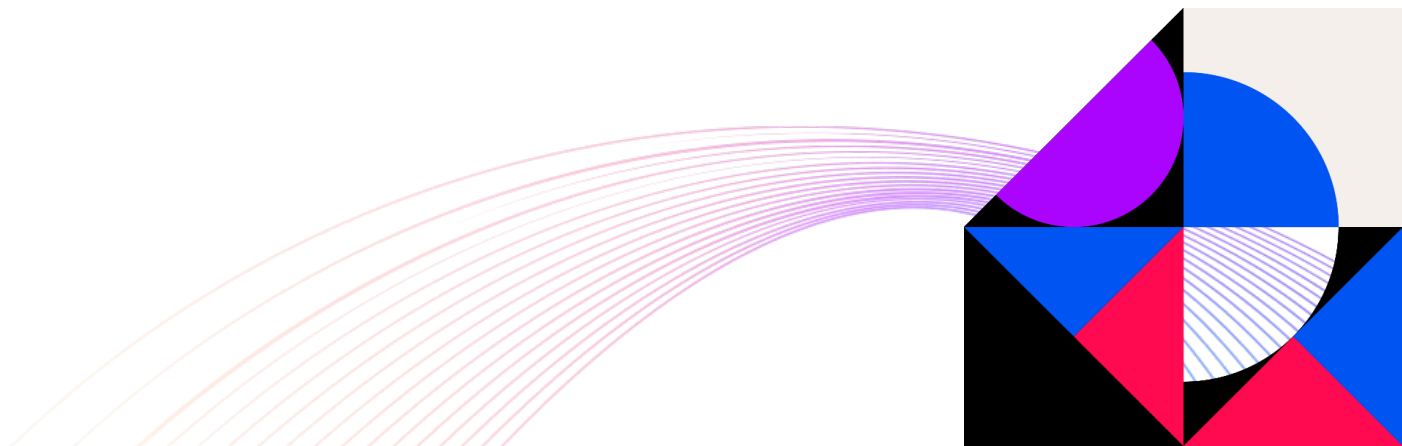
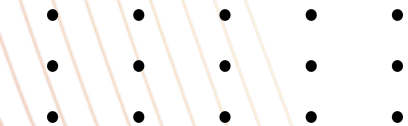
Favicon, Header, Profile, Projects...

Douglas Toledo  
Front End Developer  
November, 2023



# Contents

- Introduction
- Favicon
- Header
- Profile
- Projects
- Contacts
- Footer
- Conclusion





# Introduction

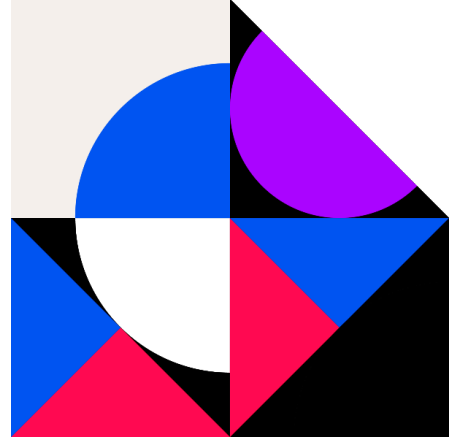
🌟 Create an **impressive and relevant portfolio** for the recruiters;

- • •
- • •
- • •
- • •
- • •

👤 **Key findings** from the analysis of 17 front-end developer portfolios;

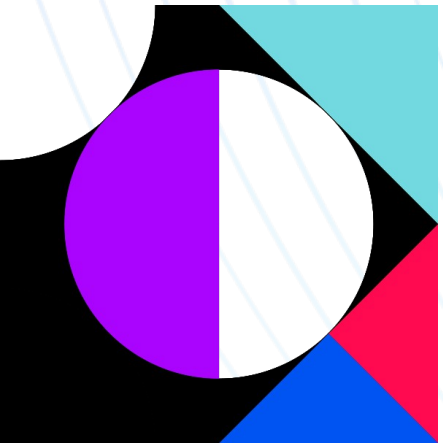
💡 Provide **valuable insights**.





# Important

what you must now before we proceed!



# Important



Use **mobile first** design!

You don't know the recruiter's device!

Your information must be visible everywhere.



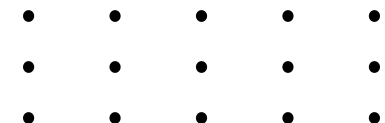
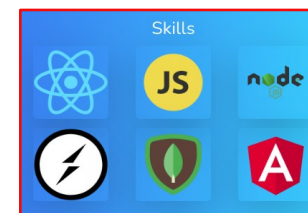
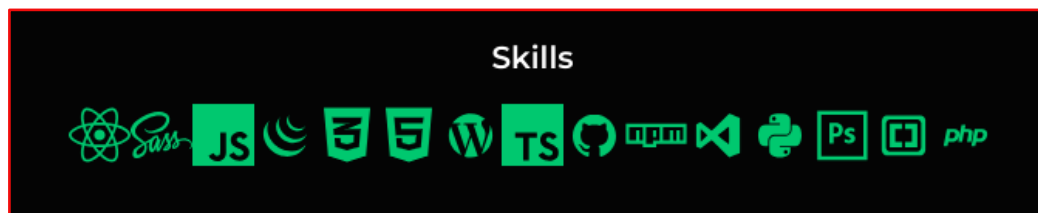
Use **media compression**!

