

UX/UI Portfolio Week - Day 2

UX/UI Design
Lesson 16.2



Today's Objectives

Today we will:



Create a Homepage UX Portfolio Wireframe.



Create a UX Case Study Wireframe.



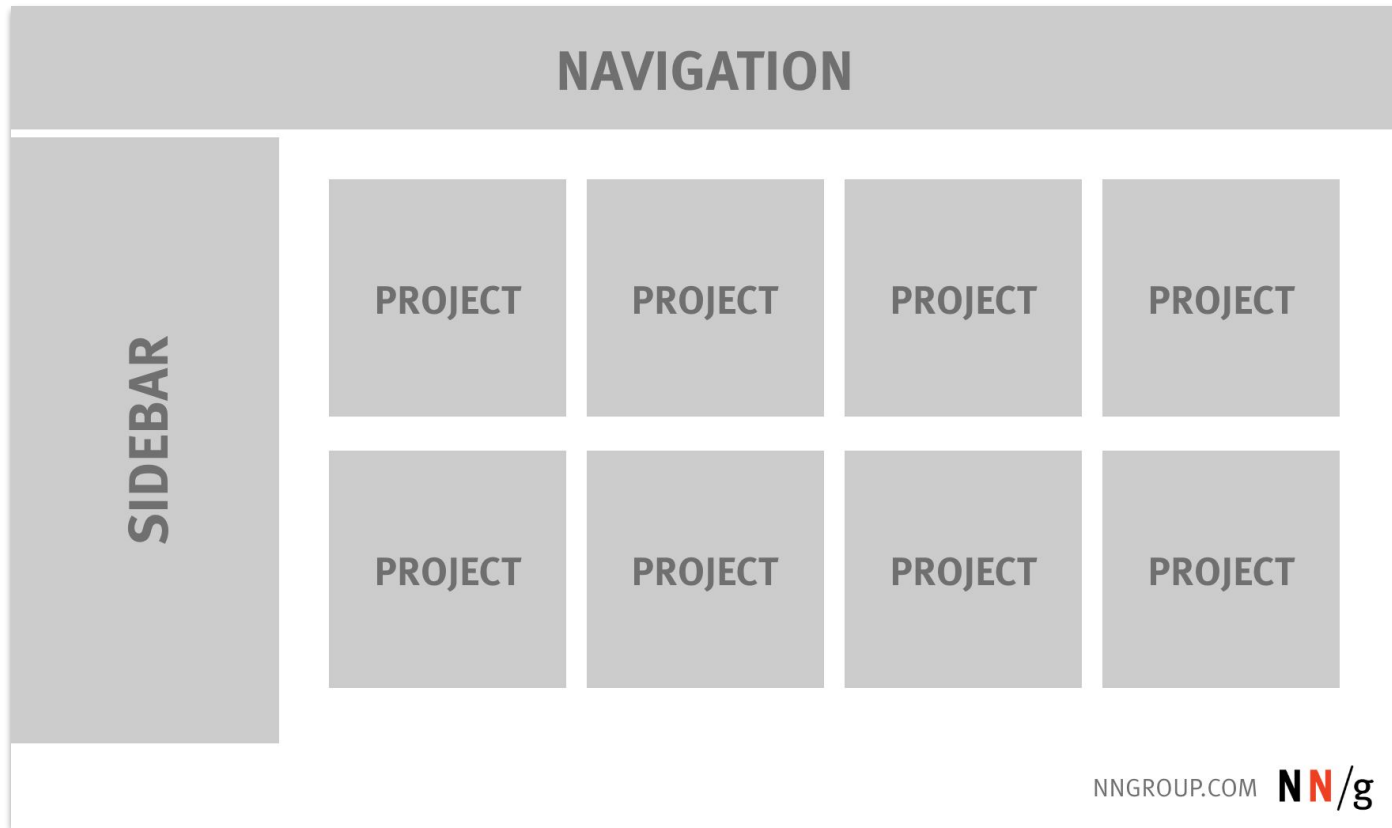
Execute a 60-120 Day Job Prep Plan in preparation for job hunting.



