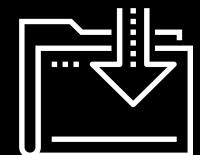


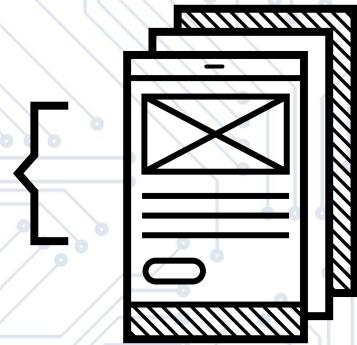
# UX/UI Portfolio Week: Day 1

UX/UI Design  
Lesson 16.1



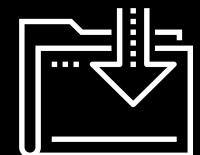


**45 minutes**



# UX/UI Portfolio Week: Day 1

UX/UI Design  
Lesson 16.1



# Today's Objectives

---

In today's class, we will:



Gather design inspiration for UX portfolios and case studies.



Execute a UX/UI portfolio case study outline.



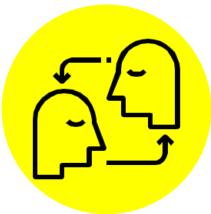
Produce UX/UI case study assets.

# UX Design Skills

Design professionals are required to have many skills. UX/UI Portfolios are about demonstrating these skills in case studies.



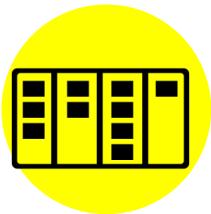
UX DESIGN  
PROCESS



PROTO-PERSONA  
/ USER PERSONA



USER  
RESEARCH



AFFINITY  
DIAGRAM



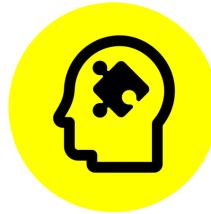
EMPATHY  
MAP



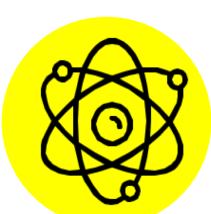
USER  
INTERVIEWS



USER INSIGHTS



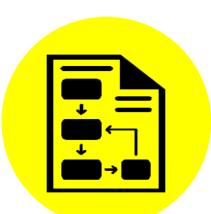
PROBLEM  
STATEMENT



IDEATION



STORYBOARD



USER  
FLOW



WIREFRAMES



PROTOTYPE



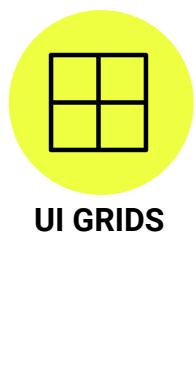
USABILITY  
TEST

# User Interface Skills

Today, we will be diving into the build UX/UI portfolio case studies.



UI Design  
Process



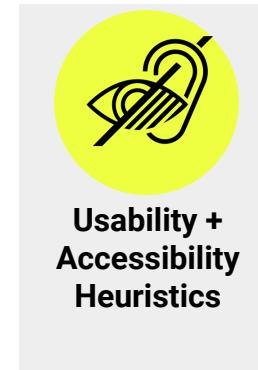
UI GRIDS



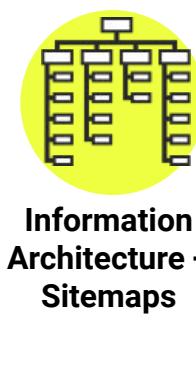
UI Analysis +  
UI Patterns



Color Theory +  
Typography



Usability +  
Accessibility  
Heuristics



Information  
Architecture +  
Sitemaps



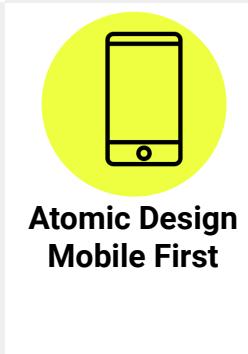
UI Systems +  
Navigation



Interaction  
Design + Micro  
Interactions



Responsive  
Web Design



Atomic Design  
Mobile First



UI Best  
Practices



Templates +  
Layout + Pages



UI Prototyping



UI Testing +  
A/B Testing

# Welcome to Portfolio Week

# The Next Six Weeks

---

This week we will begin working on UX Portfolios and Case Studies. During weeks 17-21 we will begin working on online portfolios.

UX Portfolio

Front-End Development



Week 16



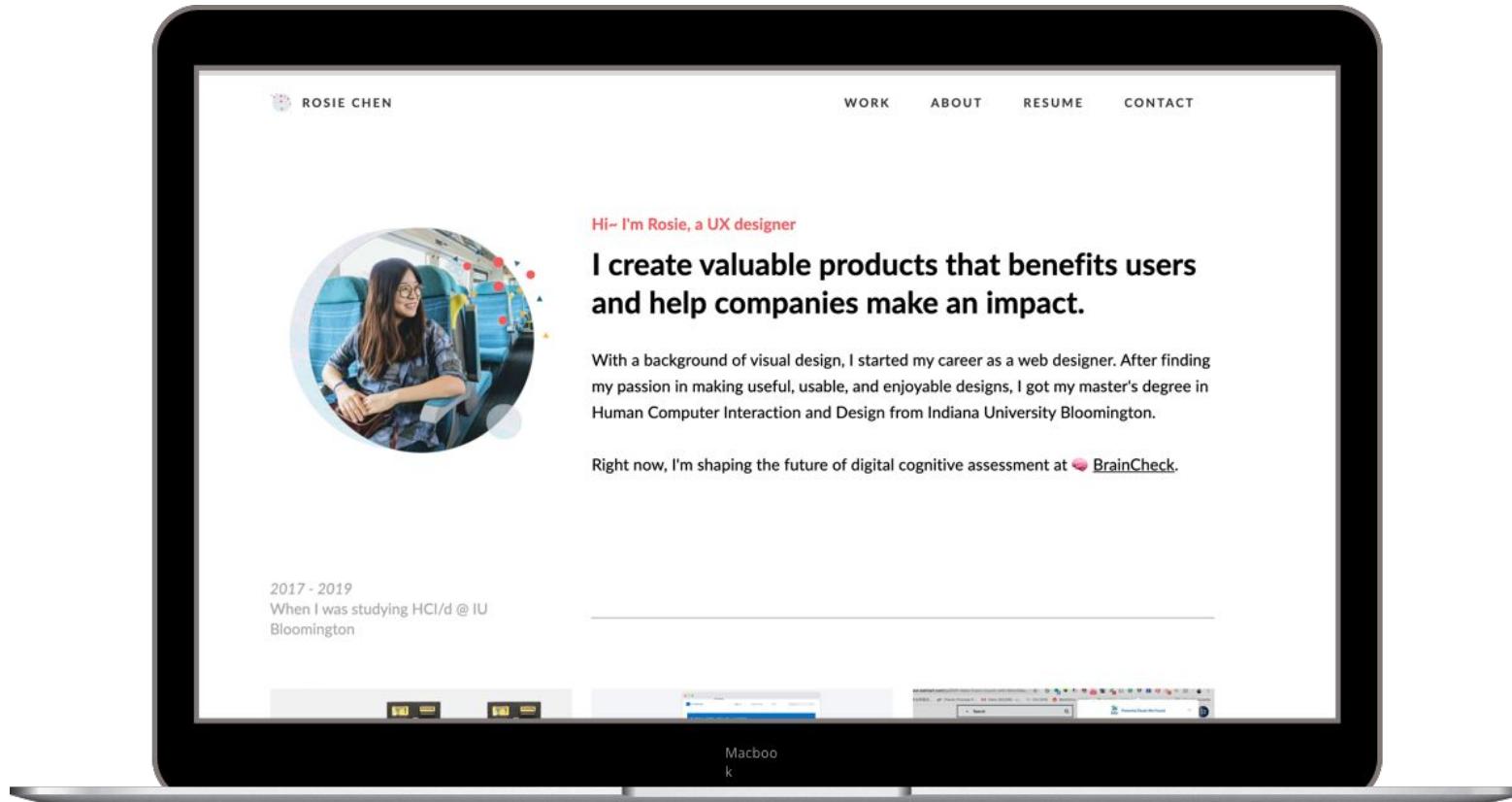
Weeks 17-21

This week we will be working on the **content for our UX Portfolios**.

