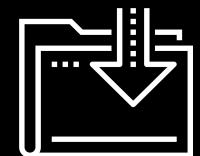


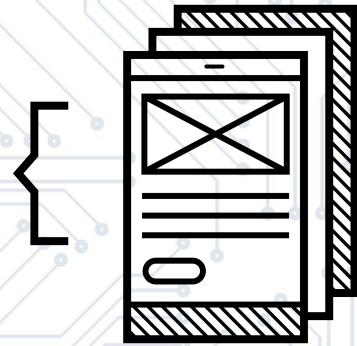
UX/UI Portfolio Week: Day 2

UX/UI Design
Lesson 16.2



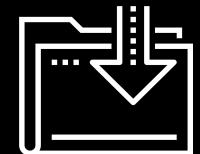


45 minutes



UX/UI Portfolio Week: Day 2

UX/UI Design
Lesson 16.2



Today's Objectives

In today's class, we will:



Create a homepage UX portfolio wireframe.



Create a UX case study wireframe.



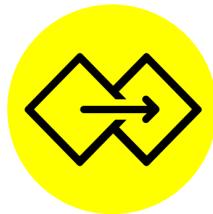
Execute a 60-/120-day action plan in preparation for job hunting.



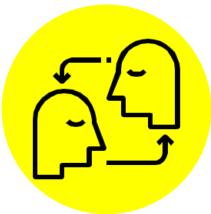
Conduct a self-inventory to assess our job-related skills.

