

Yes, you need a portfolio!

Shannon Turner

I am woman, Hear Me Code!

Free, beginner-friendly coding classes

Over 2,000 women in DC

Focus on turning students into teachers

hearmecode.com

Yes, you need a portfolio!

- People are Googling your name
- Resume, Cover Letter, Portfolio
- Tell the world who you are

My portfolio helps me

- I'm proud of my work! I want to show it off!
- It's how strangers contact me
- Freelance opportunities
- Media interviews
- Job interviews

What makes a good portfolio?

What makes a good portfolio?

IT DEPENDS!

What's "good" depends on ...

- What are your goals?
- Who is your audience?

My goals

- Show off my projects
- Make a name for myself
- Bonus: improve my career trajectory

My audience

- Future employers
- People I want to work with
- People who would be interested in my projects

shannonvturner.com

I want my portfolio to clearly communicate:

- My professional accomplishments
- The types of projects I've created
- How to contact me

My portfolio has six parts

- Introduction / what I'm about
- My projects
- Projects I've collaborated on / contributed to
- Awards I've received
- Press Mentions
- Preferred ways to contact me

Intro / About Me



I'm Shannon Turner, a full-stack developer in Washington DC, and this is my portfolio.

All of my projects are [open source](#) and focus on issues of social justice and [civic tech](#).

I believe [teaching](#) and [leadership development](#) are the best ways to achieve [gender parity](#) in tech.

I also [develop the curriculum](#) for my coding classes and practice graphic design.



[Awards](#) | [Contact](#) | [Press](#)

My projects

My side projects
Click on a project to learn more

Hear Me Code



Watch This Instead & @BechdelBot



Shut That Down



Seriously?



Art Games



Let's Go!



#WeAreNotThis



#WeAreNotThis

Secret



Contributed to



Contributed to

Click on a project to learn more



Not Alone



Buscando



Rootscamp

Awards I've received



Awards

The Spectrum Circle Award for Innovation in Technology (2016)

DCFemTech Awards: Powerful Women Programmers (2015)

First Place, Smithsonian American Art Museum Hackathon (2013)

The New Power Women of DC Tech (2016)

DC Web Woman of the Year (2014)

Washingtonian's 100 Tech Titans (2015)

Best Social Good Startup (Hear Me Code, 2014)

Press coverage

Press



Shannon Turner is building an army
of women who code (MSNBC)



How else are women pulling one
another into the tech world?
(Washington Post)

Hacking Diversity (MIT Technology
Review)



5 Innovators Actively Working For
Change (Power to Fly)

Show-And-Tell For The Hacker
Crowd (WAMU)

Hear Me Code Provides Safe Space
for Women to Learn Code (Capital
Community News)

Preferred ways to contact me

-

Like my work? Want to chat?

[Say hi on Twitter](#)

Now accepting new clients for short-term projects

[Email me with project and budget details](#)

What I like

- Each part contributes meaningfully to my goals
- Design is harmonic
- Clear and concise

What I can improve

- Thumbnails are decorative and don't explain my projects; adding a brief description would make it clearer
- It's difficult to tell my precise contributions in the "Contributed to" section
- My "email me" prompt might discourage people who are not interested in hiring me for freelance work

A tricky problem

- Thumbnails are decorative and don't explain my projects; adding a brief description would make it clearer
- A previous attempt:
<http://web.archive.org/web/20150108081850/http://shannonvtturner.com/>

Let's review some portfolios!

- What are the author's goals?
- Who is the audience?
- What parts of the design do you think are most important?

As we review these, let's also ask:

- How does the design suggest which information is most important?
- How many sections does each portfolio site have? What are they?
- Do you have a good sense of the author's professional work?