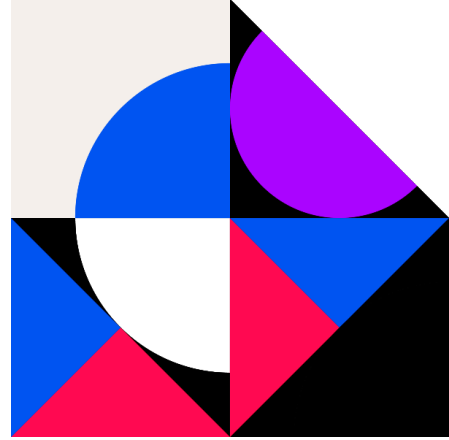
A good page loading time is less than 2.5 seconds.



**Do not use technology icons only!**

Some recruiters won't recognize technology just by icons, they must read instead;





# Favicon

your web page's icon





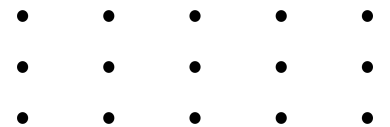
# Favicon



Having a favicon is a great way to start demonstrate your professionalism!

Almost all analyzed portfolios doesn't have favicon, some of them have:

- The **developer** initials;
- The **developer** avatar;
- **Default** framework favicon;
- Some **unrecognized** icons, or;
- Some **funny** icons (like a cat or chameleon).







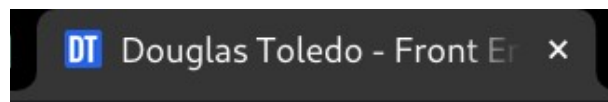
# Favicon

The simplest and most objective favicon is the developer's name initials.

My result was:



favicon

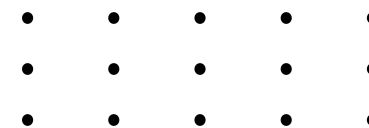


result on browser

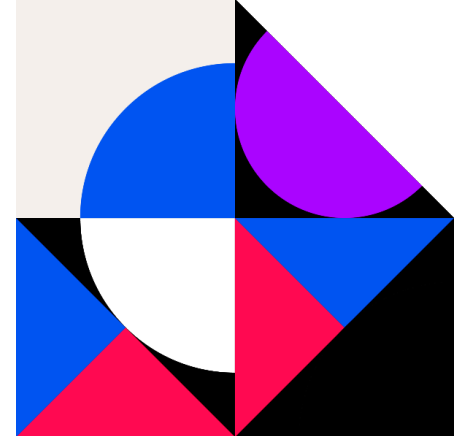
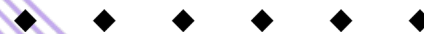


**Avoid using the developer's image as favicon!**

I will explain with details on Profile Section.



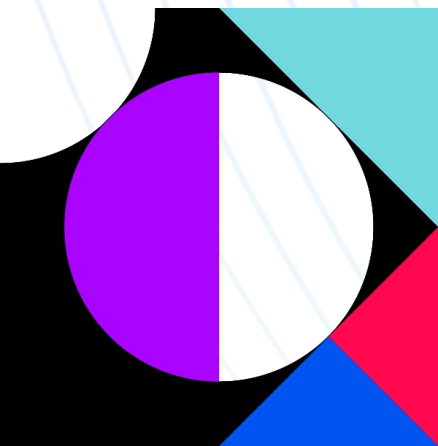




# Header

Use your head and this bench!

```
<header> Use semantic tags! </header>
```

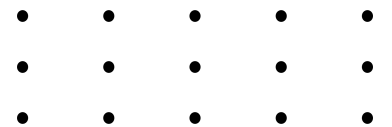




# Header

 Recruiters claims about the lack of ease of **contact** with their candidates!

For this reason, a floating header with the essential contacts **sounds to be an excellent idea**, because it'll guarantee that your contacts will be available all the time on screen.

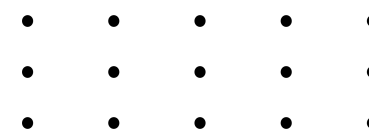




# Header

A clean, minimal, and organized header is **essential** since it will be floating on the recruiter's screen. It can have:

- Your **name** or logo;
- **LinkedIn** link as button/icon without the name;
- **GitHub** link as button/icon without the name;
- A highlighted "**Send me a mail**" button;
- (Optional) Switch Light/Dark mode icon.