UX Design Skills

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



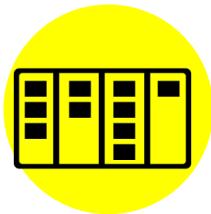
UX DESIGN
PROCESS



PROTO-PERSONA
/ USER PERSONA



USER
RESEARCH



AFFINITY
DIAGRAM



EMPATHY
MAP



USER
INTERVIEWS



USER INSIGHTS



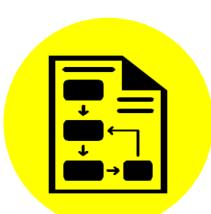
PROBLEM
STATEMENT



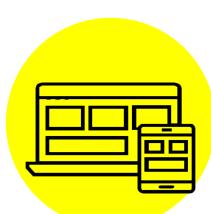
IDEATION



STORYBOARD



USER
FLOW



WIREFRAMES



PROTOTYPE



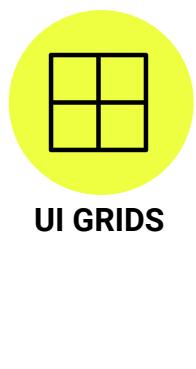
USABILITY
TEST

User Interface Skills

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



UI Design
Process



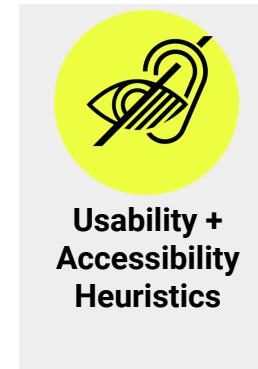
UI GRIDS



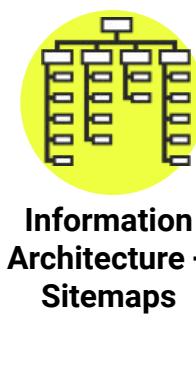
UI Analysis +
UI Patterns



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



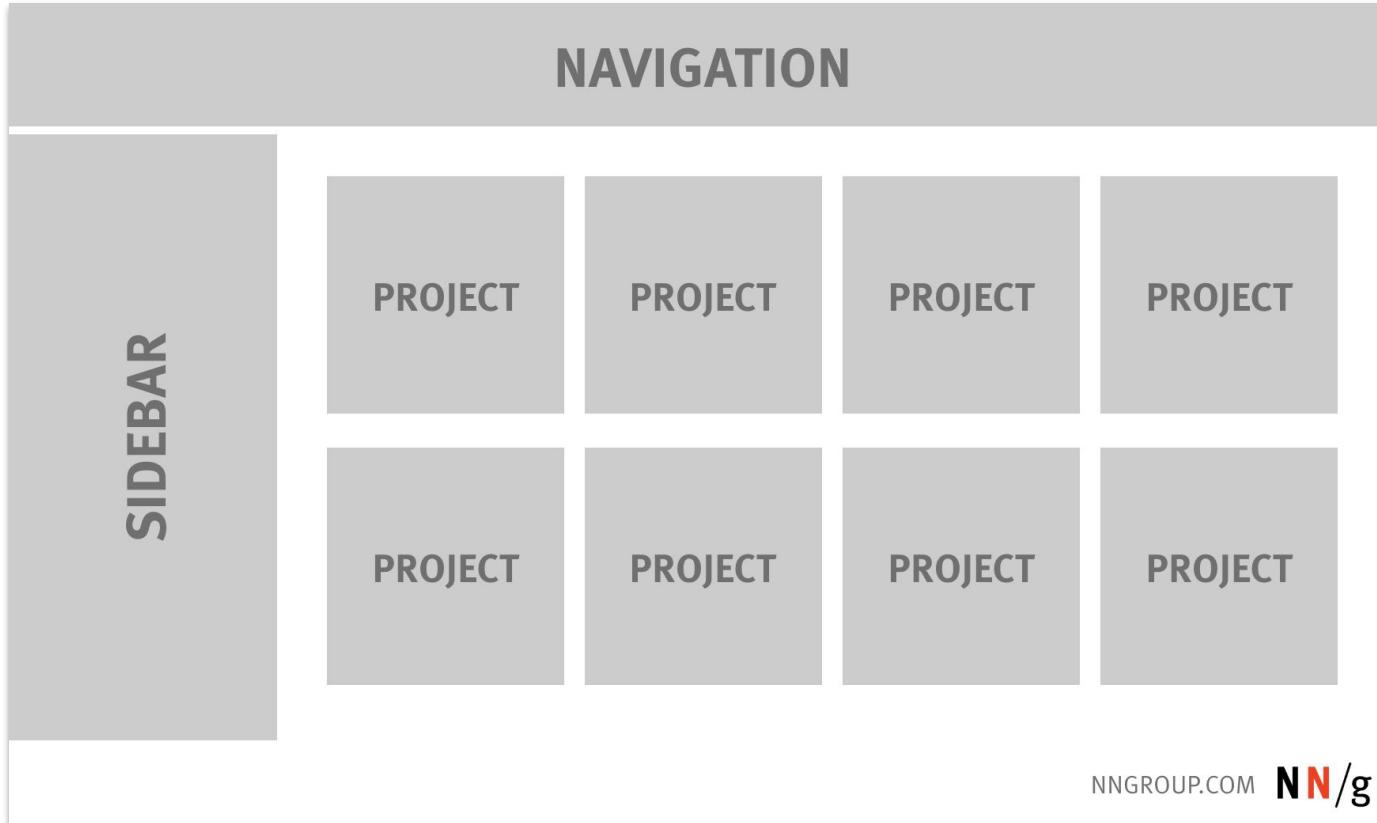
UI Prototyping



UI Testing +
A/B Testing

Portfolio and Case Study Review

Typical Online Portfolio Layout



Typical Online Portfolio Layout

The screenshot shows a dark-themed website layout. At the top, there is a navigation bar with links: WORK, ABOUT, CONTACT, and RESUME on the left, and social media links: FACEBOOK, BEHANCE, DRIBBLE, and LINKEDIN on the right. Below the navigation, a large, semi-transparent portrait of a woman (Lelise Okafor) is visible against a dark background. To the left of the portrait, the following text is displayed:

**Hello. Lelise Okafor.
Interaction Designer.
Digital nomad.**

I believe in creating a fully interactive and engaging experience in the digital world. I am highly flexible and adaptable when it comes to different projects and freelance work.

Below this text, there are two examples of Lelise's work:

- A mobile phone screen showing a landing page for "CONTEMPORARY ARTS — AFRICA". The page features a large image of abstract architectural structures and text: "FOR", "SO 02", "NS".
- A smaller image of a green Dutchbone Lounge Chair placed on a circular rug in a modern interior setting.

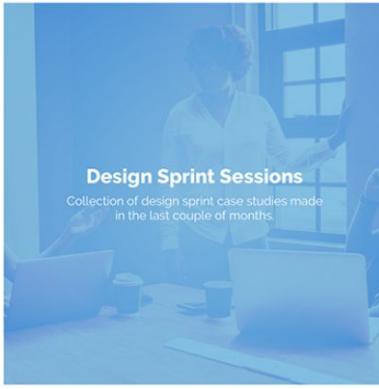
Typical Online Portfolio Layout



Kaito Mun
UX Lead

UX Lead currently working at Google. I love mentoring junior designers as well as maintaining amazing team dynamics based on different project needs.

f b g in



Design Sprint Sessions
Collection of design sprint case studies made in the last couple of months.



Mentorship Challenges
Learning and takeaways from the recent mentorship opportunities I got.



Service Design for a Conference
A holistic rethinking of a Berlin based UX Conference with a team of 8 people.



Working Remotely
Tweaking the remote working culture to strengthen personal connections among teammates.

WORK
ABOUT
CONTACT
RESUME

Portfolio Requirements

What needs to be on a homepage:

- 1 Your name, title, and photo
- 2 Three to five big, beautiful images of your projects
- 3 A short bio to highlight the most important information about yourself
- 4 Your social links
- 5 Your résumé (downloadable from here)
- 6 Your contact details (or a contact form so people can reach you easily)



1 Marcela Díaz
UX/UI Designer

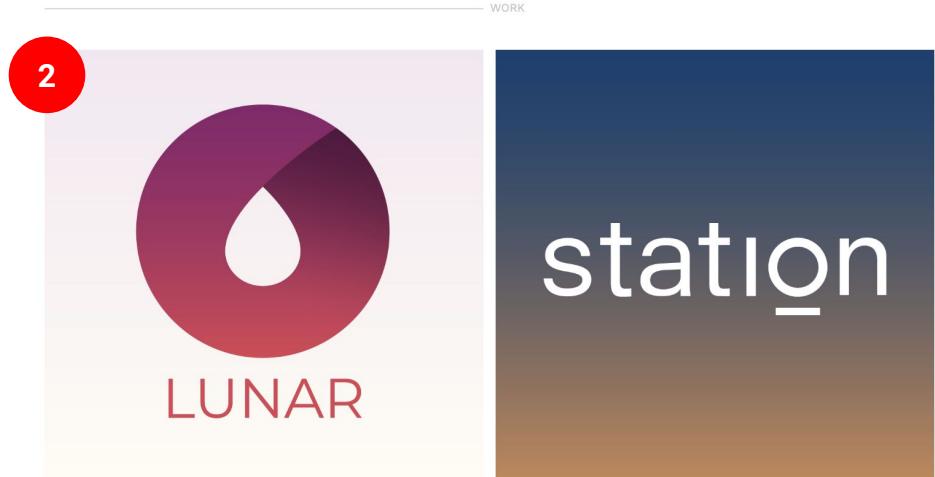
3 I am a UX/UI Designer with a background as a Visual Designer. I have a diverse skillset allowing me to imagine and craft user experience in different fields of interactive media. I am a hard worker with high ambitions. I like being challenged and am always open to learn and try new things.