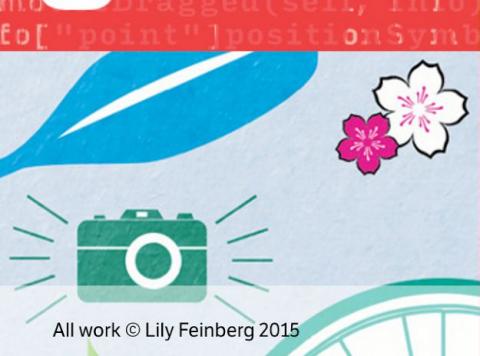
Some of my favorite portfolio sites

- lilydesignberg.com
- frostenson.com
- camdenlee.com
- samiyah.co
- nguyenist.github.io

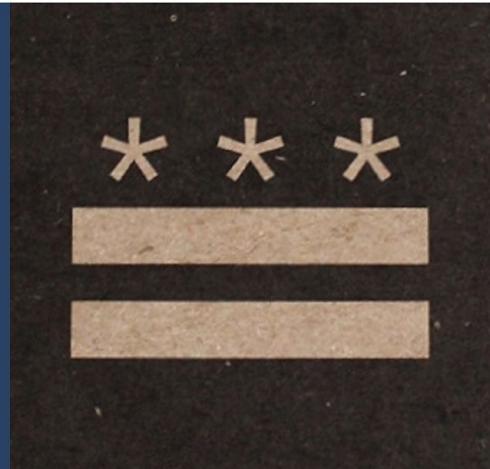
Lily Feinberg

DESIGN ABOUT BLOG

You code, girl!



All work © Lily Feinberg 2015



Viacom + Girls Who Code

Viacom partnered with the amazing organization Girls Who Code to participate in its 7-week summer immersion program, hosting workshops, field trips, and events to teach 20 high school girls about how coding and technology are vital to a global media company.

I worked with a creative team at Viacom's internal design studio, Catalyst, to design a campaign welcoming the girls to Viacom and informing employees about this cool partnership. We created screen and web graphics, posters, and more for the program's orientation and graduation events as well as for display in Viacom's Broadway building.

Creative Director: John Farrar

Copywriters: Patrick O'Sullivan, Rachel Bass

Animator: Amanda Pecharsky



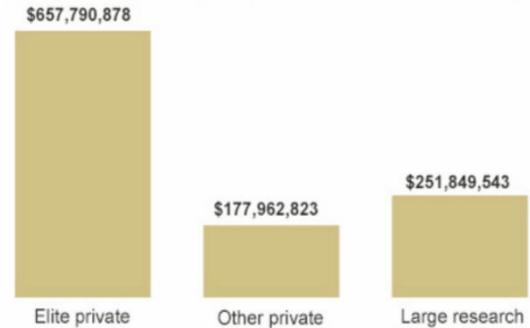
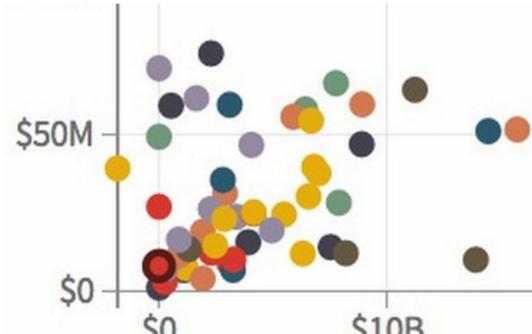
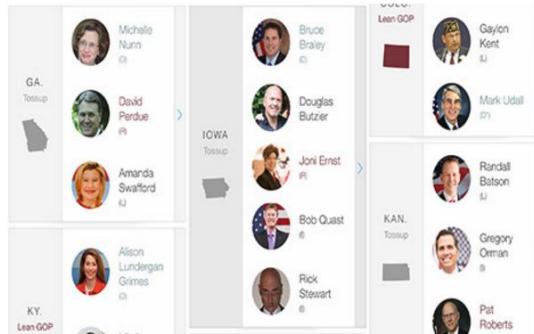
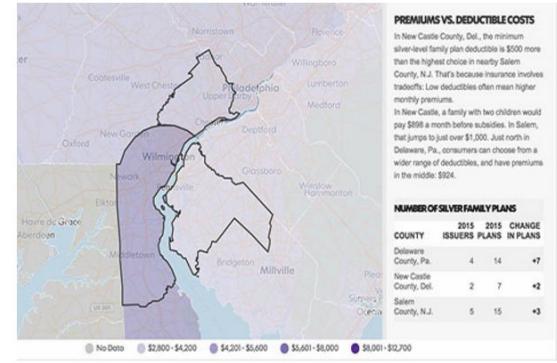
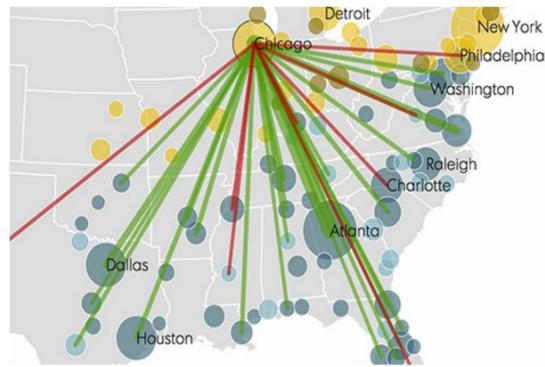
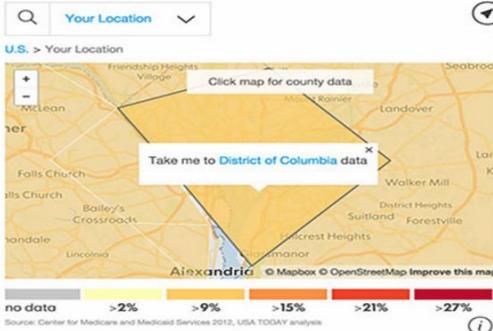
sarah e. frostenson