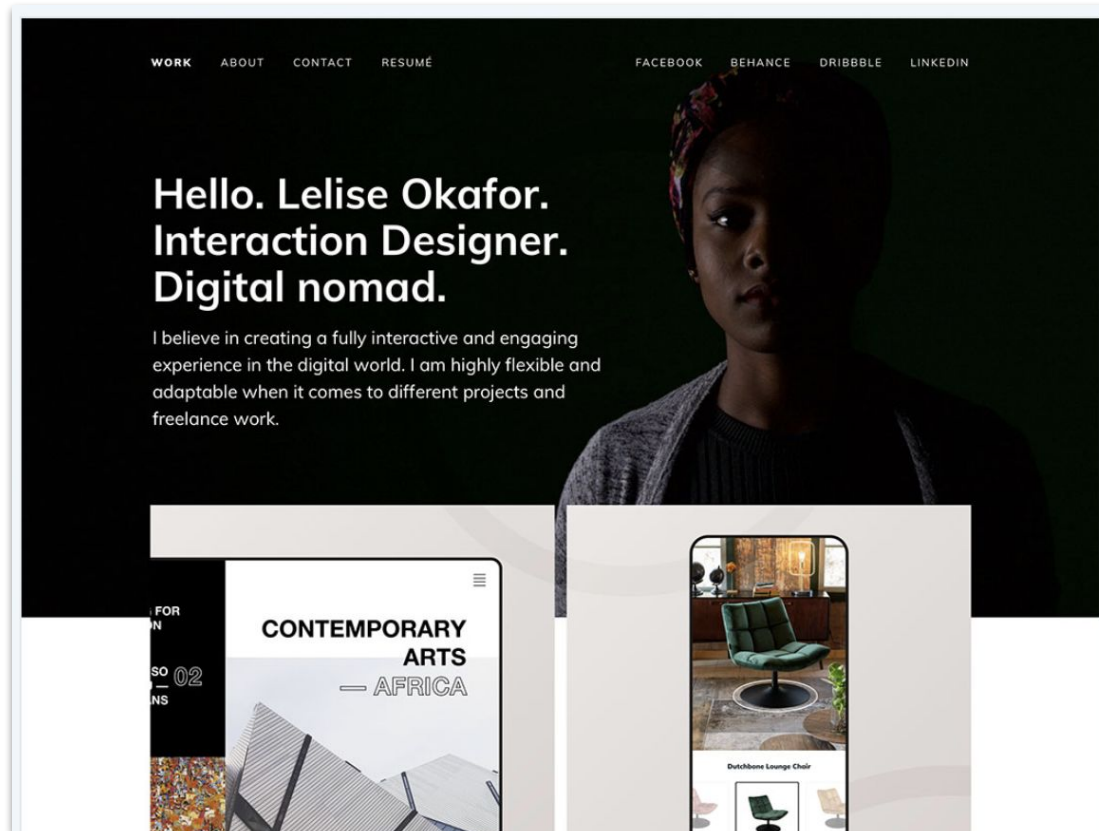
Conduct a self-inventory to assess our job-related skills.