During weeks 17-21, we will be building our **online UX Portfolio**.

# UX/UI Design Portfolios

# Why Do You Need a Design Portfolio?

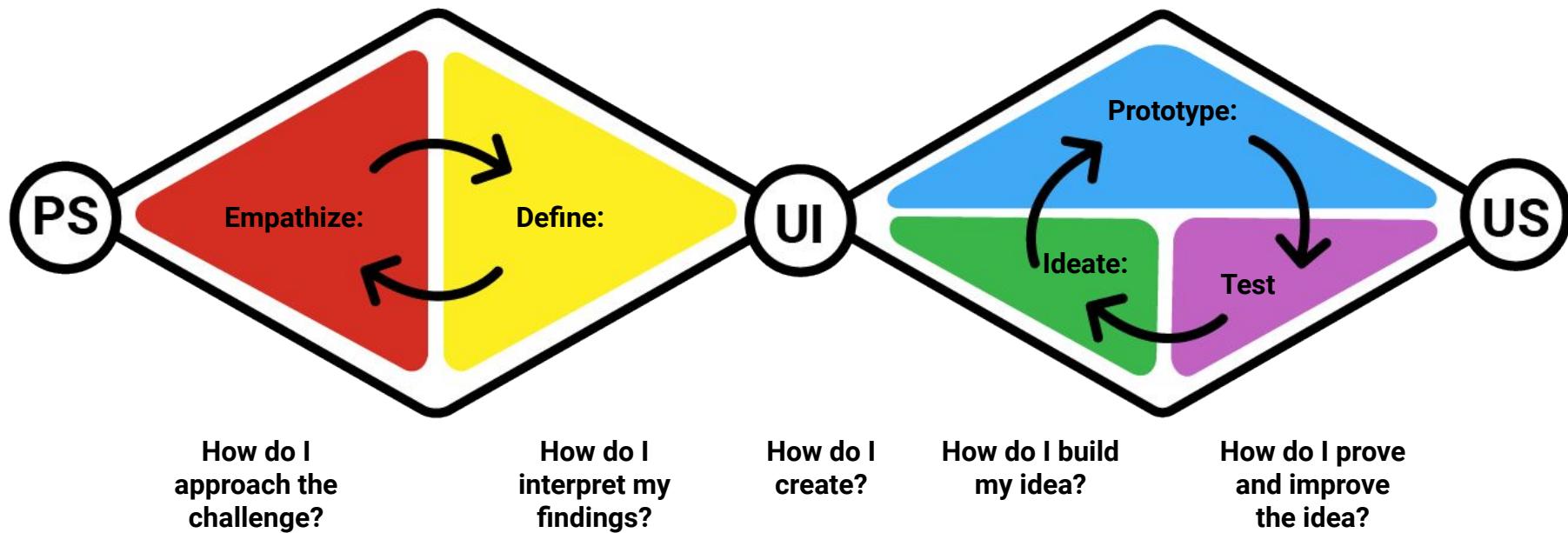


# So You Can Get a ...



# Design Portfolios Are Required

For UX/UI designers to interview for design roles. Employers hire designers that know the user-centered design process. The goal of your portfolio is to share how you think and how you can solve problem using your process.



# UX/UI Portfolio Requirements

# Two Types of Design Portfolio: Online and Offline

---

## COMPONENTS OF A UX-DESIGN PORTFOLIO

*An illustrated guide for creating a portfolio template*

### Web

The illustration shows a sidebar on the left containing a "Header / Navigation" section. The main content area includes a "Your Name" section with a "How you'd like to be contacted" field, a "Brief description of who you are and in what you specialize" field, and a "View Projects" button. A note suggests adding a call to action for projects or contact.

### PDF / Slide Deck

The illustration shows a title page with "Your Name" and "Job Title or Specialties". Below it is a section for "UX Design Portfolio Selected Samples" and a "Logo" placeholder.

### Header / Navigation

The illustration shows a sidebar on the left containing a "Header / Navigation" section. The main content area includes a "Project Name" section with "Dates of project", an "Introduction to the project" section with a note about the problem solved and role played, and a "Screenshot or Process Photo" placeholder.

### Project Introduction

Description of each project

### Project Name

Dates of project

#### Problem

The problem you were tasked with solving on this project.

#### Role(s) Played

Your impact to the team.

#### Activities Performed

Specific UX activities that you performed listed (optional).

Screenshot or Process Photo

Caption for photo above.

# What Hiring Managers Are Looking For

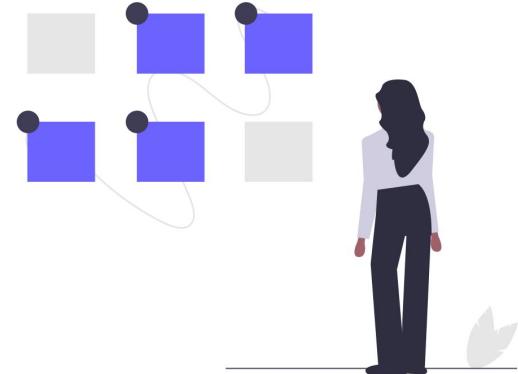
---

The Nielsen Norman Group surveyed 204 professionals in charge of hiring and asked what they look for in a portfolio.

They want to see:

- **Logical thought processes**
- **Hard and soft skills, including the ability to:**
  - Communicate
  - Work with a team
  - Work independently
  - Make decisions based on results and user feedback
  - Learn from mistakes
  - Solve problems

*(continued)*



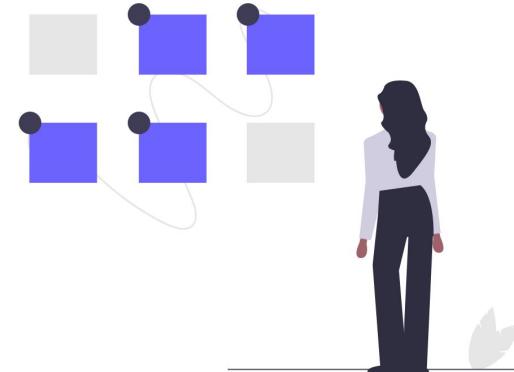
# What Hiring Managers Are Looking For

---

The Nielsen Norman Group surveyed 204 professionals in charge of hiring and asked what they look for in a portfolio.

They want to see (*continued from prior slide*):

- **Design process**
- **Knowledge of methods to use and when to apply them**
- **Openness to feedback**
- **Desire to improve**



# How Do You Show All of Your Skills?

---

You'll need an online portfolio, but you don't have to code it yourself. UX leaders do not care how it gets built.

01

## Portfolio homepage

The student's portfolio homepage should include basic information, such as:

- Name, job title, and photo
- Three to five big, nice images of your best projects
- A short bio highlighting the most important points
- Social links
- UX designer résumé (downloadable PDF)
- Contact details or a contact form so people can easily reach you

02

## Three to five UX case studies of your best work

The case study should include:

- A header image with a great title
- The biggest challenge you faced
- The team and your role
- Your design process—present the process step by step, including the methods used, the decisions taken, and why the student did it that way.
- The results
- Your learnings

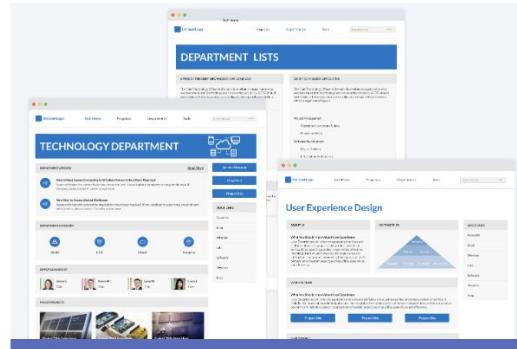
# What Projects Do You Put in a Portfolio?