for data in journalism

[portfolio](#)

[resume](#)

[talks](#)

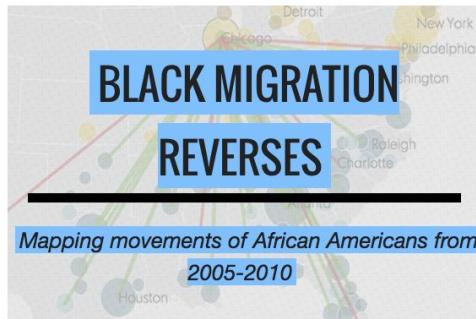
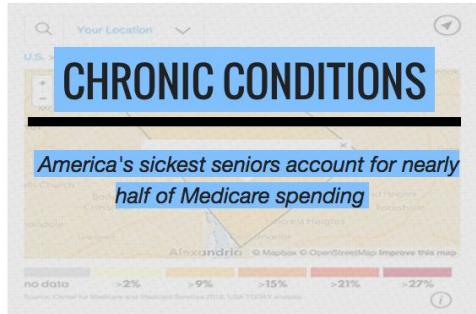




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Building a Geolocator App for County-level Data on Chronic Conditions

Using Medicare data from 2012, I worked with [Meghan Hoyer](#) to visualize the health care cost of seniors with multiple chronic conditions. The project utilizes a Backbone router to set custom view of the interactive based on state and county views and uses D3 for the national view and Mapbox for the state views with D3 visualizations for county level data.

Additionally, I used an IP lookup to detect user's location on desktop and HTML5 Geolocation for mobile. Read the [full story](#) and explore the interactive.

MEDICARE SPENDING ON SENIORS WITH MULTIPLE CHRONIC CONDITIONS



[U.S.](#) > [California](#) > Los Angeles County

Population: **9,840,024**

[6 or more chronic conditions](#)

CAMDENLEE

D I G I T A L M A K E R

Here are some things I've made recently:



Editorial boards across the country agree:

The Senate must do its job and give President Obama's nominee a fair hearing.

Supreme Court Editorials

web development

[View the website](#)



David Rolf



Coworker.org

digital design

[Find out more](#)



Editorial boards across the country agree:

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Supreme Court Editorials

web development

[View the website](https://www.barackobama.com/supreme-court-editorials/)



David Rolf

logo design / digital design / web development

[View the website](#)



Coworker.org

digital design

[Find out more](#)



<https://www.barackobama.com/affordable-care-act>



Donna Edwards for Senate



Editorial boards across the country agree:

The Senate must do its job and give President Obama's nominee a fair hearing.