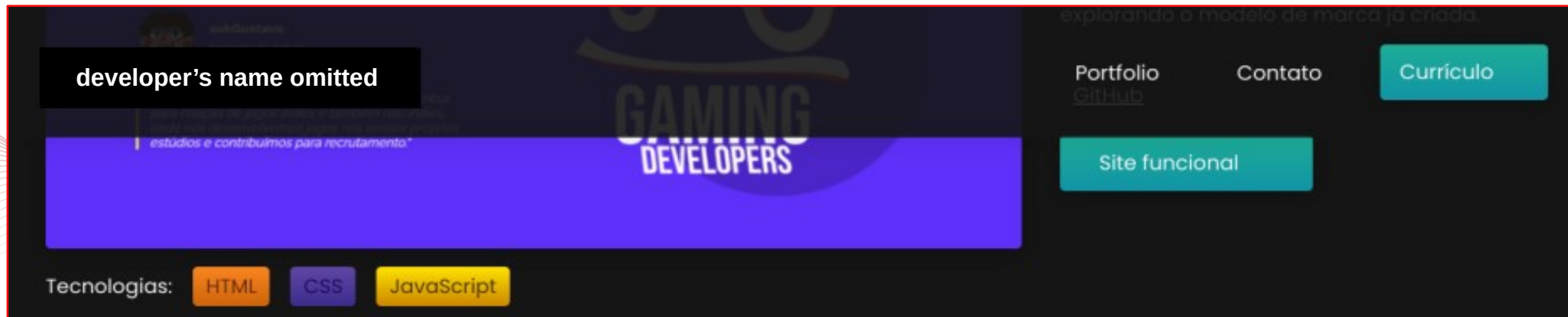




# Header

! **Don't use transparency on header!**

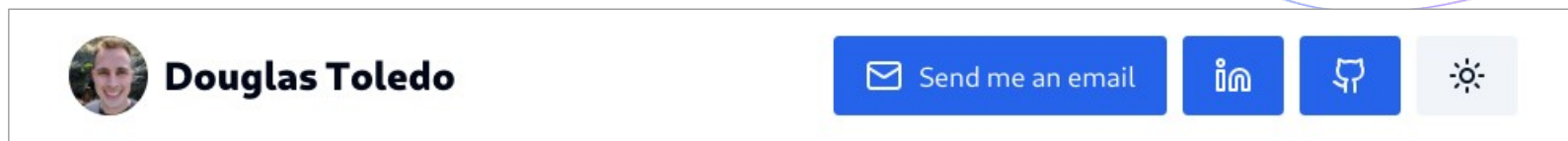
Others contents can confuse/mix with the header info.





# Header

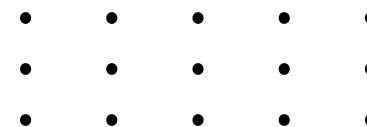
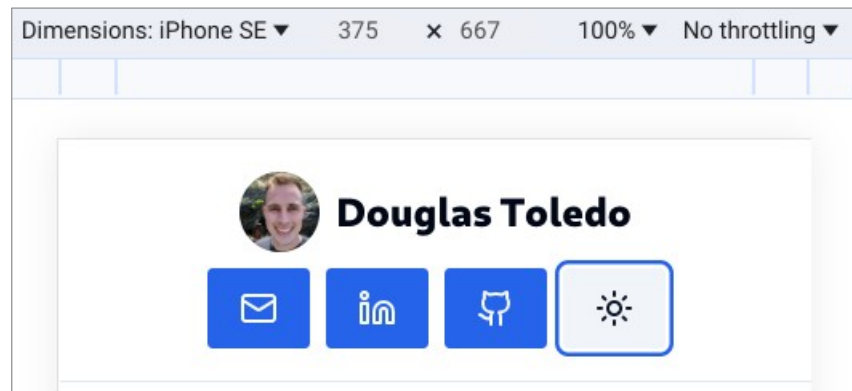
My result on Light mode was:

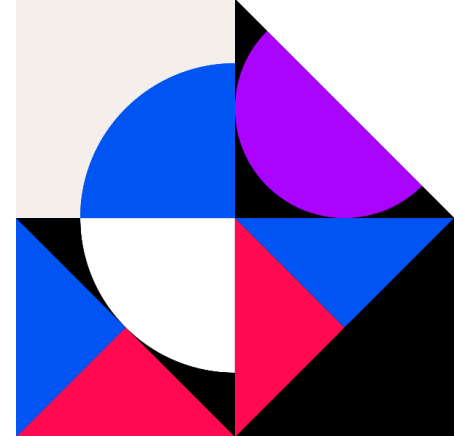
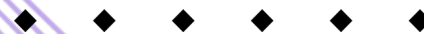


On Dark mode was:



On Mobile was:

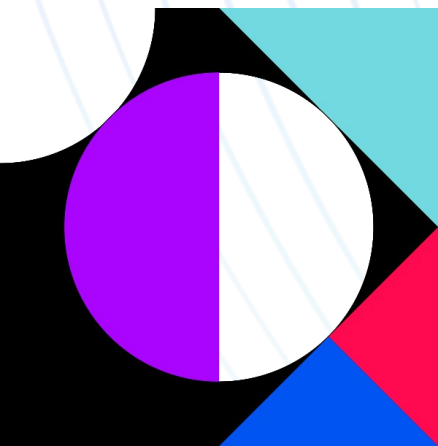




# Profile

Where your sales begins!

```
<header> Use semantic tags! </header>
<main>
  <section> Profile Section. </section>
</main>
```