Showcase your **best three to five projects**. Make sure you have projects that fit your future employers' needs or your personal preferences. Employers usually look for proof that you have already performed similar work to what the role will require.



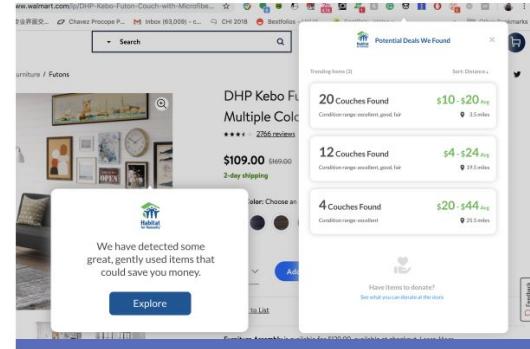
2018 CHI STUDENT DESIGN CHALLENGE

A Donation Box that Visualizes Donors' Monetary Contributions



2018 SUMMER INTERNSHIP WITH WELLMARK

Intranet Redesign for Wellmark Technology Department



ONE WEEK PROJECT FOR BLACKBAUD

A Web Plugin that Promoting Responsible Consumption and Production

# Focus on the Big Picture

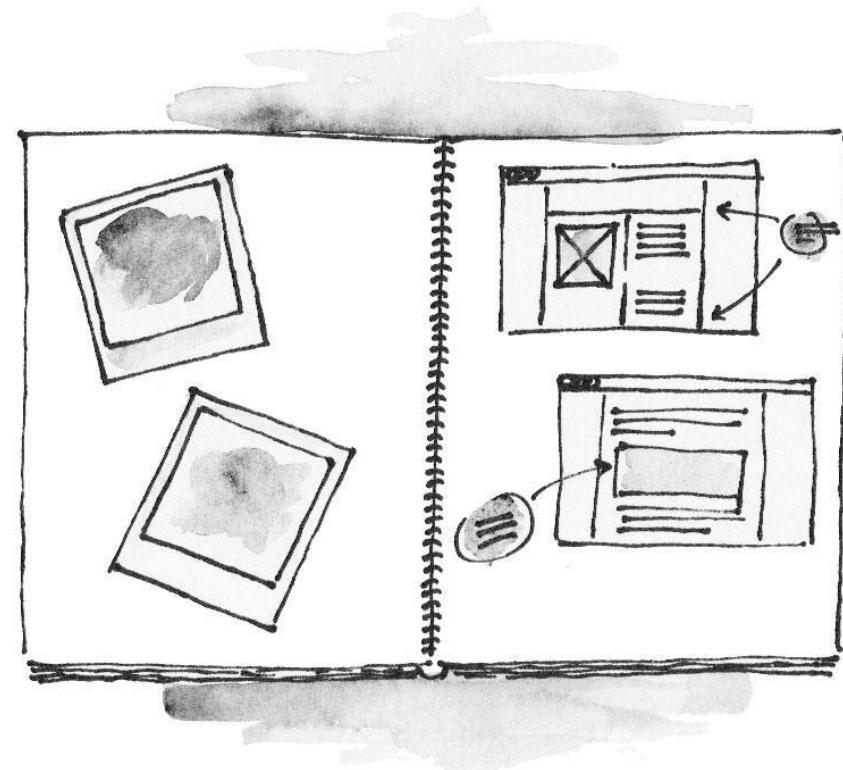
When you look for a UX job, your readers represent your target audience and your portfolio represents your product. In this case, your user could potentially hire you.

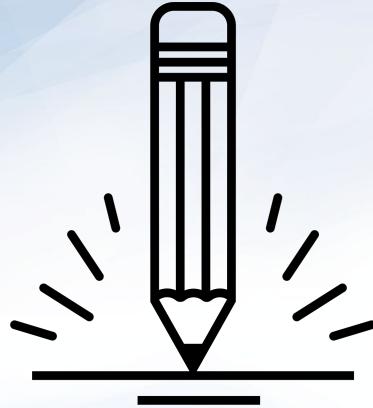
The image displays two distinct representations of a UX portfolio. On the left, a screenshot of a website for 'Emma Stark' shows a professional bio, a 'Work' section with four cards (Social Media, Fully Autonomous Cars, Unleash, Sport360fit), and social media links at the bottom. On the right, a wireframe diagram illustrates a more complex portfolio structure. It features a top navigation bar with four items. Below are four main project sections, each with a title card and a detailed page wireframe: 'Sport360.fit' (Discovery phase), 'Sociale Store' (Design phase), 'Unleash' (Website Redesign phase), and 'Fully Autonomous Cars' (Research and Exploration phase). The wireframe uses blue lines for navigation and white circles with blue outlines for section markers.

# UX/UI Portfolio Requirements

---

- Must have at least **three case studies**.
- Must have a **personal statement**.
- Must **showcase your UX/UI skills**.
- Must have a **résumé download link**.
- Must describe your **design process**.
- Must have your **contact information**.
- Must have **design documentation**.
- Must have **social media and other places to follow you**.
- Must be your **original work**.





# Activity:

## Portfolio Inspiration

(Instructions sent via Slack)

Suggested Time:  
15 minutes



# Portfolio Dos and Don'ts

# UX/UI Portfolio Tips

---

**“I want to understand your process and see what your part was as well as who you worked with (Devs, PMs, etc.). Visual design is naturally the first thing I notice with a designer’s portfolio. I place visual design second, though, to clear communication and strong problem-solving skills.**

**“Finally, I’m not looking for superstars, personally. I want someone who’s willing to learn whatever it takes to get the job done, who is proactive but who is also humble and empathetic.”**



– [Holly Reynolds](#)  
Senior Product Designer at  
GitLab and Former UX Hiring  
Manager

# Portfolio Examples



## VALERIE LEE

Product Designer / User Experience Designer

Finding her love in documentaries, Val's work aims to study the human condition in an authentic and empathetic manner.

She's been working her magic since 2012!

Connect with her! You'll find her contact details down below.

E: valleeyings@gmail.com

[View my Design Portfolio](#)



WORK

ABOUT

CONTACT

## My Design Process

Exploring qualitative and quantitative within design practice.



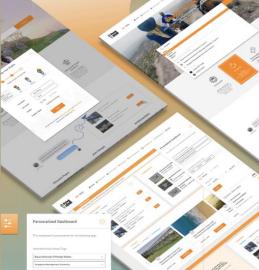
## Love, Bonito

Rethinking the site navigation of an eCommerce shop.

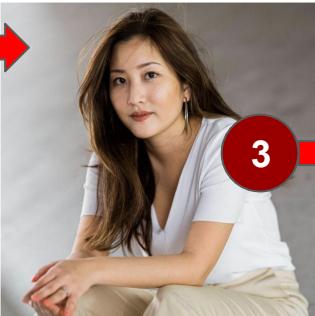


## Flying Chalks

Convert an existing community platform into a personalized experience.



1



3

2

## VALERIE LEE

Product Designer / User Experience Designer

Finding her love in documentaries, Val's work aims to study the human condition in an authentic and empathetic manner.