A selection of editorials from publications across the country



Samiyah

PORTFOLIO

ABOUT

HIGHLIGHTS

BLOG

SAY HI





Bluenose Analytics



Position: Sr. Lead UI/UX Product Designer

Platform: Enterprise Web

User Research (ethnographic studies, card sorting, user interviews, usability studies, participatory design), product definition, Sketch (Bohemian Coding), UX Design (wireframing, storyboarding), UI Design (lo-fi mocks & hi-fi mocks), Iteration



www.samiyah.co/bna.html



[◀ Go Back](#)

Bluenose Analytics | Enterprise Web

My Tools & Methods: User Research (ethnographic studies, card sorting, user interviews, usability studies, participatory design), product definition, Sketch (Bohemian Coding), UX Design (wireframing, storyboarding), UI Design (lo-fi mocks & hi-fi mocks), Iteration

Challenge: Empowering our users to be successful at their jobs.

Solution: The Playbooks feature. I defined the design language, conducted user research, crafted the user experience, designed the Playbooks UI, and iterated based on user learnings and behavior. My responsibilities began

The screenshot shows a web browser window for 'Bluenose Analytics' displaying the 'Playbooks' section. The main title is 'Hogwarts QBR: Standard Tier 1'. It includes a summary table with columns for 'Owner' (Me), 'Due' (Jul 24, 2014), '\$BDK', 'ARR', 'Renewal', and 'Health'. Below the table is a list of tasks:

- SA Receive payment from the Ministry of Magic (Assigned to Arya Stark, due Jul 24, 2014)
- Clear check with Gringotts (due Jul 24, 2014)
- Signed contract from Garrick Ollivander (due Jul 24, 2014)

At the bottom, there's a 'Assignee' dropdown menu with options for Joffrey Lannister, Jon Snow, and Tyrion Lannister.

The screenshot shows a second web browser window for 'Bluenose Analytics' displaying the 'Playbooks' section. The main title is 'Valyrian Steel Co. Renewal: Tier 1'. It includes a summary table with columns for 'Owner' (Me), 'Due' (Jul 24, 2014), '\$BDK', 'ARR', 'Renewal', and 'Health'. Below the table is a note stating 'Tasks related to Renewals fall under the Renewals playbook. This playbook is...'.