# Profile

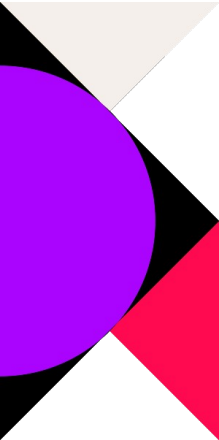


Should be **simple\*** and concise to give space for your **projects**, which is the purpose when a recruiter visit your portfolio.

It could have:

- The developer's **name**;
- The professional **headline**;
- The **main technologies** expertise.

\*A **detailed profile** (with pictures, all previous work experiences, and more) on a **separate page** could enhance portfolios, as recruiters explore it only when intrigued by your projects.



•	•	•	•	•
•	•	•	•	•
•	•	•	•	•





# Profile

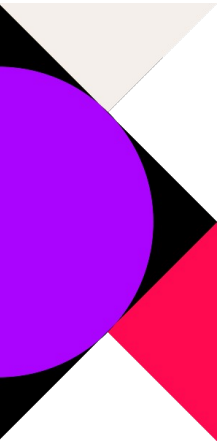
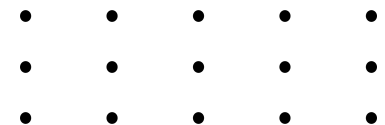
## 📱 Don't add your picture!

I have already received feedback that the candidate's picture is not **relevant** for companies, as **they are looking for the best candidates** regardless of their ethnic, racial, gender, and others.

As an example, I have also heard that **some companies' policies automatically reject resumes with pictures.**

## ✅ Save space on your page for your projects!

Be smart and **think on every detail!**



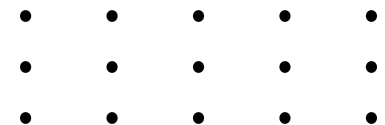
# Profile

💡 How can you make your profile information **dynamic**? Why not use the **GitHub API** to fetch your profile data?

<https://api.github.com/users/dwtoledo>

Access your GitHub data replacing 'dwtoledo' with your username.

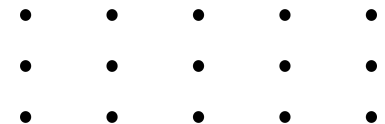
So, when you change information on GitHub, it will be automatically changed in your portfolio!



# Profile

## Data available on GitHub API:

```
{
  "login": "dwtoledo",
  "id": 11148858,
  "node_id": "MDQ6VXNlcjExMTQ4ODU4",
  "avatar_url": "https://avatars.githubusercontent.com/u/11148858?v=4",
  "gravatar_id": "",
  "url": "https://api.github.com/users/dwtoledo",
  "html_url": "https://github.com/dwtoledo",
  "followers_url": "https://api.github.com/users/dwtoledo/followers",
  "following_url": "https://api.github.com/users/dwtoledo/following{/other_user}",
  "gists_url": "https://api.github.com/users/dwtoledo/gists{/gist_id}",
  "starred_url": "https://api.github.com/users/dwtoledo/starred{/owner}/{/repo}",
  "subscriptions_url": "https://api.github.com/users/dwtoledo/subscriptions",
  "organizations_url": "https://api.github.com/users/dwtoledo/orgs",
  "repos_url": "https://api.github.com/users/dwtoledo/repos",
  "events_url": "https://api.github.com/users/dwtoledo/events{/privacy}",
  "received_events_url": "https://api.github.com/users/dwtoledo/received_events",
  "type": "User",
  "site_admin": false,
  "name": "Douglas Toledo",
  "company": "N/A",
  "blog": "https://dwtoledo.github.io/portfolio/",
  "location": "Toronto, Canada",
  "email": null,
  "hireable": true,
  "bio": "Software Engineer | Front End Developer | Angular and React Web UI Development",
  "twitter_username": "dwtoledo",
  "public_repos": 12,
  "public_gists": 0,
  "followers": 34,
  "following": 17,
  "created_at": "2015-02-22T17:54:52Z",
  "updated_at": "2023-11-02T20:45:59Z"
}
```



# Profile

I have used my name and headline data from the GitHub API, added an overview of my background in Software, Industry, and Entrepreneurship, and included my technology and soft skills tags.

Result on Light Mode was:

## Hey, I'm Douglas Toledo

Software Engineer | Front End Web Developer  
| Industry and Entrepreneur Background

Software Industry Entrepreneurship

### Front End Web Developer

2 years of experience at [InterPlayers](#):

Experienced developer with Agile and Scrum methodologies expertise. Also, with MBA and engineering degrees, I help companies drive measurable results and achieve digital excellence through innovative solutions.