Portfolio & Case Study Review

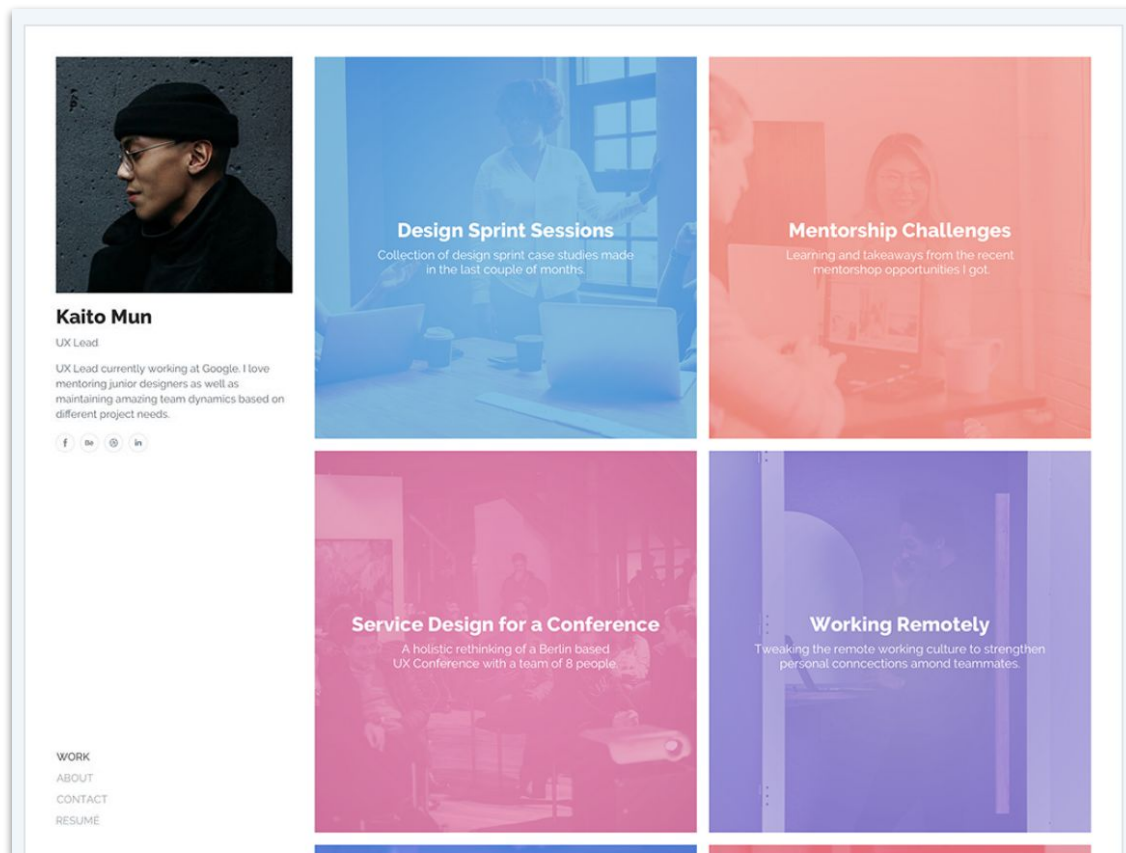
A Typical Online Portfolio Layout



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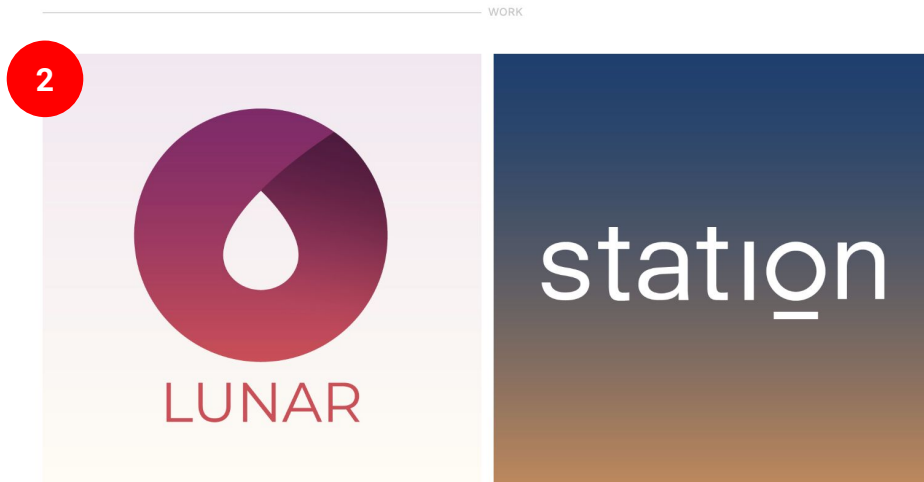
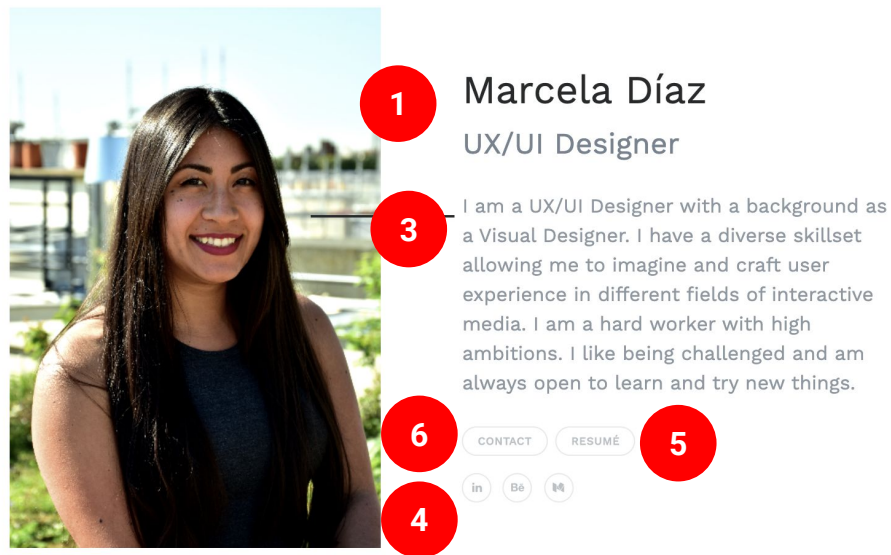
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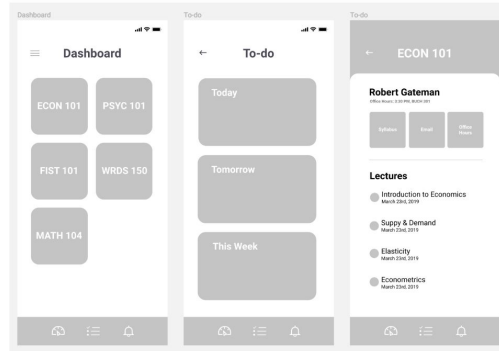
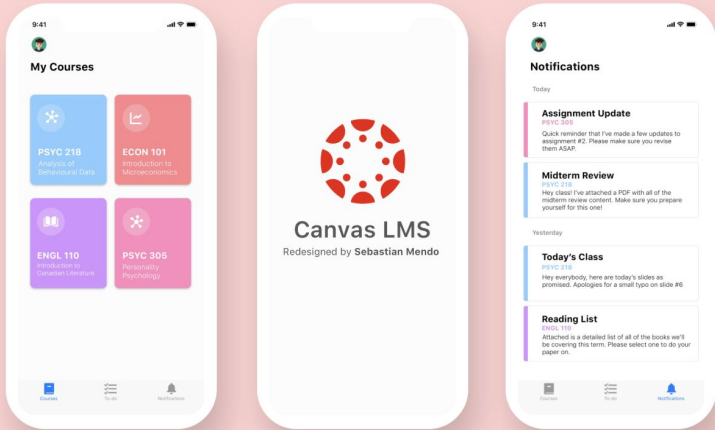