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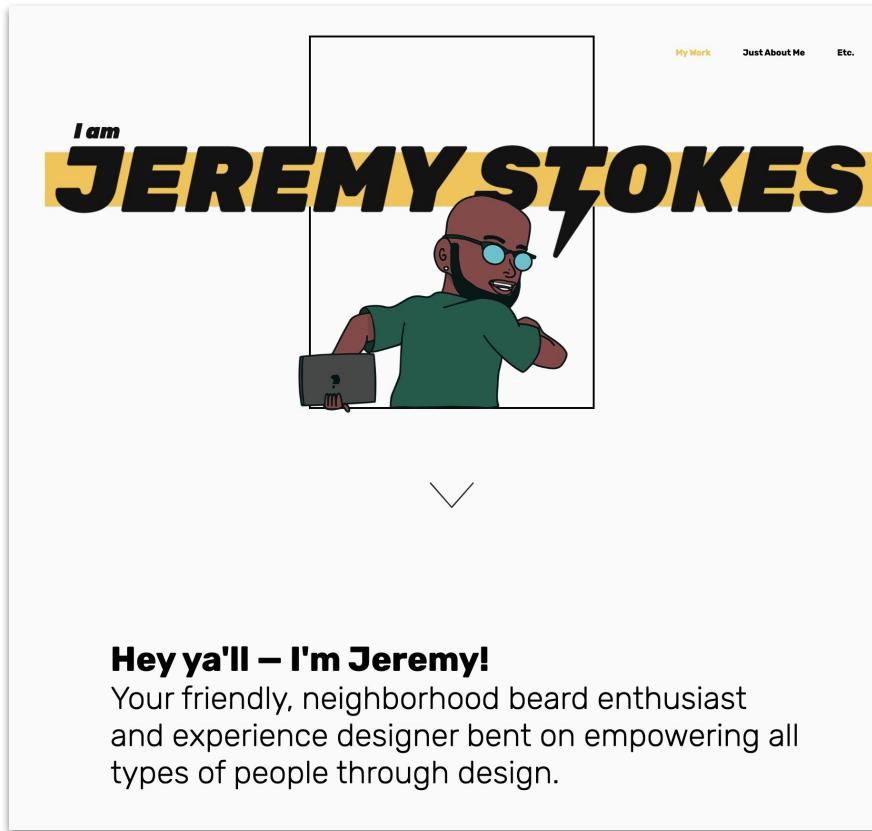
## Flying Chalks

Convert an existing community platform into a personalized experience.



# Portfolio Tips

# Tip 1: The Homepage Should Make a Good First Impression

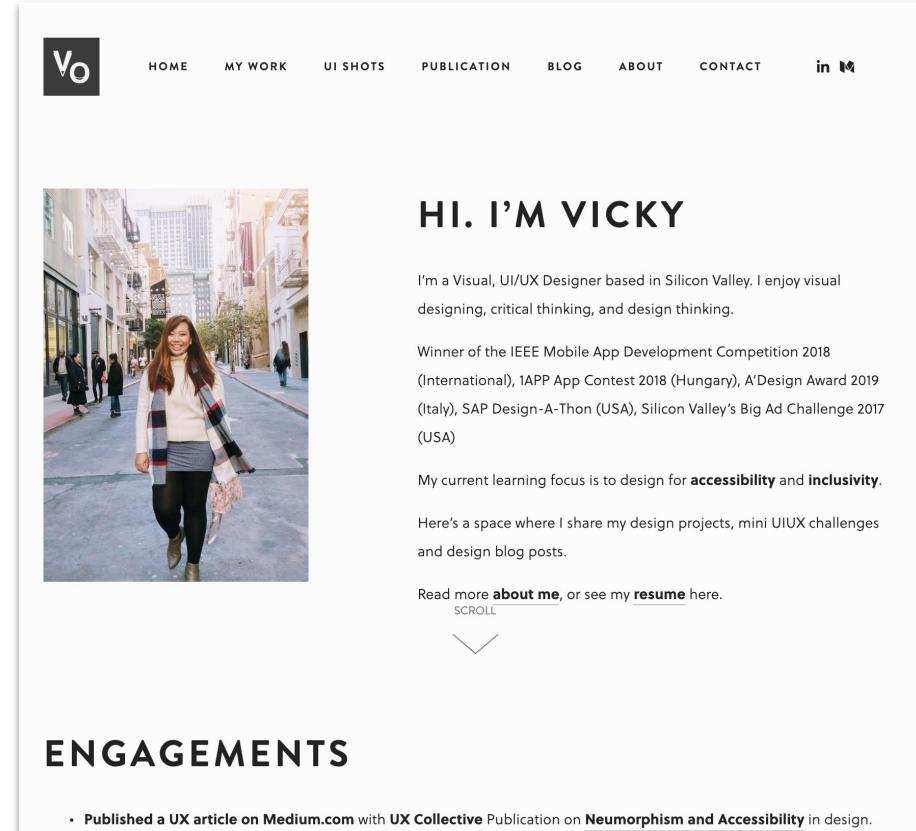


I am  
**JEREMY STOKES**

My Work Just About Me Etc.

Hey ya'll – I'm Jeremy!  
Your friendly, neighborhood beard enthusiast and experience designer bent on empowering all types of people through design.

<https://vickyvo.me/>; <https://www.jeremy-stokes.com/>



Vo

HOME MY WORK UI SHOTS PUBLICATION BLOG ABOUT CONTACT in M

HI. I'M VICKY

I'm a Visual, UI/UX Designer based in Silicon Valley. I enjoy visual designing, critical thinking, and design thinking.

Winner of the IEEE Mobile App Development Competition 2018 (International), 1APP App Contest 2018 (Hungary), A'Design Award 2019 (Italy), SAP Design-A-Thon (USA), Silicon Valley's Big Ad Challenge 2017 (USA)

My current learning focus is to design for **accessibility** and **inclusivity**.

Here's a space where I share my design projects, mini UIUX challenges and design blog posts.

Read more **about me**, or see my **resume** here.  
SCROLL

ENGAGEMENTS

Published a UX article on Medium.com with UX Collective Publication on Neumorphism and Accessibility in design.

# Tip 2: Show Design Process and Decisions in Your Portfolio



## About the project

This was a pet project for me. I started to think about it two years ago when I moved to Budapest from Szeged. I love biking and what I missed is an easy-to-use application for bikers in the city. An app that shows a map with all the routes that is good for biking.

## My role on the project:

I designed it and a friend of mine happened to be a developer, so we started working on it in our free time.

## The Problem

There was no such application in the App Store at that time that showed only routes for bikers.

Give context and explain the challenge



Describe how you solved the problem

## Prototyping & Testing

I've made a low-fidelity prototype in Axure RP. This was the first time I used this tool and it was a great experience. I designed the use cases and tested with users that matched our persona.

There are many routes for cars that can be used by bikers as well, but we are not aware of them.



"I'm currently in the midst of hiring a junior designer, so this is top-of-mind. I look for **communication skills**—the [candidate's] ability to describe their process of getting from problem to solution, grounded in specific examples."

—Alissa Ampezzan, Senior Product Designer at **Civis Analytics**

"I believe that design is centered around communication. As designers, we want our designs—whether web application or print designs—to **communicate something to our audience**. It could be a task we'd like them to do or an emotion or experience we want them to leave with. If you have a hard time communicating with those around you, you will likely have a hard time communicating with your designs, as well."

—Stephanie Finken, Senior UI Designer at **VISANOW**

"Junior UX designers don't [always have the experience and portfolio], but if they are able to tell me how they got a project from point A to point Z and **what problems were presented and solved** along the way, that definitely appeals to my point of view."

—Luis Mendoza, Creative Director at **Krossover**

UX leads, hiring managers, and companies want to see how you might fit with their team.