6 CONTACT RESUME

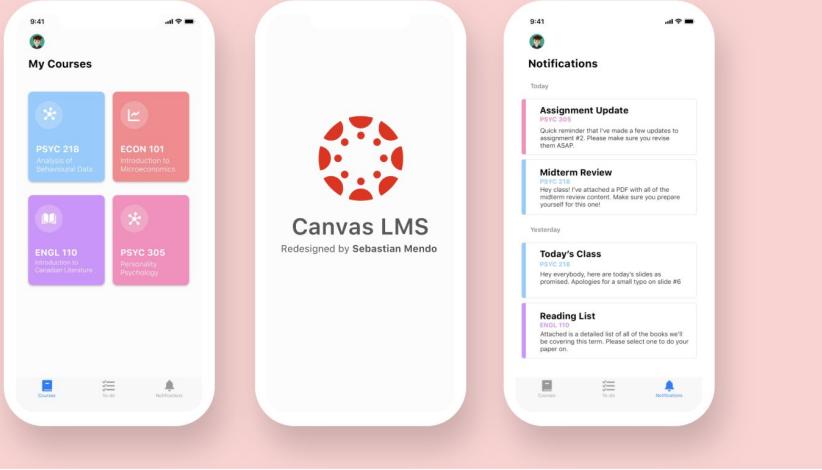
4

5

in Be M



Typical Case Study Layout



About the Project

Goal: Redesign the Canvas App so it's suited for students who are always on-the-go

Type: Product Design, Concept

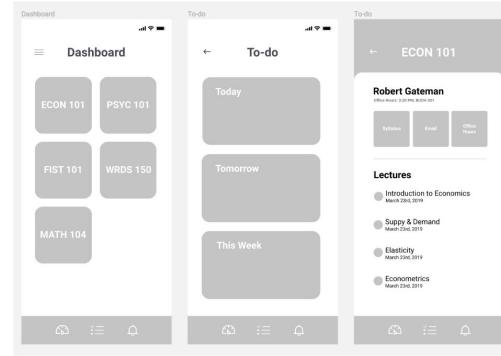
Duration: October 2018 - July 2019 (8 Months)

Skills: Interaction Design, Visual Design, UX Research

Responsibility: I designed this mobile app to practice my UX skills.



Challenge **Approach** **Results**

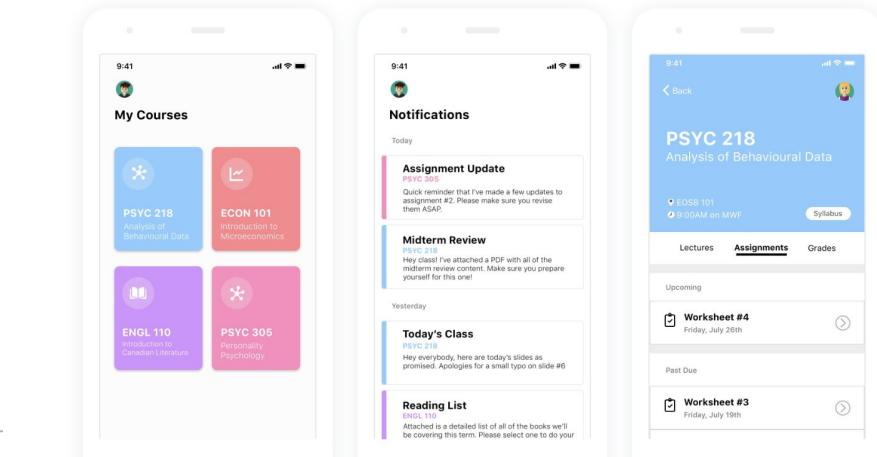


Wireframes

As the designs began shaping up a bit more, I decided to take them into Sketch.

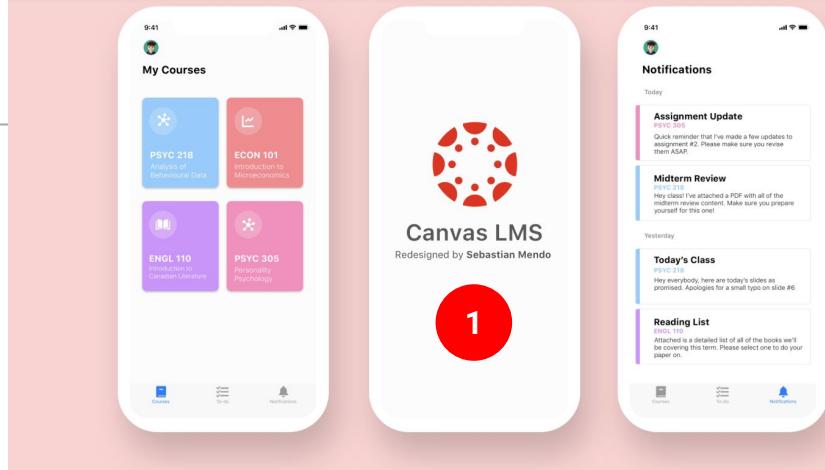
The stylistic choices are focused on reducing the amount of initial options so that it focuses primarily on the course content. However, this structure ended up changing quite a bit as it was translated into a higher fidelity.

