



“I craft
innovative, disruptive,
meaningful experiences.”



Ellen Li
UX Design Lead at Nymi



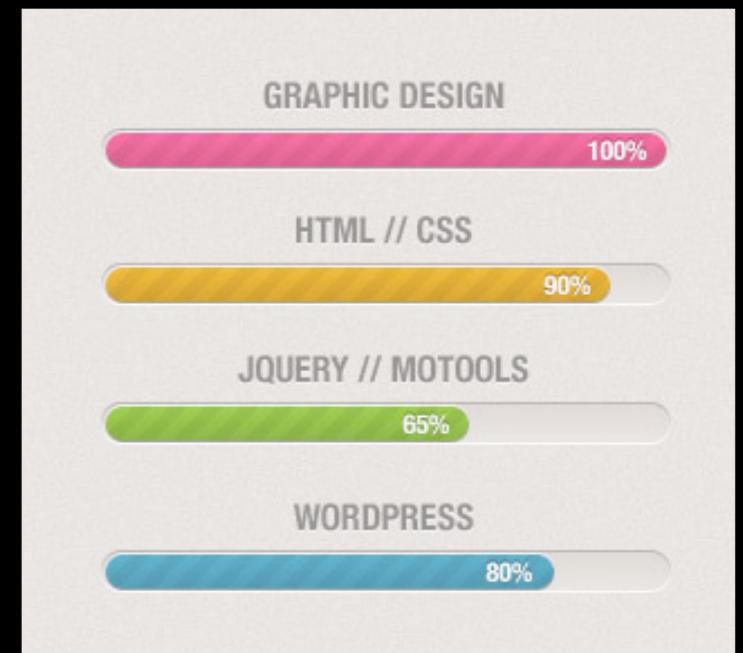
“I craft
SHOW ME.
meaningful experiences.”



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what Not To Do

- <http://theworstportfolioever.com/>
- Generic intros
- Have (and neglect) a blog
- Take credit for the team
- Distill your skills to this...



“Your portfolio is not the work you did, but the work you’re going to do next.”

Tobias van Schneider

Be Picky

- What do you want to do? What are your goals?
- One in-depth case study > Gallery of screenshots
- Show a focus if you can; a passion for mastery
- If you don't love it, that's okay. What would you do differently? **Why?**

We are trying to prove
ourselves wrong as quickly as
possible, because only in that
way can we find progress.

Richard Feynman

Show Your Process

- What's the problem you are designing a solution for?
- Who are you designing a solution for?
- How did you brainstorm? How did you focus?
- How did you test your solution?
- How did you iterate on the feedback?
- Don't tell me; **show me!** 

Website

- Build your own website
- A Dribbble profile is not a portfolio
- Behance
- Cargo Collective
- Wordpress, Medium, Tumblr, etc
- Design is a journey; show yours!

Examples

- Behind Medium's New Logo (branding, process)
- Redesign Challenge: Hangouts for iPhone (UI, UX)
- Teardown of Gmail Onboarding UX (UX)
- W Network Website Redesign (UI, UX, process)
- Alice Lee (illustration, process)
- Jack Smith (UI, UX, front-end dev)

When interviewing...

Share the other side—the ugly side. Anyone who has tried anything will understand its worth.

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