# Tip 3: UX Portfolios Follow a Standard Format

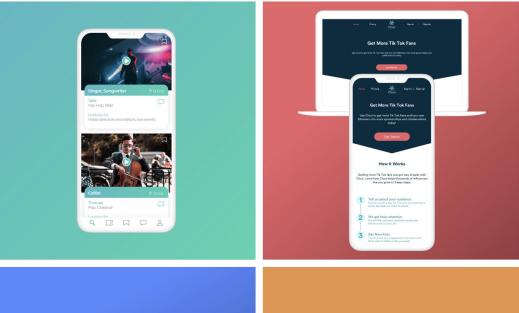
The “users” of your portfolio will be hiring managers, recruiters, or fellow UX professionals, so your portfolio must appeal to these different groups of people. You can use this format to your advantage when structuring your portfolio.

## David Lim

Product Designer

I believe great design goes beyond creating a pleasant user experience. I'm interested in developing a harmonious relationship between user needs and product capabilities.

[IN](#) [ABOUT](#) [CONTACT](#) [RESUME](#)





## VALERIE LEE

Product Designer / User Experience Designer  
Exploring qualitative and quantitative within design practice.



## My Design Process

Exploring qualitative and quantitative within design practice.



## Love, Bonito

Rethinking the site navigation of an eCommerce shop.  
E: valleeyings@gmail.com



## Flying Chalks

Convert an existing community platform into a personalized experience.

[View my Design Portfolio](#)

[IN](#) [BE](#) [G](#)

WORK

# Tip 4: Market Yourself Correctly

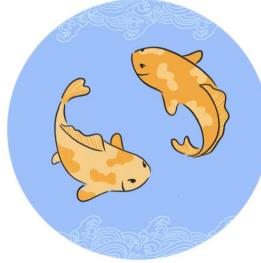
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The image is a composite of two parts. On the left, a screenshot of a website for 'Christine Maggi' is displayed. The site has a blue header with the name 'Christine Maggi' and links for 'Case Studies', 'Portfolio', 'YouTube', and 'About'. Below the header is a photo of a workspace featuring a 'My Little Walrus' t-shirt and a 'LIFE SUCKS AND THEN YOU DIE' mug. A large white box contains the text 'Hellooo! I'm Christine.' in blue. To the right of this text is a paragraph about the designer's background, followed by a pink button that says 'Ok, great. Let's see some work.' A red arrow points from the bottom left towards this button. On the right side of the composite image, a woman with long brown hair, wearing a yellow t-shirt, is seen from behind, working at a desk. She is looking at a computer monitor which displays a design interface. The desk is cluttered with various items, including a keyboard, a mouse, and some papers.

# Tip 5: Tell a Story

 Projects ▾ Illustrations About

I'm Ashley.  
Product Designer, Illustrator & aspiring storyteller.



I find delight building experiences with compelling design narratives. My hybrid background in UX, marketing communications, and illustration has allowed me to intertwine strong business acumen with my craft.

# Tip 6: Recruiter Tips

**Tom Cotterill**  
UX Recruiter at Source LF & Founder at Jun...  
6h

UX Portfolio tip - Have the WHY factor!

Getting your portfolio is so important, it acts as a meet and greet without meeting you. Getting it right can be the difference of getting an interview or not.

When I'm looking at a portfolio, I always like to try and get inside the designers mind and see how he/she solves problems.

Including why you moved from each part of the process I believe helps the reader, understand how you make decisions and solve problems.

For example if you've worked on understanding the journey of a user, and gone straight into a design sprint explain why you've done that.

This will help the hiring manager really get inside your mind and how you think.

35 likes • 2 comments

No one wants to be looking through your portfolio for ages trying to find some useful content to see if you're suitable.

I personally believe a good portfolio should be clear, simple, to the point, no waffling.

In 60-120 seconds I think someone reading it should be able to identify:

- Who you are
- What you do
- Main skills
- Companies you've worked on
- UX process
- Finished deliverables of projects.
- If you hit certain KPI's in a project, which was down to your work.
- Who you worked with in the team.

Remember, a portfolio is dangling the carrot waiting for the hiring manager to bite. And only then, should you present more work to them if they're interested in seeing more.

Test on your friends and family, see if they can get all that information in 60-120 seconds. If they can't, cut down on the content. If they do it in a shorter period of time, maybe add some stuff on there! 🙌

85 likes • 17 comments

JUNIOR UXRS - Create a story behind you. Be a brand. Make people aware of who you are.

As we all know there is a lot of Juniors in the market so do something that will help you stand out.

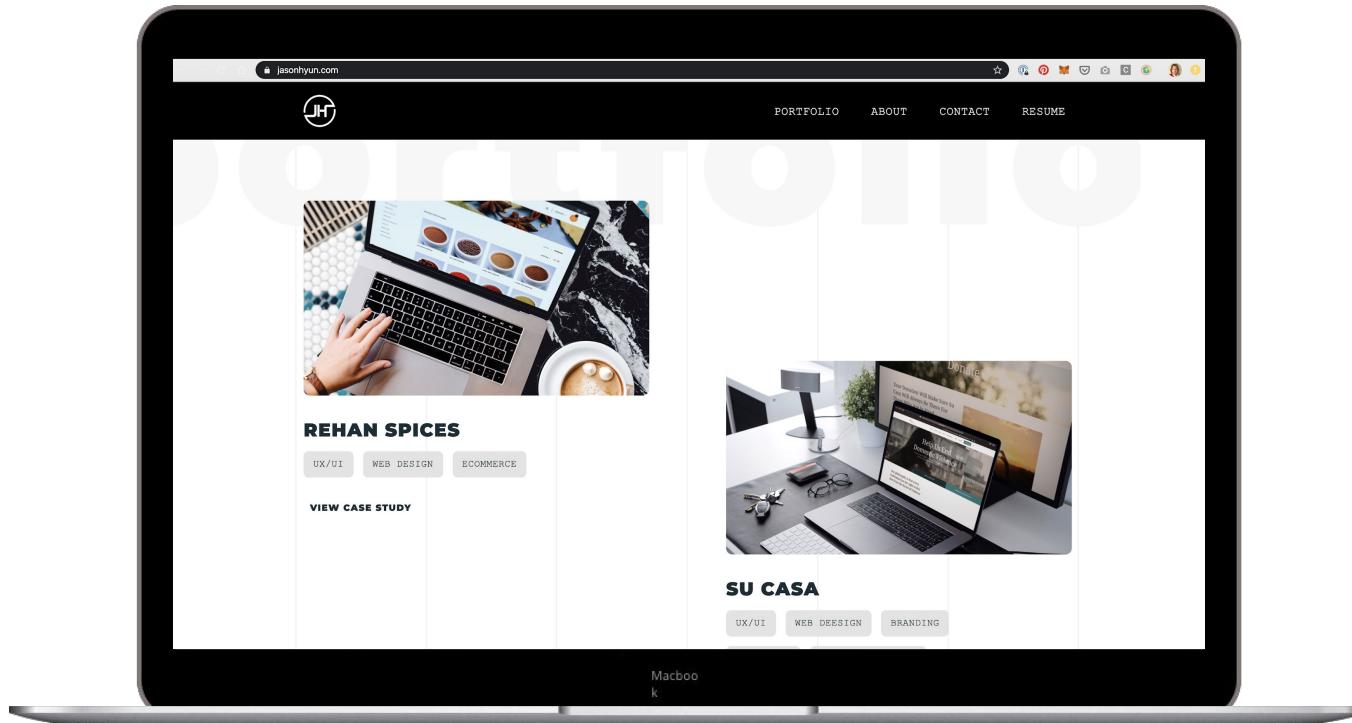
When creating a CV/Portfolio have these questions in mind when creating the content alongside your work..