Skills:

- Accessibility
- Agile Methodology
- Angular 8+
- AngularJS
- Bootstrap
- CI/CD
- CSS
- Data Modelling
- Data Structures
- Figma
- Git
- GitFlow
- HTML
- JavaScript
- JSON
- Microsoft Azure DevOps
- OOP
- Responsive Design
- REST API
- SASS
- Scrum Methodology
- SCSS
- Team Leadership
- Troubleshooting
- TypeScript
- UML
- UX/UI
- + More

# Profile

On Dark Mode was:

## Hey, I'm Douglas Toledo

Software Engineer | Front End Web Developer  
| Industry and Entrepreneur Background

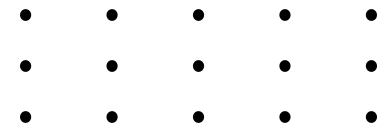
Software Industry Entrepreneurship

### Front End Web Developer

2 years of experience at [InterPlayers](#):

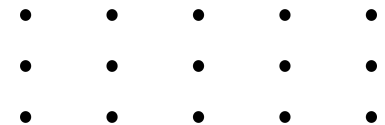
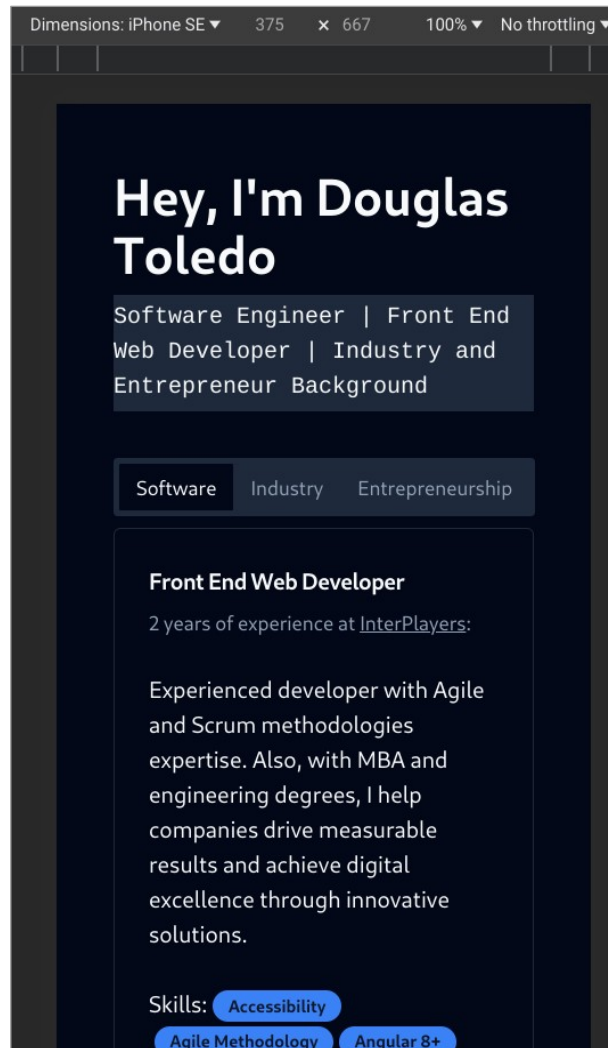
Experienced developer with Agile and Scrum methodologies expertise. Also, with MBA and engineering degrees, I help companies drive measurable results and achieve digital excellence through innovative solutions.

Skills: Accessibility Agile Methodology Angular 8+ AngularJS Bootstrap  
CI/CD CSS Data Modelling Data Structures Figma Git GitFlow  
HTML JavaScript JSON Microsoft Azure DevOps OOP Responsive Design  
REST API SASS Scrum Methodology SCSS Team Leadership  
Troubleshooting TypeScript UML UX/UI + More

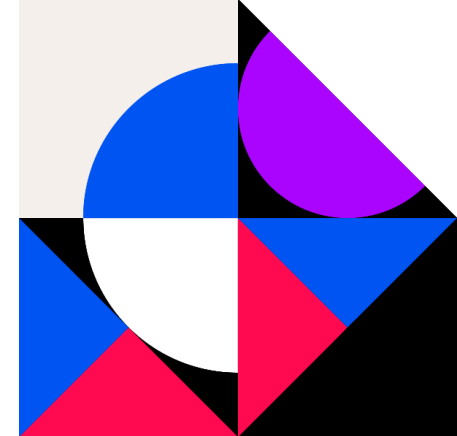
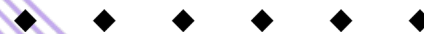


# Profile

On Mobile was:



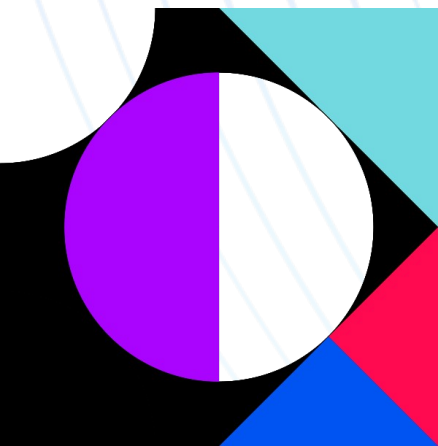




# Projects

You are THE EXPERT here!

```
<header> Use semantic tags! </header>
<main>
  <section> Profile Section. </section>
  <section> Projects Section. </section>
</main>
```





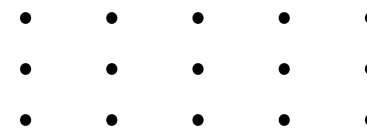


# Projects

😮 Images are more impressive than long texts, so use them as beautiful banners for your projects.