3. Results



Case Study Requirements

- 1 Place a big hero image on the top with a title.
- 2 Explain the challenge.
- 3 Introduce the team and your role in it.
- 4 Tell your design process, step by step.
- 5 Use images that support the story.
- 6 Show the results.



2

About the Project

Goal: Redesign the Canvas App so it's suited for students who are always on-the-go

Type: Product Design, Concept

Duration: October 2018 - July 2019 (8 Months)

Skills: Interaction Design, Visual Design, UX Research

Responsibility: I designed this mobile app to practice my UX skills.

4

1

2

3

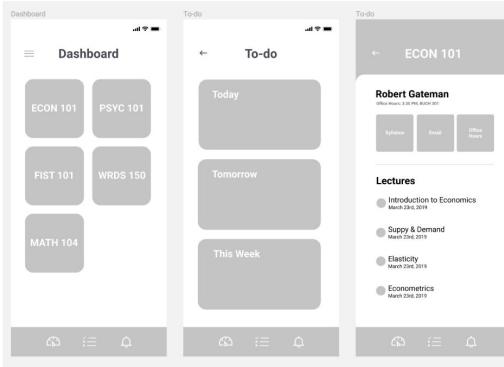
Challenge

Approach

Results

Case Study Requirements

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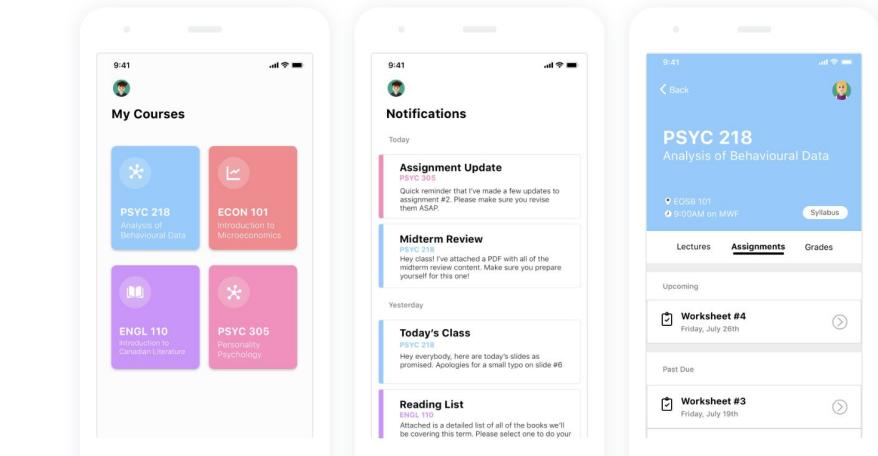


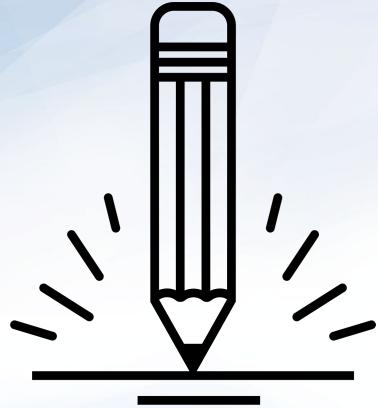
Wireframes

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3. Results





Activity:

Portfolio Homepage Wireframe

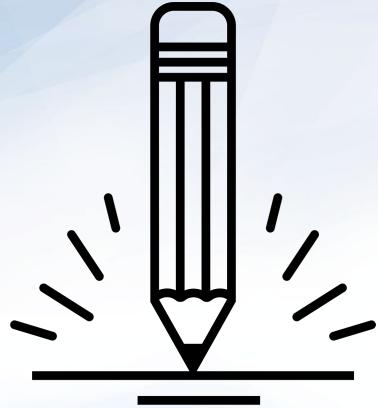
(Instructions sent via Slack)

Suggested Time:
30 minutes



PEER REVIEW





Activity:

Portfolio Homepage Wireframe Iteration

(Instructions sent via Slack)

Suggested Time:
10 minutes





Time's Up! Let's Review.



Activity:

Portfolio Case Study Wireframe

(Instructions sent via Slack)

Suggested Time:
20 minutes



Break

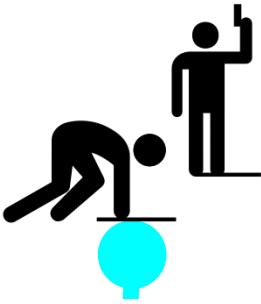


Job Prep: The Interview Process

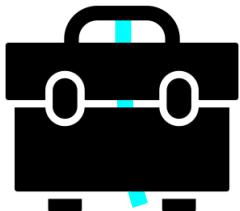
What to Expect

	1. Phone Screen	2. Phone Interview	3. Design Challenge	4. On-site Interview	5. Offers and Negotiation
WHO	With a recruiter	Designers or hiring managers	Can be at home or in-person	Meet with many or all of the team	Recruiters
HOW LONG	60 minutes or less	60 minutes or less	24 to 48 hours	2 to 6 hours	1 to 2 weeks
GOAL	Understand roughly your qualifications and your wants	See if you are a culture fit; walk through one to two of your website projects	Understand your "design process"	Culture fit; design challenge issued on-site or after	Make the new job official!