Landmark Directions

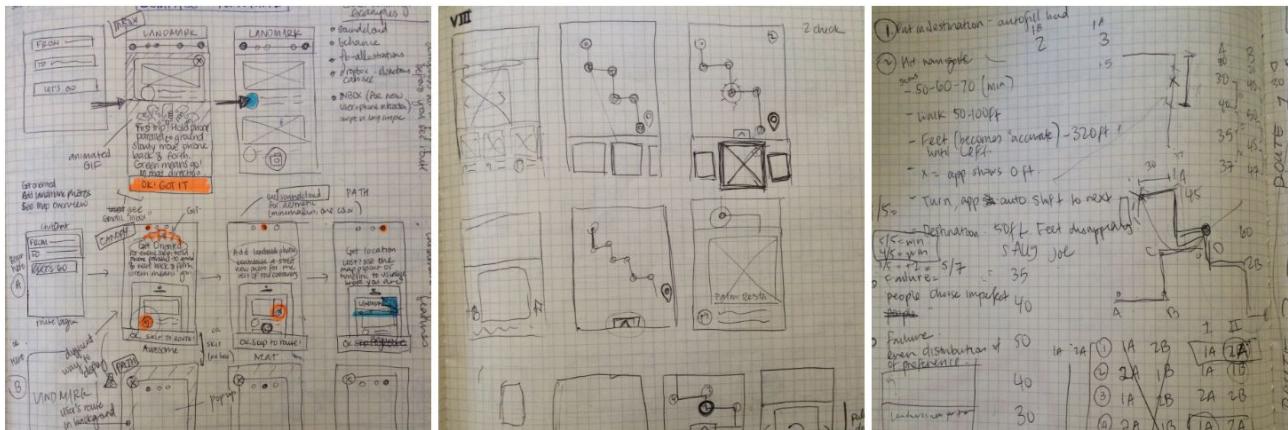
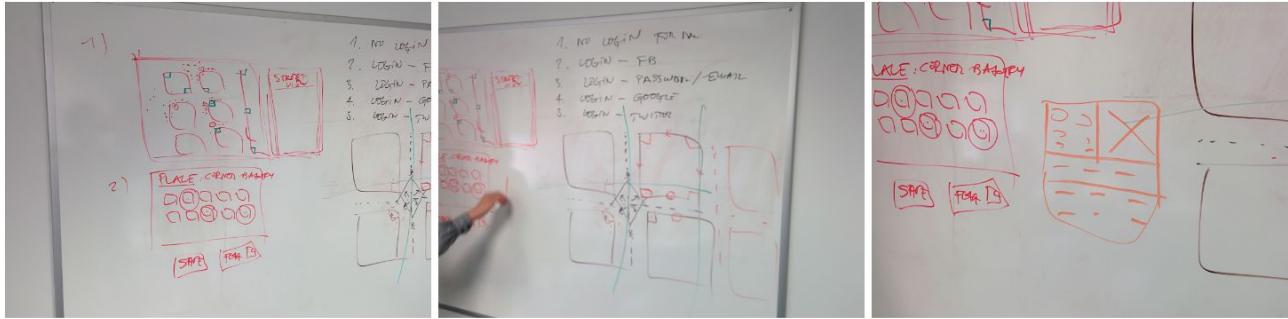


Wearably



Wireframing and paper prototyping

After gathering insights about how pedestrians navigate and the pain points they experience along the way, we began prototyping various possibilities for the core user experience. Below we showcase a few, showing early sketches for how users would navigate using Landmark.



Lily Feinberg



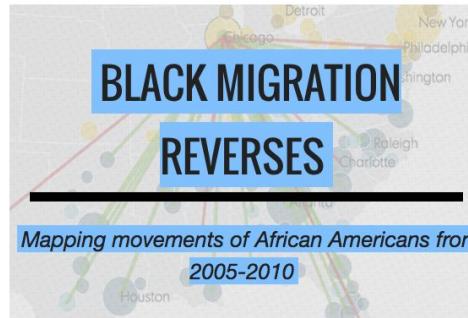
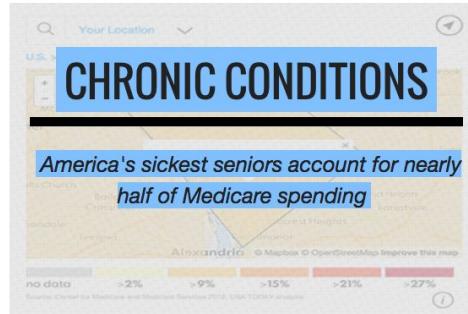
You code, girl!

Dodge Traffic

suspicious of unsolicited emails or phone calls

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CAMDENLEE

DIGITAL MAKER

Here are some things I've made recently:



Supreme Court
Editorials

web development

[View the website](#)

Let's start our portfolio

- <https://github.com/hearmecode/portfolio>

I created a portfolio starter that has a lot of boilerplate already done for you.

Some assembly required

If you code your own portfolio site, that's great!

But sites like SquareSpace are a great way to design a beautiful portfolio site if you don't want to code your own site.