A good project presentation could include:

- A large and beautiful banner;
- A concise description;
- a list of technologies used;
- buttons to access it.



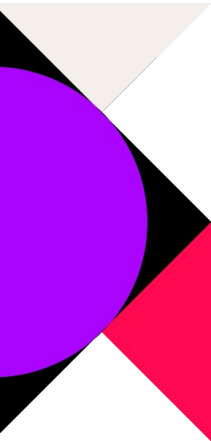
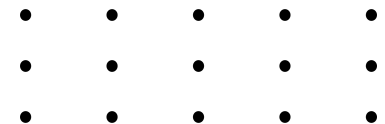
# Projects

## **Don't hide** relevant contents!

Avoid hiding important content in sliders, pagination, accordions, or similar elements, as relying on **recruiter interaction cannot be guaranteed**.

## **Avoid animations!**

I once encountered a portfolio where the names of the technologies were presented moving in and out of the screen so quickly. I was **unable to read them, especially on smartphones**.



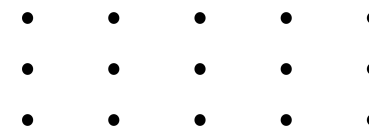


# Projects

🚀 New projects must be **easily or automatically added to the portfolio** as soon as the project is published.

Some options could be:

1. Use a **mocked JSON** to provide the project's data for your portfolio, updating the JSON will automatically update your projects on screen;
2. Use the **GitHub API** to fetch data from your public repositories.





# Projects

<https://api.github.com/users/dwtoledo/repos>

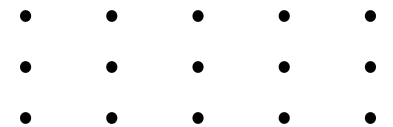
Access your GitHub data replacing 'dwtoledo' with your username.

 **Be creative!**

There is a lot of data that can be used.

What I used?

- **Name, Description, and Tags;**
- **GitHub URL** (for GitHub button);
- **Published URL** (for live demo button);
- **Repository id** (for sort);
- **Development branch name.**





# Projects



## Be careful!

There is a lot of data that you don't want to use!  
Is not possible to get repository social image.

What I did?

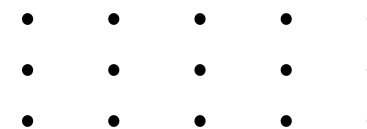
- In my code, I created an array with all the **repository names that I want to ignore**, such as the portfolio itself.

- I manually upload a **banner image** to all my repository root folders.

To access them, I used the following URL template:

<https://raw.githubusercontent.com/dwtoledo/challenge-01-ignite/main/social-banner.webp>

where "challenge-01-ignite" is the repository name and "main" is the branch that I developed the project;





# Projects

My result on Light Mode was:

### 3# Ignite Coffee Shop

csshtmljavascriptreactreact-hook-formreact-hooksreact-router-domreactjsshadcn-uistyled-componentstypescriptzod

This project is a coffee shop simulation. It displays a page with all coffee options to be inserted on shopping cart, a shopping cart page itself with address and payment form, and another to inform to the user that the order was placed successful. The project used various React features such as components, props, states, contexts, router, forms..

Coffee Delivery

TORONTO, ON

#### Find your perfect coffee!


Superior quality grains of coffee, with a delightful aroma. Enjoy wherever you may be, anytime with us!

Simple and secure purchase.





Fast and tracked delivery.


Packaging keeps the coffee intact.


The coffee arrives fresh to you.



#### Our coffees



 GitHub

 Try a Live Demo

On Dark Mode was:

### 3# Ignite Coffee Shop

csshtmljavascriptreactreact-hook-formreact-hooksreact-router-domreactjsshadcn-uistyled-componentstypescriptzod

This project is a coffee shop simulation. It displays a page with all coffee options to be inserted on shopping cart, a shopping cart page itself with address and payment form, and another to inform to the user that the order was placed successful. The project used various React features such as components, props, states, contexts, router, forms..