- What makes you stand out from the hundreds of other UXrs?
- Why should someone give you a chance? How much grit and determination have you got to never quit in your search?
- What's your 5-10 year plan, give the companies an idea of how you want to grow and in turn how you can grow inside their company.
- Do you look up to anyone in UX and why?
- Talk clearly about what strategy you are using to get a job? Show them that you aren't just applying to companies on a job board, but building relationships with recruiters, going to meetups, calling companies, approaching hiring managers on LinkedIn.

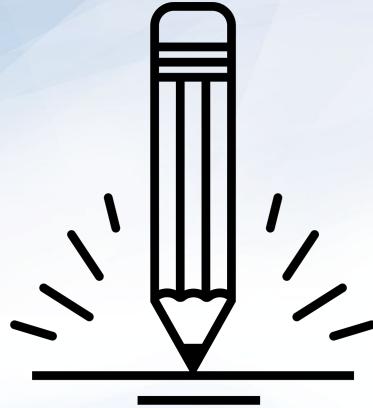
My main advice to a junior looking for a role is simply show PASSION and never quit until you find that role.

Good luck 🤞

# Student UX Portfolio Sample



[linkedin.com/in/jasonhyun/](https://linkedin.com/in/jasonhyun/)



# Activity:

## About Me

(Instructions sent via Slack)

Suggested Time:  
15 minutes





Time's Up! Let's Review.

*Break*



# Case Study Examples

# The Process



Here are the following high level goals:

1. Increase sign up rate by 10% in a quarter (Before: 4032 users)
2. Increase visibility of services page for non-logged and logged-in users
3. To add more elements for effortless access to better and more personalized "Suggested connections" (Using an algorithm to connect students with peers with similar interests, hobbies and schools.)

## My Role

I lead the design process, with a special focus on improving user experience and redesigning the interface. I collaborated with the Product Manager and Web Developer for this project.

## OBSERVATIONS

### Objectives & Audience

It begins with a student choosing which overseas university to apply to, to when they return from their overseas studies and remain as an active member of the community. FC aims to be a platform that offers value to these students at every stage of the user life cycle illustrated below.



# Activity:

## Case Study Inspiration

(Instructions sent via Slack)

Suggested Time:  
10 minutes



# PEER REVIEW



# How to Structure a Case Study

# Eight Steps for Creating Case Studies

---

In summary, a great UX/UI case study answers:

- 01 The problem(s) you had to solve or the hypothesis you came up with for solving it
- 02 Your specific role in the project and how you collaborated with others
- 03 How you came to your proposed solution(s)
- 04 How your proposed solution(s) solved the problem.
- 05 Challenges you faced, including design concepts that were ultimately not used
- 06 How the project affected the users and the business
- 07 What you learned
- 08 What would be your next steps

# Goal: Tell a Story

---



1. Who is the client, target organization, or industry?
2. Was this a team effort or a solo project? If you were working with a team, what was your role? What other roles were involved?
3. Who is the end user? What user personas are you designing for?

# UX/UI Portfolio Tips

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**“My tip would be *tell stories.* When designers present a flat portfolio, it doesn’t tell me about how they approach the work they do and how they deal with the ebbs and flows of design. Tell me how you navigate from start to end of a project. I like to see a case study approach.”**

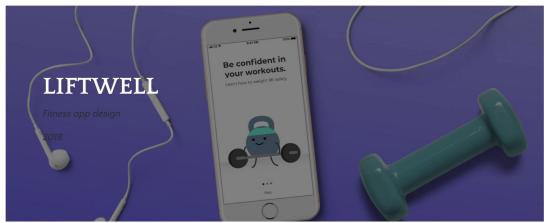


– [Sarah Bellrichard](#)  
Senior Vice President of  
Wholesale Internet Solutions  
and UX at Wells Fargo

# Divide Your Case Study Into Two Parts

01

## Summary/landing page



### Background

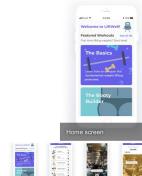
My design bootcamp was given the task of finding any common problems and designing a solution around it. We conducted a few rounds of interviews with friends and family to isolate a problem to work on.

### The Problem

Weight lifting can be an effective method of getting in shape, but many find it intimidating because of the fear of seriously injuring themselves. Without a personal trainer or weight lifting friends, the unexperienced don't have a way of learning how to properly weight lift.

### The Solution

A fitness app that uses the phone's camera to analyze weight lifting form and gives recommendations on how to improve.



### Collaborators

Chali Prasertsri  
Yuliya Tarasevich

### My Role

User Research  
User Flow  
Wireframe  
Prototype & User Test

[View full case study](#)

[View prototype](#)

02

## Detailed process case study

### LiftWell

Analyze weight lifting form using your phone's camera



Jordan Mesias - Yuliya Tarasevich - Chali Prasertsri

2018

### The Challenge

My project partners and I were prompted with the task of finding any common problem and designing a solution.

### my role

- User Research
- User Flows
- Wireframes
- Prototype and User Testing

# UX/UI Portfolio Tips

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**“When I’m working with designers on portfolios, I always ask them to make sure to state the goal of the project up front. While it can be tempting to jump right into a long description of the thing you made, that can pretty quickly turn into a boring list of features.”**



Linda Rich

Author of *Build Better Products* and *UX for Lean Startups*

# Summary Example

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## Project Name

### DATES OF PROJECT

#### Platform

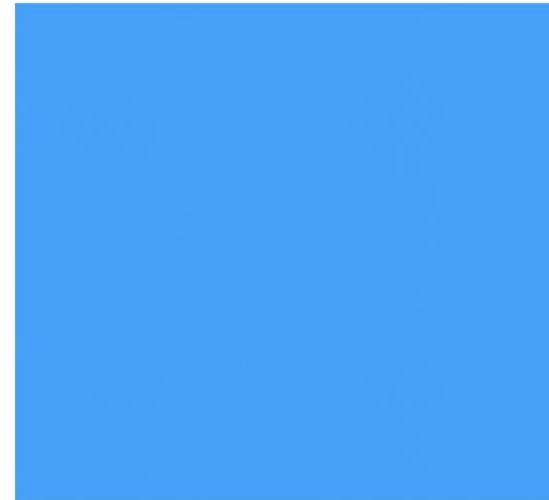
Web  
Mobile / Tablet

#### Project Description

Here is a brief project description with details of the project goal and my responsibilities on the project.

#### Activities

List of UX activities that I performed on the project. This could span multiple lines in paragraph format or as a bulleted or non-bulleted list.

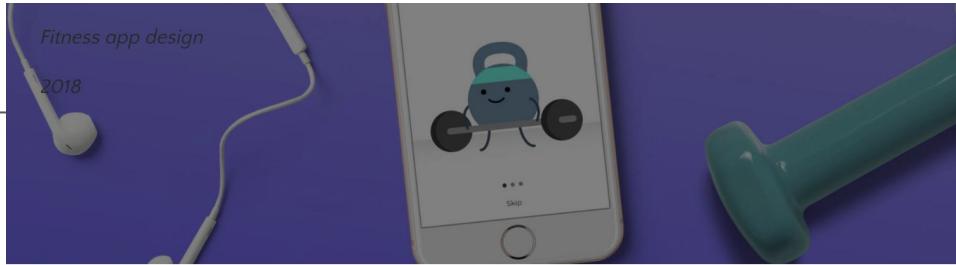


*Caption for photo that details what is pictured and why it's important.*

# Summarize the Case Study

Set up your story:

- Write a two- to three-sentence summary of the product and how it works.
- Define the problem/objective.
- Define the solution.
- Define how you contributed to the project.



## Background

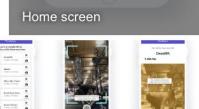
→ My design bootcamp was given the task of finding any common problem and designing a solution around it. We conducted a few rounds of interviews with friends and family to isolate a problem to work on.

