06 Include results

If you designed a marketing campaign, it's excellent to **include who else worked on the project, how they measured effects, and how successful it was.**

07 Non-Client work is not a waste

Just because it wasn't a paid client project doesn't mean you can't put it in your portfolio. If you love to self-start your projects, go ahead and include them.

08 Get a second opinion

Before you finalize your portfolio, get another set of eyes on it. **Get someone else's reaction and advice**. Does it flow, look professional, is easy to click-through and correct?

09 Do you need a physical portfolio?

Most designers are using online portfolios these days. But for in-person interviews – especially if you're a print designer – you should think about **creating a physical copy** one.