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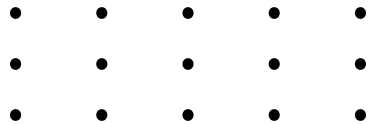
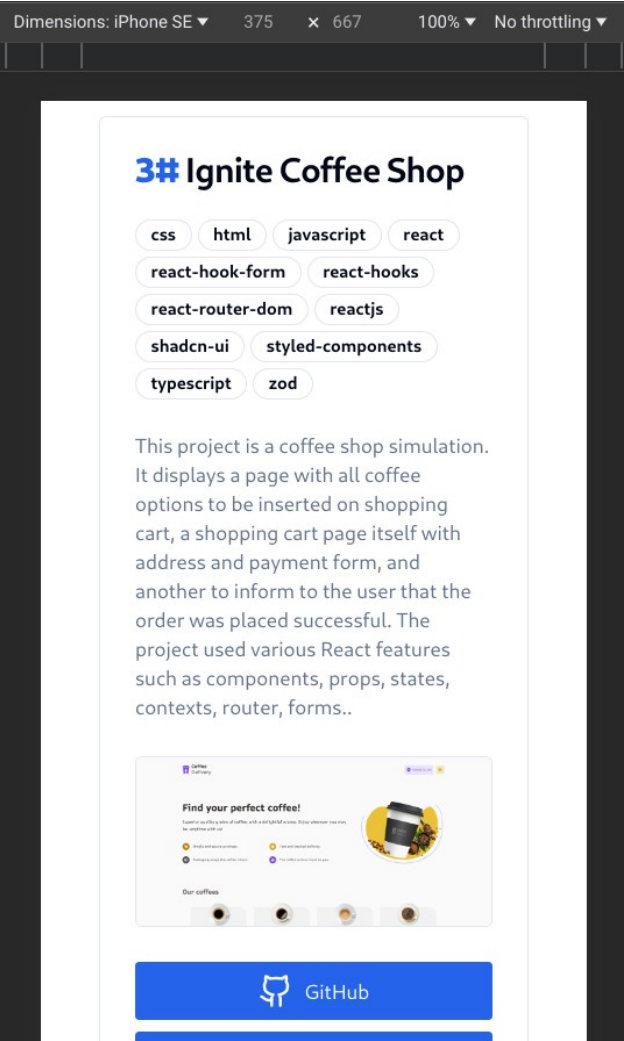
 Try a Live Demo



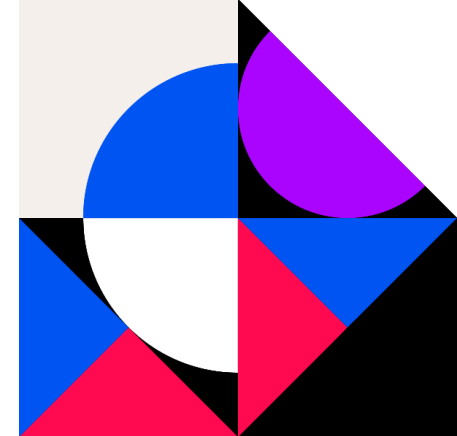
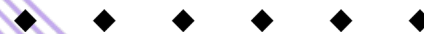


# Projects

On Mobile was:



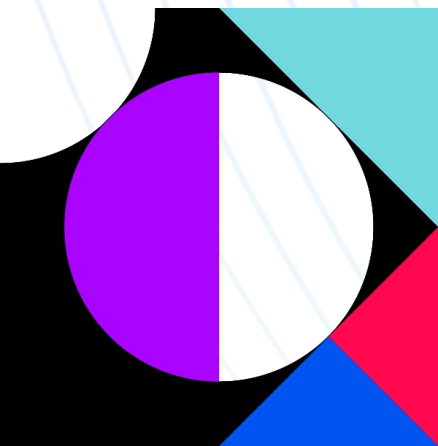




# Contacts

Yeah, recruiters want to contact you!

```
<header> Use semantic tags! </header>
<main>
  <section> Profile Section. </section>
  <section> Projects Section. </section>
  <section> Contacts Section. </section>
</main>
```





# Contacts

 Consider adding an **engaging ice-breaking message** to the recruiter!

I used ChatGPT to generate 3 inviting phrases for recruiters:

1. "I'm open to challenging opportunities and eager to learn how I can contribute to your company's success. Let's talk!"
2. "I would be delighted to discuss how my experience and skills can be an asset to your team. Feel free to reach out for a conversation."
3. "If you liked what you saw in my portfolio, I'm available to delve deeper into the conversation and explore how I can help meet your needs."





# Contacts

My results\* on Light Mode was:

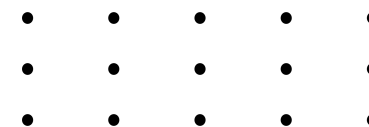
My technical skills and creativity are at your disposal!

Let's create something amazing together?

 Send me an email



\* I also created a typewriter effect on "Let's create something amazing together?" to get the recruiter's attention!





# Contacts

On Dark Mode was:

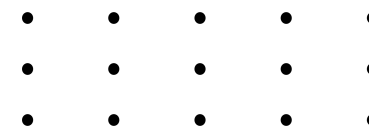
My technical skills and creativity are at your disposal!

Let's create something amazing together!