## The Problem

Weight lifting can be an effective method of getting in shape, but many find it intimidating because of the fear of seriously injuring themselves. Without a personal trainer or weight lifting friends, the unexperienced don't have a way of learning how to properly weight lift.

## The Solution

A fitness app that uses the phone's camera to analyze weight lifting form and gives recommendations on how to improve.



Note: Hiring managers spend only a short time reviewing a portfolio—make yours count.

## Collaborators

Chali Prasertsri  
Yuliya Tarasevich

## My Role

User Research  
User Flow  
Wireframe  
Prototype & User Test

→ [View full case study](#)  
[View prototype](#)

# Make an Employers' Job Easy

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**Employers spend an average maximum of five minutes**, or even less, skimming your portfolio.

Make their job easier by:

1. **Giving descriptive titles** to each phase in your case study.
2. **Highlighting the most important parts**, which the visitors' eyes can catch.
3. **Deleting everything that is not straightforward** enough to be understood.

# Explain the Process in Your Case Study

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You should always start with some user research that frames the problem. For example, you might write this:

**"We analyzed the to-do lists of 140 users ages 18–40 for a period of three weeks and discovered that about 60% of their tasks were location-dependent. From this analysis, we made four user personas and defined their experiences in managing to-do lists with customer journey maps."**

Note: UX/UI design process is essential to communicate.

# Show Your Deliverables With Purpose

**USER PERSONA**

## Gym Newbie

**ABOUT**

Delores's job sponsors her gym membership so she wants to take advantage of it. She wants to lose weight and have a healthier lifestyle. She learned that weight-lifting is an effective way to transform her body and wants to give it a try.

**NEEDS**

- Lose weight by weight lifting
- Make the most of her time at the gym
- Ensure that she is performing exercises correctly

**PAIN POINTS**

- Personal trainers are too expensive
- Fitness apps she's found give instructions and videos on how to perform exercises but she still doesn't feel confident performing them without getting hurt
- Doesn't want to ask other people at the gym for help because she feels like she doesn't want to bother them

**INSIGHTS**

- Learns exercises by watching videos right before the workout at the gym
- If in doubt how to perform an exercise, stops and moves on to the next one
- YouTube videos and readily available workout plans make working out doable without a personal trainer

**Delores**

*"I stick to a treadmill or an elliptical, because everything is intimidating."*

## Interviews

We started by interviewing our friends and family about their day to day lives. We wanted to know what their general pain points were and we focused in on their fitness routines.

### takeaway # 1

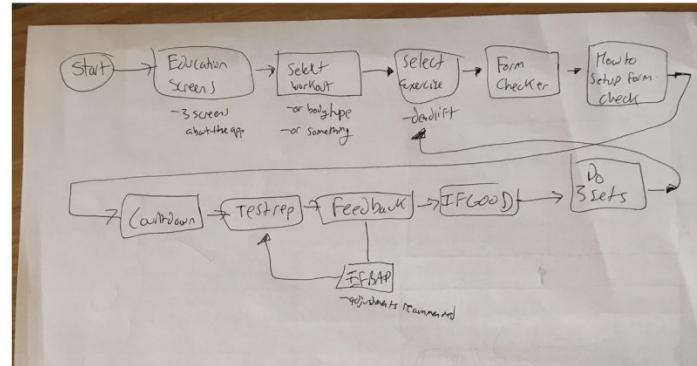
Weight lifting can be intimidating if you're new to the gym. People are scared of injury and embarrassing themselves if they do something wrong

### takeaway # 2

People don't like to ask for help from others at the gym because they don't want to be bothersome

### takeaway # 3

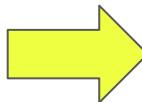
Personal trainers are too expensive



Note: Your design process should drive the deliverables you share.

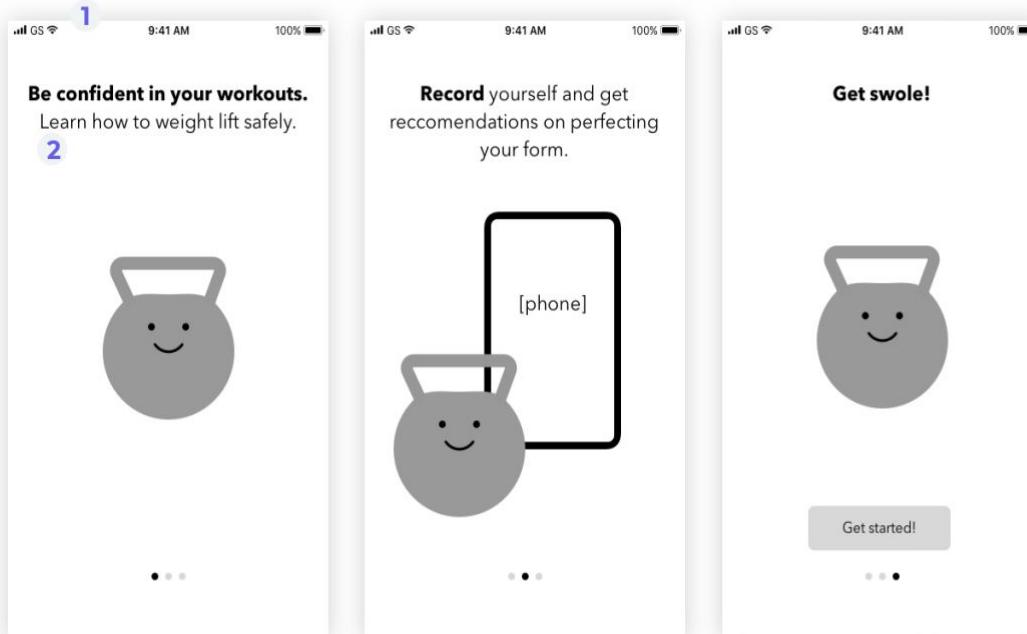
# Use Captions for Artifacts

## Low Fidelity Wireframe



### onboarding

- 1 Educate users on app function
- 2 Voice should be fun, engaging, and encouraging



Note: Label screens—don't assume your audience knows what they're looking at.

# Share the Media Documenting the Process

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## User testing

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We let users try to navigate the app and see where they had any confusion or hiccups

### tasks

"What would you expect to happen when you tap here?"

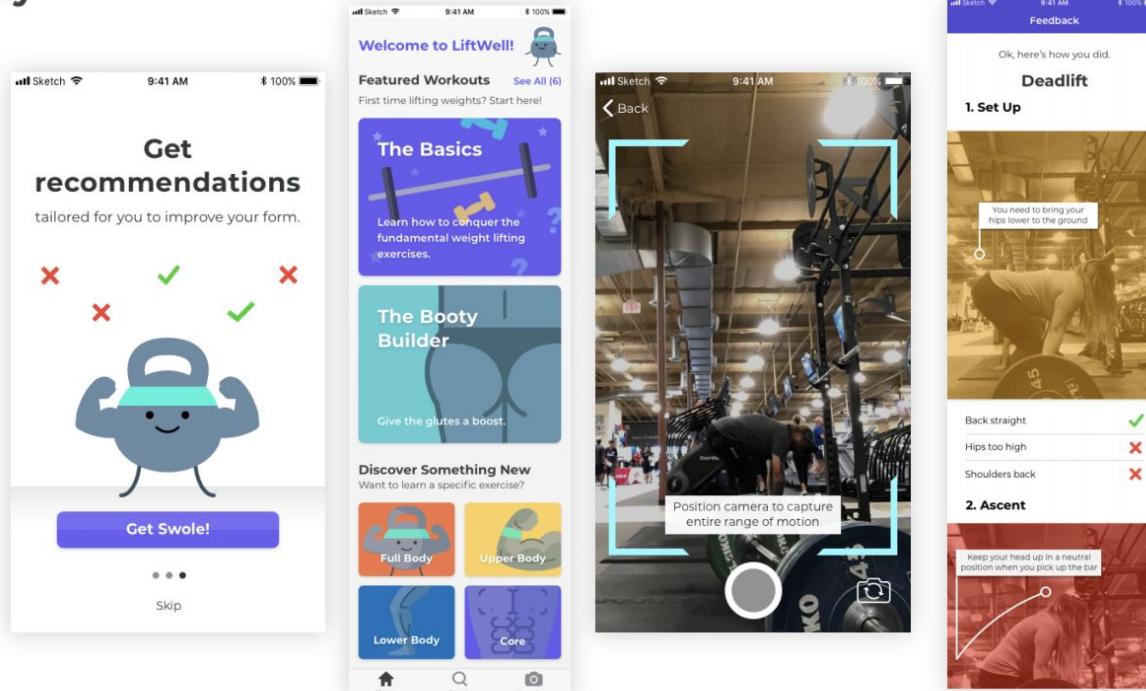
"How would you navigate to check your form?"