Portfolio Requirements

What Need 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 resume. People should download your UX designer resume from here.
- 6 Your contact details, or even better, a contact form so people can reach out to you.





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

About the Project

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

Type: Product Design, Concept

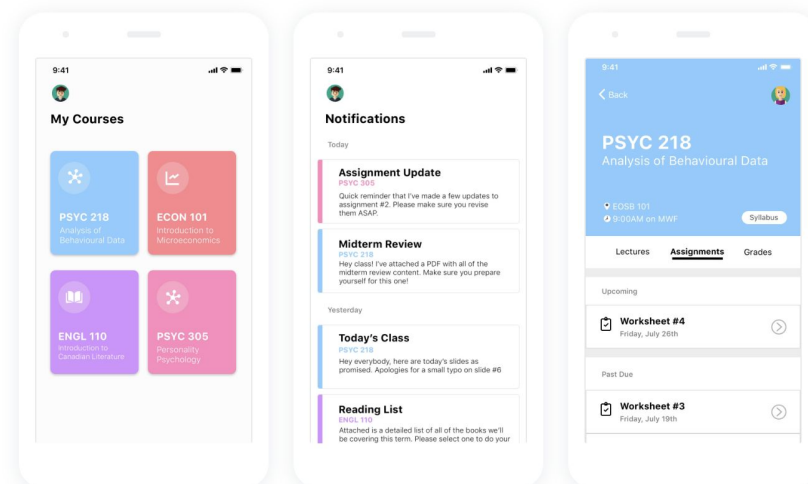
Duration: October 2018 - July 2019 (8 Months)