✉ Send me an email



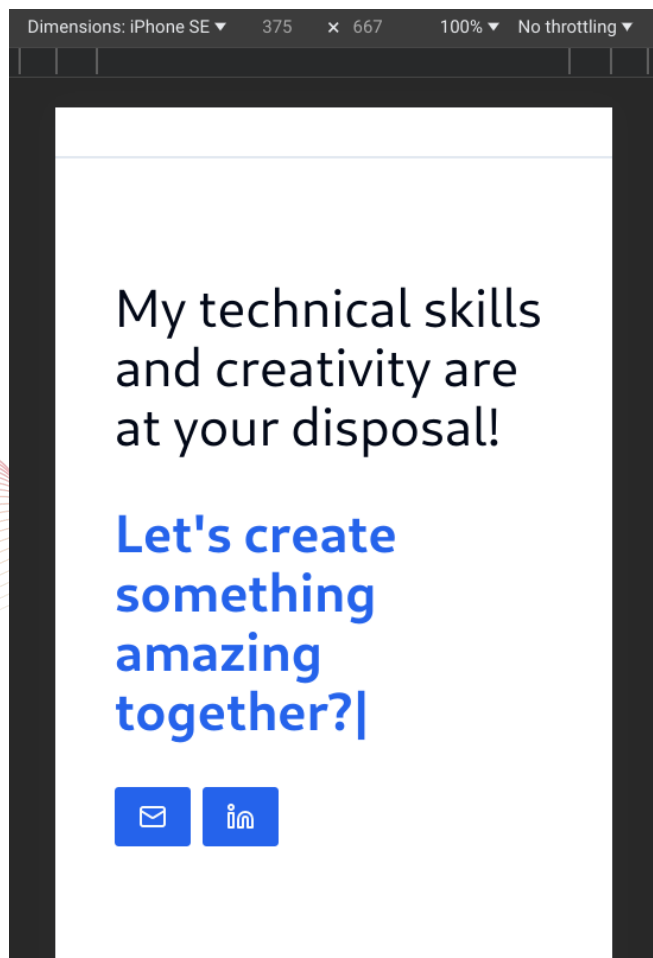
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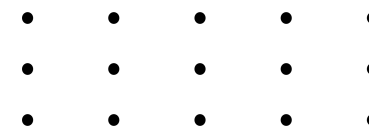


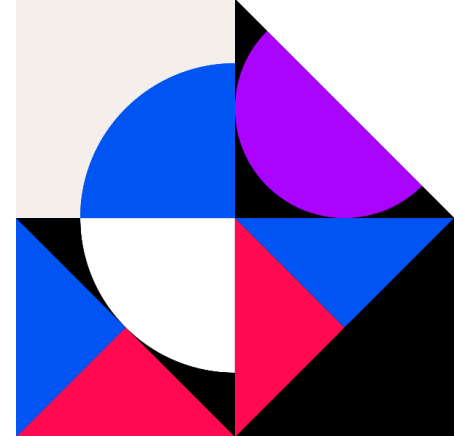
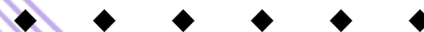
# Contacts

On Mobile was:



\* I also created a typewriter effect on "Let's create something amazing together?" to get the recruiter's attention!

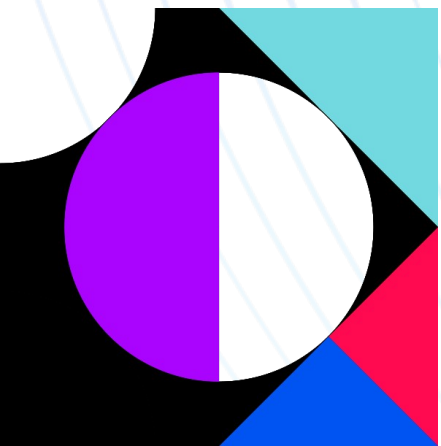




# Footer

If you're made it this far, don't give up!

```
<header> Use semantic tags! </header>
<main>
  <section> Profile Section. </section>
  <section> Projects Section. </section>
  <section> Contacts Section. </section>
</main>
<footer> Do not forget me! </footer>
```







# Footer

Simple and professional to avoid distracting the recruiter. It can have:

- "Developed by";
- Currently **year**, and;
- **Technology** used.

Result on Light Mode was:

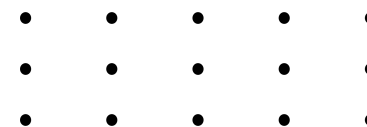
```
>_ 2023, Developed by Douglas Toledo using React
```

On Dark Mode was:

```
>_ 2023, Developed by Douglas Toledo using React
```

On Mobile was:

```
>_ 2023, Developed by Douglas  
Toledo using React
```







# Thank you!

Douglas Toledo

Front End Developer

E-mail: [dwtoledo@outlook.com](mailto:dwtoledo@outlook.com)

LinkedIn: <https://www.linkedin.com/in/dwtoledo/>

GitHub: <https://github.com/dwtoledo>