UX Hiring Process



1. Submit résumé, portfolio, and application.



2. Have a portfolio review.



4. Complete the design challenge.



3. Attend a phone screening.



5. Attend an interview.



6. Meet the team.



8. Land a new job!

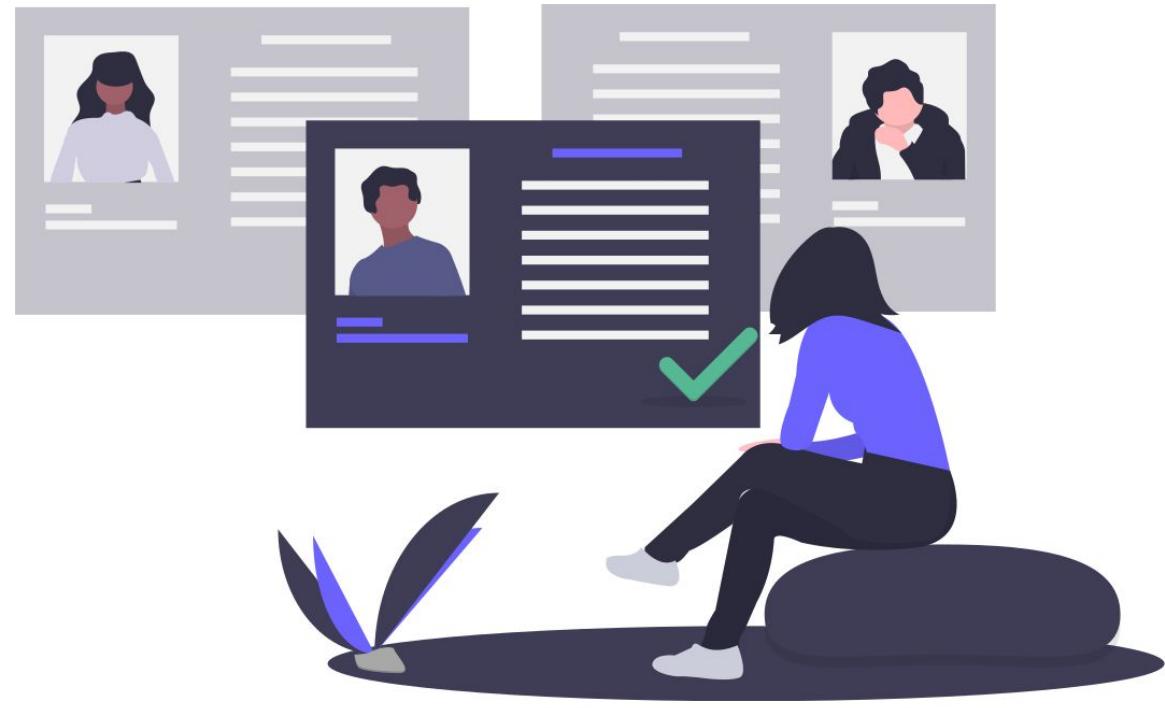


7. Negotiate an offer.

Job Prep: Before You Apply

What to Expect

Treat the Job Search Like a Real Job

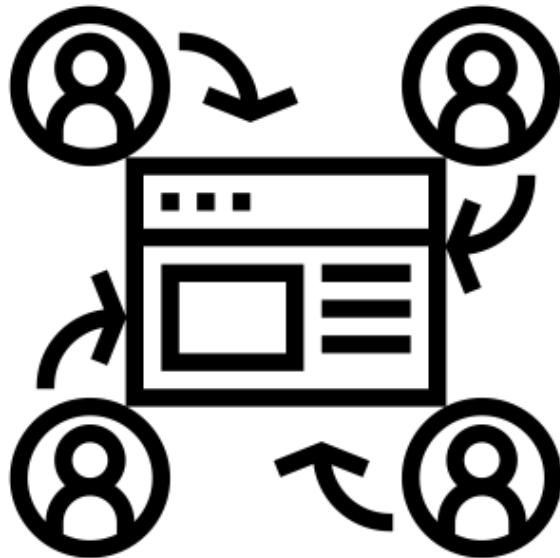


Portfolio Requirements

Portfolios should:

01

Make a great first impression



02

Be easy to find



Update Your Résumé and LinkedIn

Hunting for a job is hard and will require a lot of hustle—i.e., creativity and perseverance.

03

Résumé and LinkedIn Profile



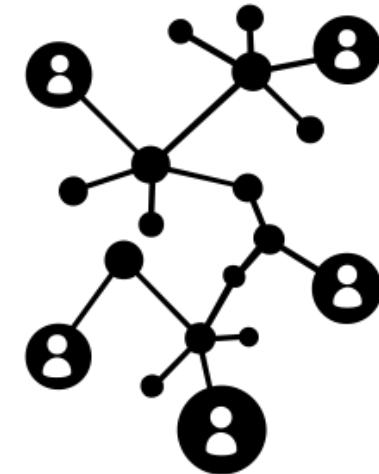
04

Dress the Part



Take Advantage of the Power of Networking

- An average of 250 résumés arrive for one corporate job opening. The first résumé is received within 200 seconds of a position being posted.
- Ninety-eight percent of job seekers are eliminated at the initial résumé screening, and only the top 2 percent of candidates make it to the interview.
- Approximately one-third of available jobs aren't advertised.
- Accessing this hidden job market may require more courage than searching online, but can be much more effective.
- [Meetup.com](https://www.meetup.com) is a great resource for industry-specific events.



Companies Are Looking for You

Hiring is an expensive endeavor for companies. They're looking for candidates such as yourself. It's important that you sell yourself as the solution to their problem: finding quality designers.