Skills: Interaction Design, Visual Design, UX Research

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



A Typical Case Study Layout



Case Study Requirements

- 1 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

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4

Challenge

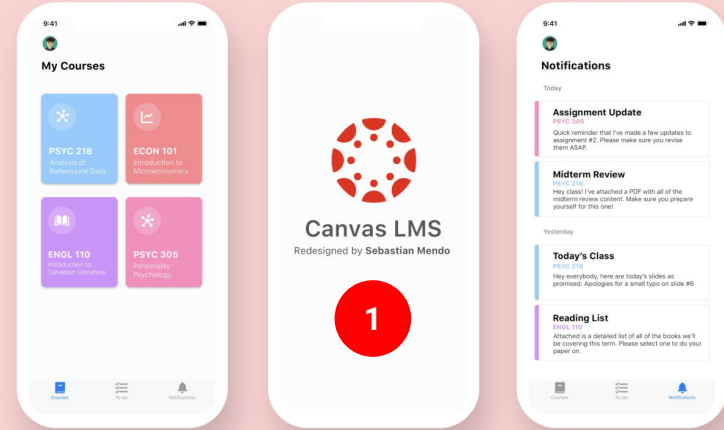
1

2

Approach

3

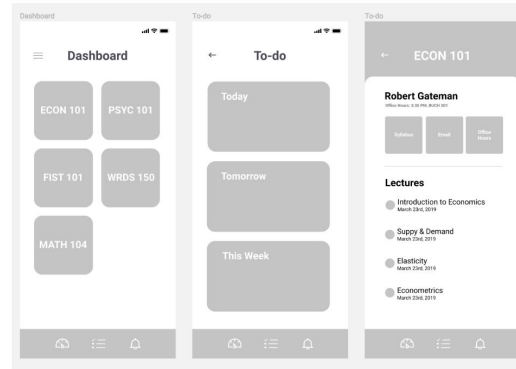
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<https://uxfol.io/project/0427cdc6/>

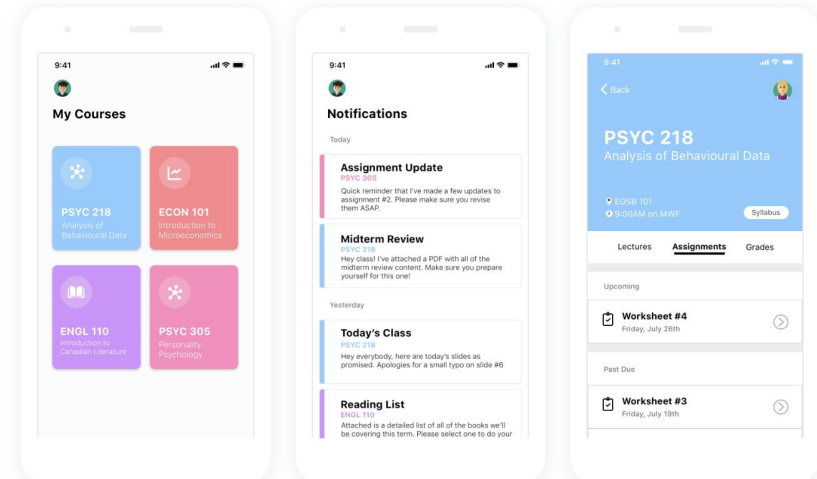


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3. Results





Student Activity:

Portfolio Wireframe

(Instructions sent via Slack)

Suggested Time:
30 minutes



PEER REVIEW





Student Activity:

Portfolio Wireframe Iteration

(Instructions sent via Slack)

Suggested Time:
10 minutes





Time's Up! Let's Review.



Student Activity: Case Study Wireframe

(Instructions sent via Slack)

Suggested Time:
20 minutes



Take a Break!