Designer's best friends

- <https://color.adobe.com/>
- <http://paletton.com/>
- <https://colors.co>
- <https://color.hailpixel.com/>
- <http://subtlepatterns.com/>

Designer's best friends

- <https://fonts.google.com/>
- <https://www.fontsquirrel.com/>
- <http://fontawesome.io/>
- <http://favicon.cc>

Google Analytics

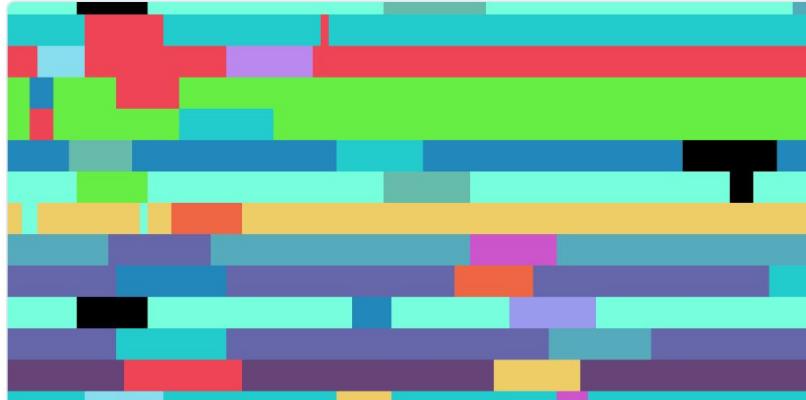


Social Media meta tags



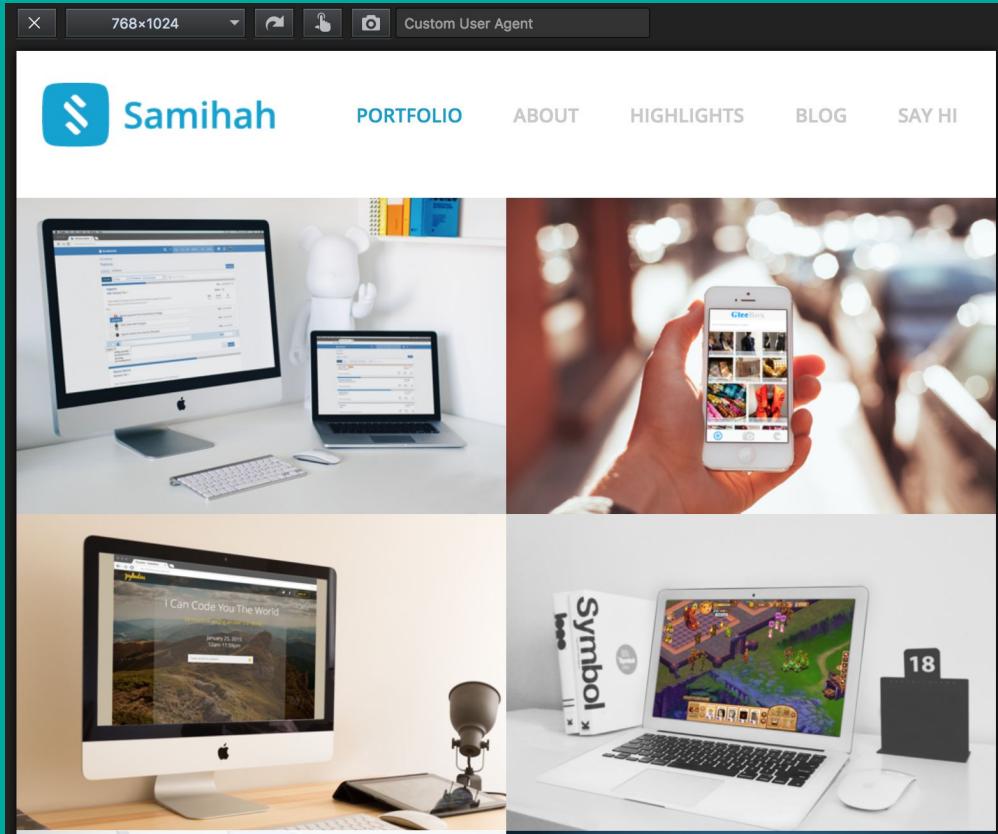
 **Shannon Turner**
@svthmc

really happy because I got
shannonturner.com/secret/ to work on phones
now!!



An Open Secret
Free yourself from the burden of your secrets. Share them out in the open.
shannonturner.com

Responsive Design View



Inspect Element



Seriously?