The average U.S. employer spends about

\$4,000¹ and 24 days
to hire a new worker.²

Make it worth it for your potential employer:

- Be punctual.
- Ask good questions.
- Share personal experiences.
- Add why design is meaningful.
- Emphasize how you will help the team.

Job Hunting Requires Hustle

There will be obstacles:

01

Lack of experience in the field.

02

Many UX job titles are ambiguous.

03

Lack of experience interviewing.

04

Not finding the right opportunities.

Job Hunting Resources

The Big Players



The Industry-Specific Postings



Know who's hiring you.





Challenge:

60/120-Day Action Plan

(Instructions sent via Slack)

Suggested Time:
15 minutes





Time's Up! Let's Review.

Job Prep: How to Prepare for the Interview

Get Prepared by Getting Detailed Oriented

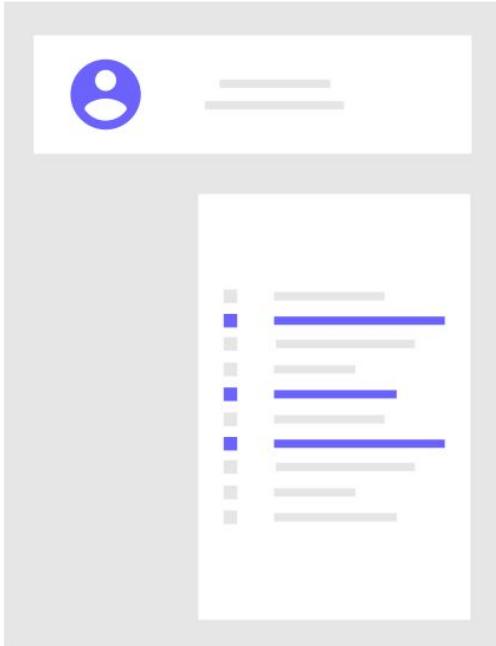
1. Phone Screen	2. Phone Interview	3. On-site Interview	4. Offers and Negotiation
Know the company and the job description.	Know the interviewers and the product.	Know your work. Understand the company's approach to design.	Know your worth, values, needs numbers, and deal-breakers.

Get to Know the Company

- How long have they been around?
- What do they do?
- What is their culture or values?
- Were they recently in the news?



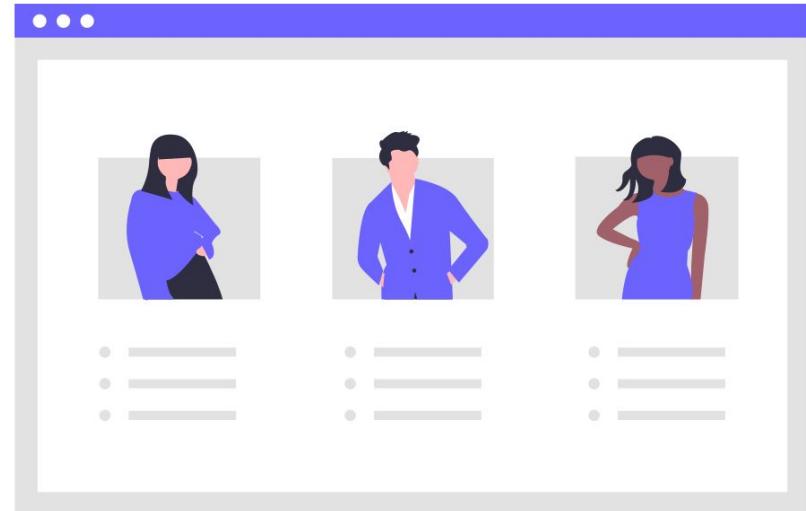
Get to Know the Job Description



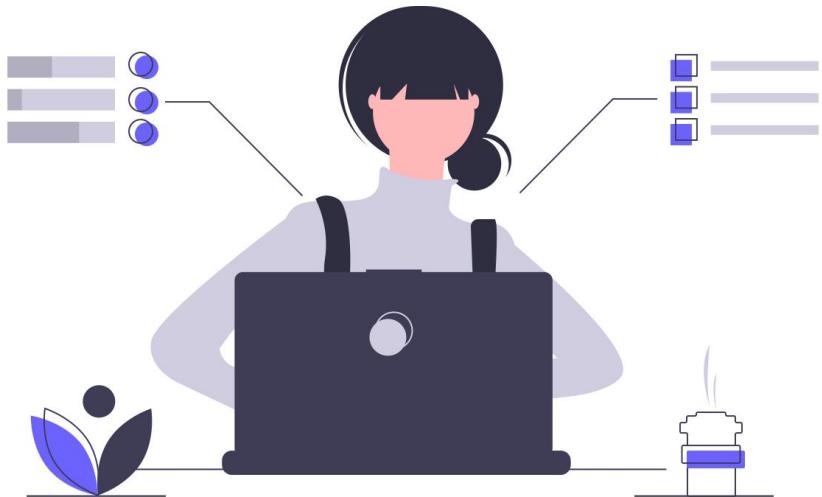
- Analyze the job description.
- Is the role specific? Or is it ambiguous?
- Do your skills match the skills they ask for?
- Identify what's unclear so you can ask.
- **Pro tip:** You're most likely qualified to apply for any job opening requesting one to three years of experience.

Get to Know the Job Interviewers

- What is their role?
- How long have they been with the company?
- What did they do before?
- Do they have an online presence? Twitter? Medium? LinkedIn?
- Are there any personal interests you can find?