Note: Show your sketches and your iterations, not just the polished final solution.

# Show Off Your Final Solution

## High fidelity



Note: Don't hide your clickable prototypes. It pays to let your audience use your solution.

# End With a Conclusion

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End with a conclusion sharing what you learned. This last part shows your final answer to the original question. It's not enough here simply to show your final deliverable. In this section, you have to demonstrate impact—how did your designed product improve the situation?

## Conclusion

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Working with my partners, we were able to find a problem and design a solution around it. I performed research to understand our users, and I designed wireframes around them. My designs were tested, rejected, or iterated upon in order to deliver an improved user experience.

### users are key

When trying to figure out where to put features or how to make things easier to use, we rooted our decisions in building for our user persona and the feedback from our user testing.

### teamwork makes the dreamwork

I was lucky to have these incredible partners on this project. I realized that communicating ideas and staying on the same page is key. We were a little scrambled in the beginning, all of us trying to do different versions of the same thing, but we soon recognized that we'd get a lot farther if we take on separate tasks.

Highlight the lessons you learned and show that you later reflected on your experience.

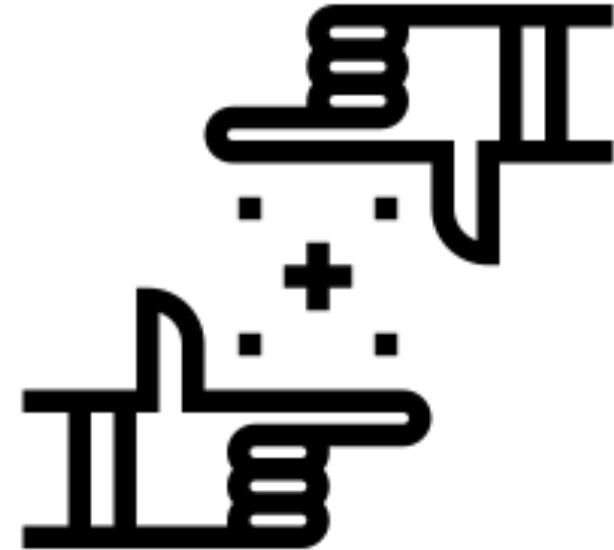
What would you do differently if you had more time or resources to spend on the project?

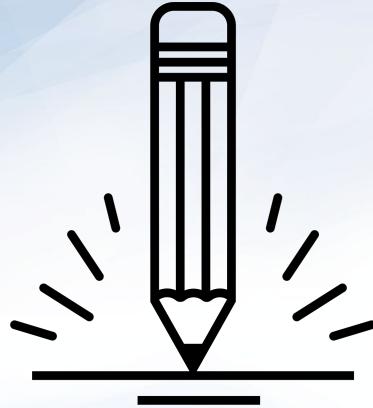
Note: Complete your story by leaving your audience with a good sense of your role and potential.

# Today's Focus

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- Portfolio preparation.
- Collect, write, and prepare **design process**.
- Create an online case study and process:
  - Case study: project title
  - Team members (if applicable)
  - Project description
  - User focus
  - Rough breakdown of tasks
  - Writing and images of process
  - Use testing (if applicable)





# Activity:

## Case Study

(Instructions sent via Slack)

Suggested Time:  
40 minutes



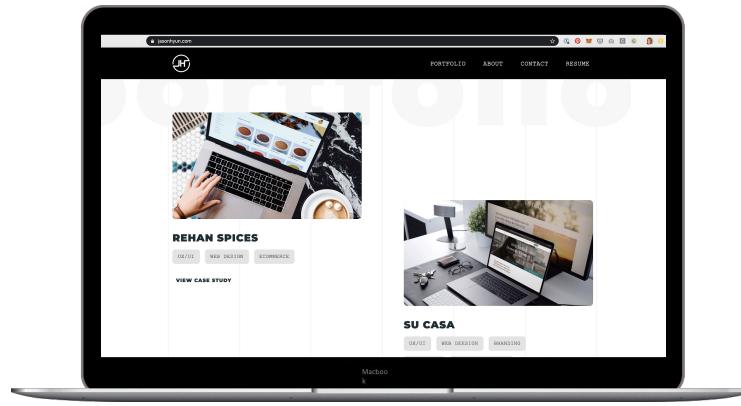


Time's Up! Let's Review.

# Homework 16

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Welcome to the beginning of your **UX Portfolio Homework**. This week your homework will begin in class, and you will continue working on it at home! You will gather design inspiration, create an action plan, work on your case studies, and begin wireframing your design portfolio.

# Congratulations! Recap

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Today, we accomplished the following:

01

**Outlined a UX/UI Case Study**  
Worked through a plan for writing a case study.

02

**Pulled Other UX/UI Case Study Assets**  
Gathered work from throughout the Boot Camp.

03

**Started Writing Your UX/UI Case Study**  
Translated a plan into action.



# Questions?

*The  
End*

# Case Study Reference Material

# UX/UI Case Study Resources

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[Intro Article](#): Get to know the designers.

[Resource 1](#): How did you get into design?

[Resource 2](#): What is your typical workday?

[Resource 3](#): What things do you wish you knew when you started in design?

[Resource 4](#): What are the best ways for you to stay inspired?

[Resource 5](#): (*You are here.*) What do you want to see in my UX design portfolio?

[Resource 6](#): Five important questions you need to be able to answer in the UX interview.

[Resource 7](#): Five design books every UX designer should read.

[Resource 8](#): Imposter syndrome: Your experience with it as a designer and tips to manage it.

# Summary Example for Reference

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1. **Client:** Freight and Logistics Software as a Service (SaaS)
2. **The Team:** UX Director, UX Designer, Researcher, Product Manager, and Developer
3. **My Role:** UX Designer
  - a. **Target Persona:** “Sally Logistics Manager” who does “x” and is responsible for “y.”
4. **Executive Summary**
  - a. **Problem:** The logistics product was encountering adoption challenges in the marketplace. Through UX research, the team uncovered critical pain points that needed to be addressed in the “z” module.
  - b. **Action:** In collaboration with Product Management, Technology, and User Experience, identified the key target personas, defined user stories, task flow diagrams, and key bottlenecks in the process.
  - c. **My contribution:** Built low- and mid-fidelity prototypes with an emphasis on identifying opportunities to solve key pain points.
  - d. **Results:** Consolidated “n number” task lists into a single dashboard providing an at-a-glance view of workload and priority tasks. The project was approved and received funding for implementation and global deployment.

# Eight Steps for Creating Case Studies

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In summary, a great UX/UI case study answers:

01 What was the problem you wanted to solve?

02 Who were the users?

03 What was your role in the project?

04 What was your design process?

05 What were the design options and how were decisions made?

06 What were the constraints and limitations?

07 How did you validate your design?

08 What would be your next step?



**30 minutes**