#WeAreNotThis

The North Carolina state outline

#WeAreNotThis

Timeline Profiles Application Security Audits

Art Games

Open Link in New Tab
Open Link in New Window
Open Link in Incognito Window

Save Link As...
Copy Link Address

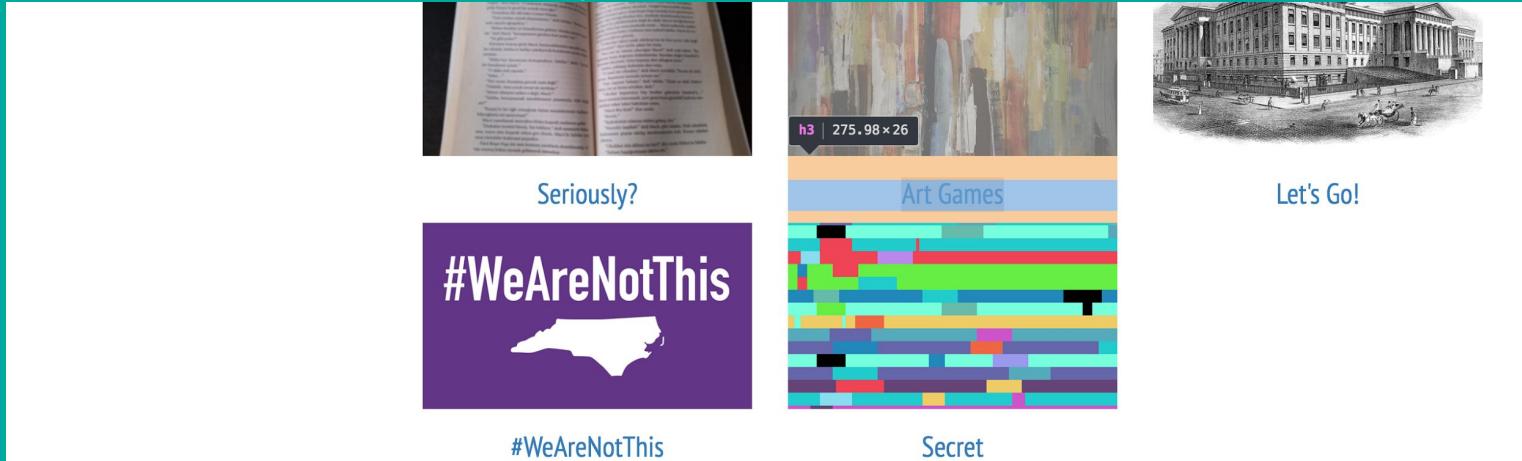
Copy
Search Google for "Art Games"
Print...

Inspect

Speech ►

Add to iTunes as a Spoken Track

Use this to test your CSS!



A screenshot of a browser's developer tools showing the DOM structure and CSS styles for the "Secret" image.

Elements Tab: Shows the HTML structure of the page, including the image element with its source and alt text, and the surrounding div elements.

Styles Tab: Shows the CSS rules applied to the image element. The image has a class of "img-responsive". The CSS rules define the font size for h3 elements and margin-top and margin-bottom values for h1 through h3 elements.

```

...
<h3>Art Games</h3> == $0
</a>
</div>
<div class="portfolio-item portfolio-image col-lg-4">...</div>
::after
</div>
<!-- /. row within .col-lg-9 -->
<div class="row">...</div>
<!-- /. row within .col-lg-9 -->
</div>
```

```
.h3, h3 {
    font-size: 24px;
}
.h1, .h2, .h3, h1, h2, h3 {
    margin-top: 20px;
    margin-bottom: 10px;
}
```

Bootstrap

- Bootstrap is a design framework that looks great and makes it easy to make your website look great at any size!
- <http://getbootstrap.com/>

The Grid!

Each container is divided into 12 columns

Each column is $100\% / 12 \text{ columns} = 8.33\%$ wide

Containers can be nested

The Grid!

My side projects

Click on a project to learn more



Hear Me Code



Watch This Instead



Shut That Down



Questions?

Ask me questions! Show me your amazing portfolio! Just say hi!

shannon@hearmecode.com