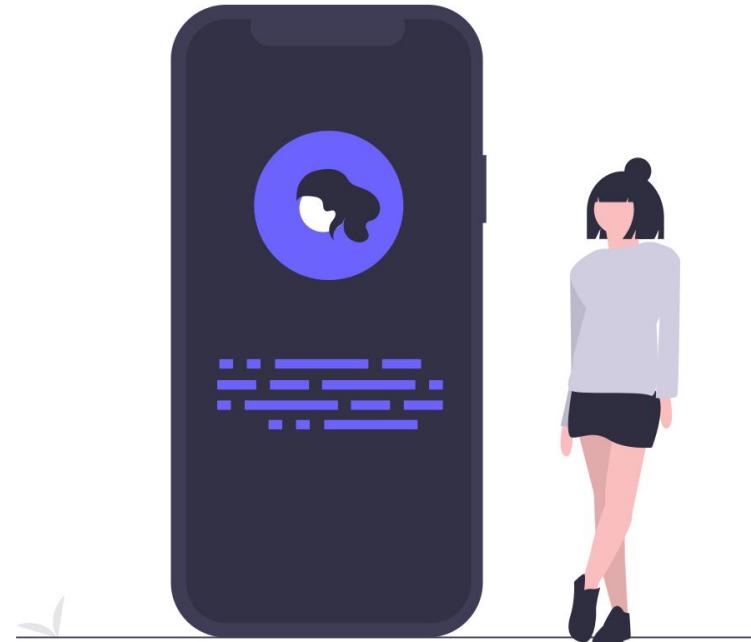
Get to Know the Design Process



- What role does design take at the company?
- What does the design process look like?
- What methods do they follow?
- What kind of user research do they perform?

Get to Know Your Work

- Be comfortable talking about and presenting your work.
- Know your design process.
- Be confident about the impact you've made on the projects you worked on.
- Know your soft skills and how those help you to be a better designer.
- Identify your areas of passion and interest.



Get to Know Your Worth

- Know what you need to make to meet your expenses. If you've never made a budget, now is the time.
- Research the pay range. Glassdoor, Paysa, and Salary.com are great tools.
- Create a pay range in your head.

glassdoor[®]

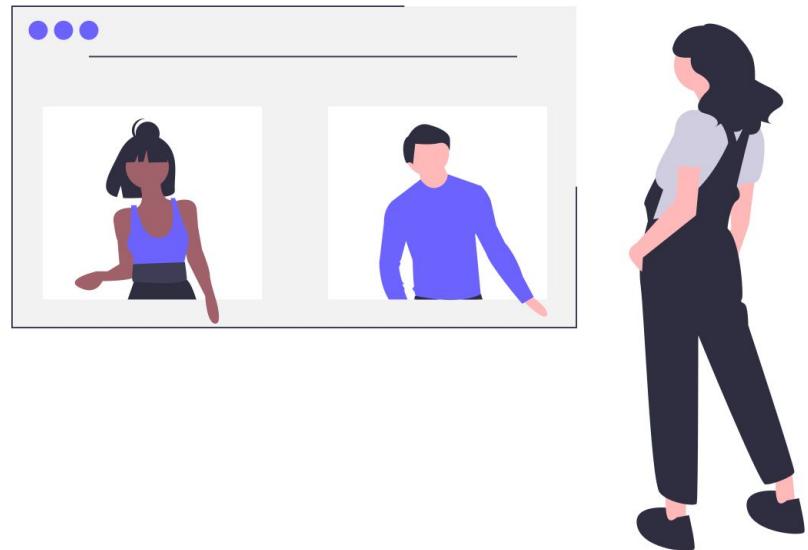
salary.com



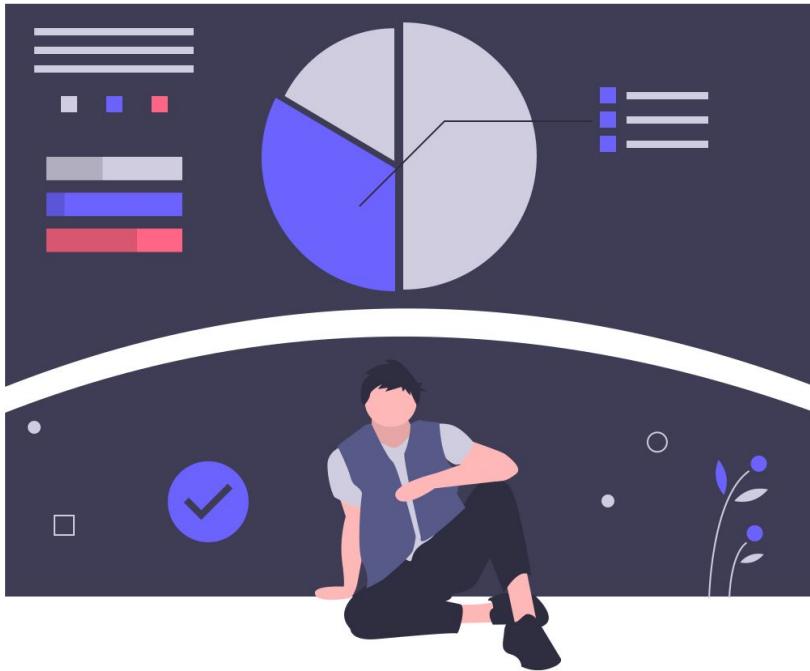
Job Prep: How to Ace the Interview

Gauge the Design Skills of the Interviewer

- Everyone in your interview loop will not be an experienced designer or even design savvy.
- If they are not design savvy, explain things more carefully.
- Remember: Great design doesn't sell itself.



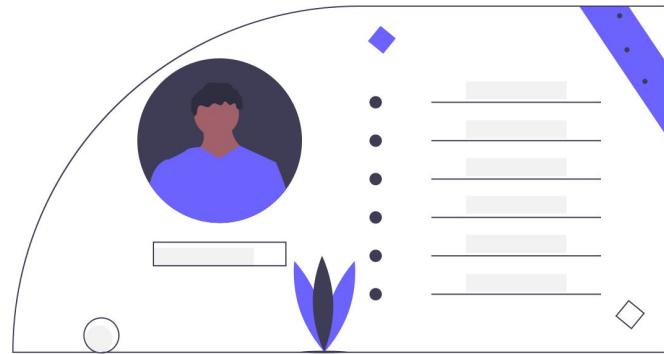
Be Clear on Your Skills



- If you are dealing with non-designers, don't assume they understand what you do or how you do it.
- Too many people believe all UX pros are visual designers who make things pretty after the work has been done by the tech team.

Routine Interview Questions

- You will face the routine screener questions:
 - *Tell me about yourself.*
 - *What is your greatest strength?*
 - *What is your greatest weakness?*
 - *Describe a conflict and how you dealt with it.*
 - *Describe your dream job.*
 - *Why should we hire you?*
- **Pro tip:** Prepare your answers in advance using a Google Doc.



Annoying Basic UX Design Questions



- You will face these baseline questions:
 - *What is design?*
 - *What exactly is a user interface?*
 - *What is the difference between UX and UI?*
 - *How would you explain to a child what you do?*
 - *What makes good design good?*
 - *What does user-centered design mean to you?*
 - *How do you make innovative designs?*
 - *What is an app that has good design?*
- **Pro Tip:** Prepare your answers in advance using a Google Doc.

Know Your Most Significant Accomplishment

- A popular interview question is:
 - *What single project or task would you consider your most significant accomplishment in your career to date?*
 - *What do you consider your worst failure and what did you learn from it?*
- **Pro tip:** Prepare your answers in advance using a Google Doc. Be prepared for follow-up questions.



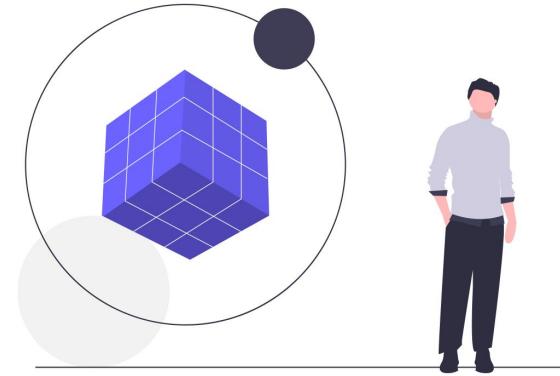
Portfolio Review Questions

- When preparing, review your design process.
- Explain the project, users, stakeholders, and teammates.
- Explain the design challenges.
- Explain what a design artifact accomplished.
- Explain how the design evolved.
 - Show sketches and wireframe iterations.
 - Rough designs are just as important as the mockups.



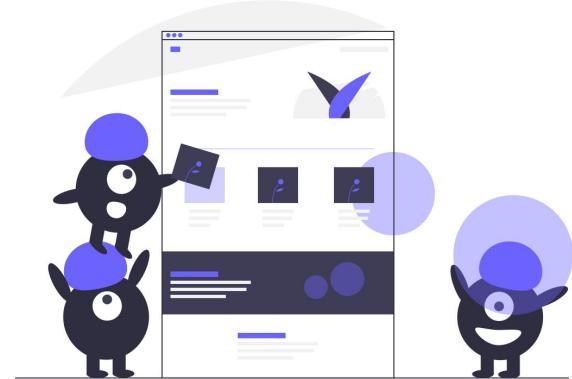
Be Able to Justify Everything

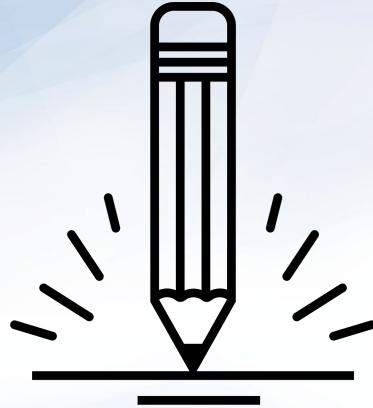
- Interviewers want to hear strong justifications.
 - Great design requires great communication.
- Convince the reviewer.
- Bad justifications:
 - When you use a subjective personal opinion.
 - If you don't remember, refresh your memory or remove from your presentation.



What If You Are a New Designer?

- Present examples of professional quality work.
- They don't have to be **paid** professional work.
- You can show volunteer work or personal design projects.
- Make sure your portfolio matches your skill level.
- **Pro tip:** Find startups or nonprofits and do design work for low pay to build a stronger portfolio.





Activity:

My Skills Inventory

(Instructions sent via Slack)

Suggested Time:
10 minutes



Congratulations! Recap

Today, we accomplished the following:

01

UX Portfolio Wireframes

We made wireframes for our UX portfolios.

02

60-/120-Day Action Plan

We created a six-month plan outlining our goals for career change.

03

Skills Inventory

We completed a skill inventory assessing how we feel about our skill sets.



Questions?

*The
End*



30 minutes