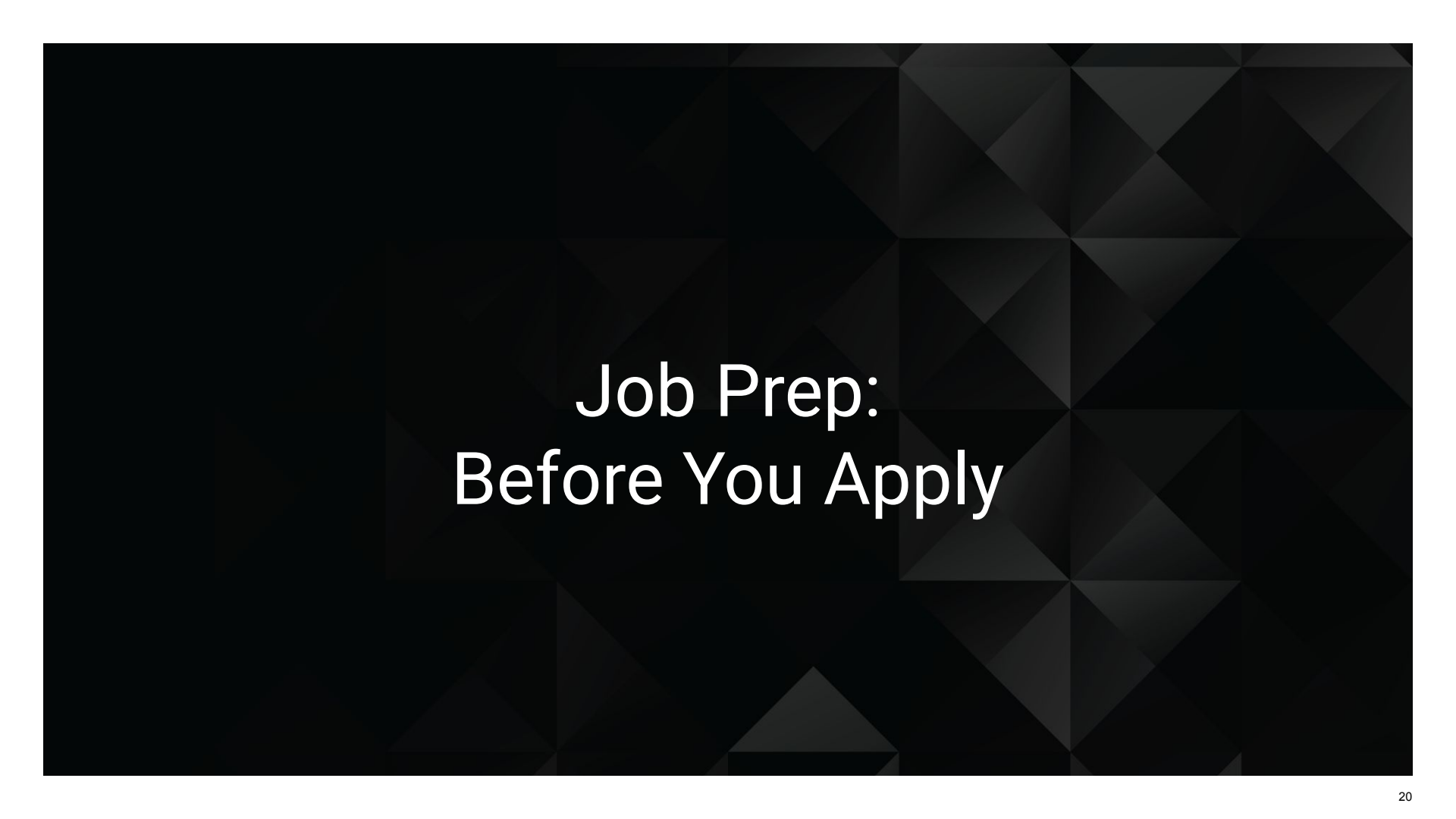
Job Prep: The Interview Process

What to Expect

	1. Phone Screen	2. Phone Interview	3. Design Challenge	4. Onsite Interview	5. Offers & 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	24-48 hours	2-6 hours	1-2 weeks
GOAL	Understand roughly your qualifications and your wants.	See if you are a culture fit. Walk through 1-2 of your website projects.	Understand your "design process."	Culture fit. Design challenge issued onsite or after.	Make the new job official!

The UX Hiring Process





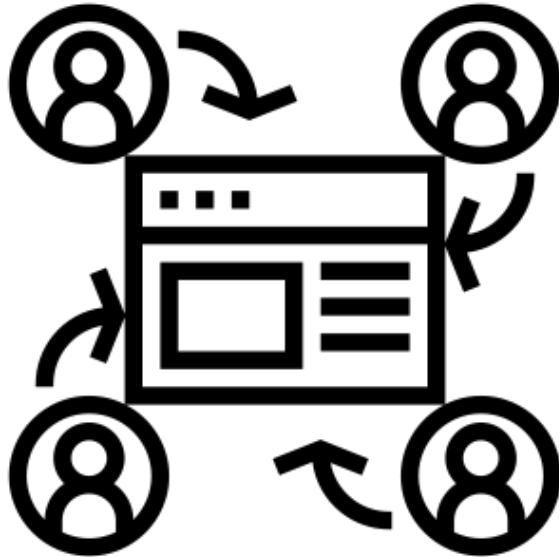
Job Prep: Before You Apply

Treat the Job Search Like a Real Job

Your Portfolio Should:

01

Make a Great First Impression



02

Be easy to find



Update Your Resume & LinkedIn

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

03

Resume + LinkedIn Profile

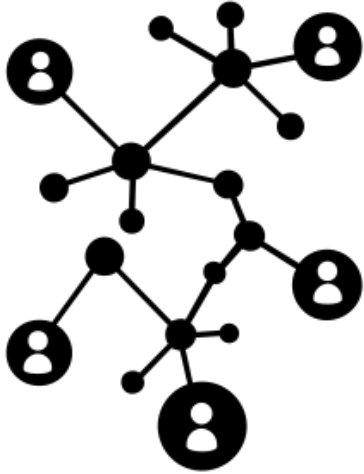


04

Dress the Part



Take Advantage of the Power of Networking



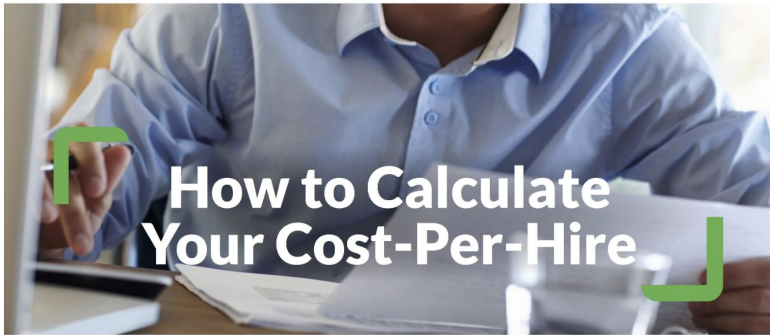
The Meetup logo, featuring the word "meetup" in a red, lowercase, cursive-style font.

- An average of 250 resumes arrive for one corporate job opening. The first resume is received within 200 seconds of a position being posted.
- 98 percent of job seekers are eliminated at the initial resume screening and only the top 2 percent of candidates make it to the interview.
- Approximately 1/3 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 is a great resource for industry-specific events.

Companies are Looking for You

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

glassdoor*



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.

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.





Student Activity:

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. Onsite Interview	4. Offers & 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.

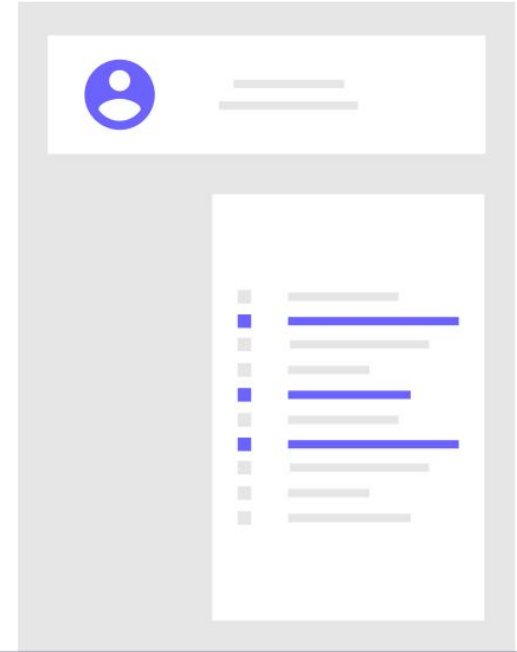
Get to Know the Company

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



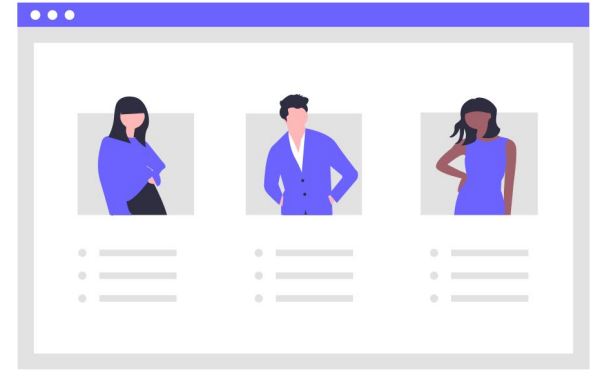
Get to Know the Job Description

- 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:** Anything asking 1-3 years experience you are most likely qualified to apply for.



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 in the impact you've made on the projects you worked on.
- Know your soft skills and how those help you be a better designer.
- Identify your areas of passion and interest.

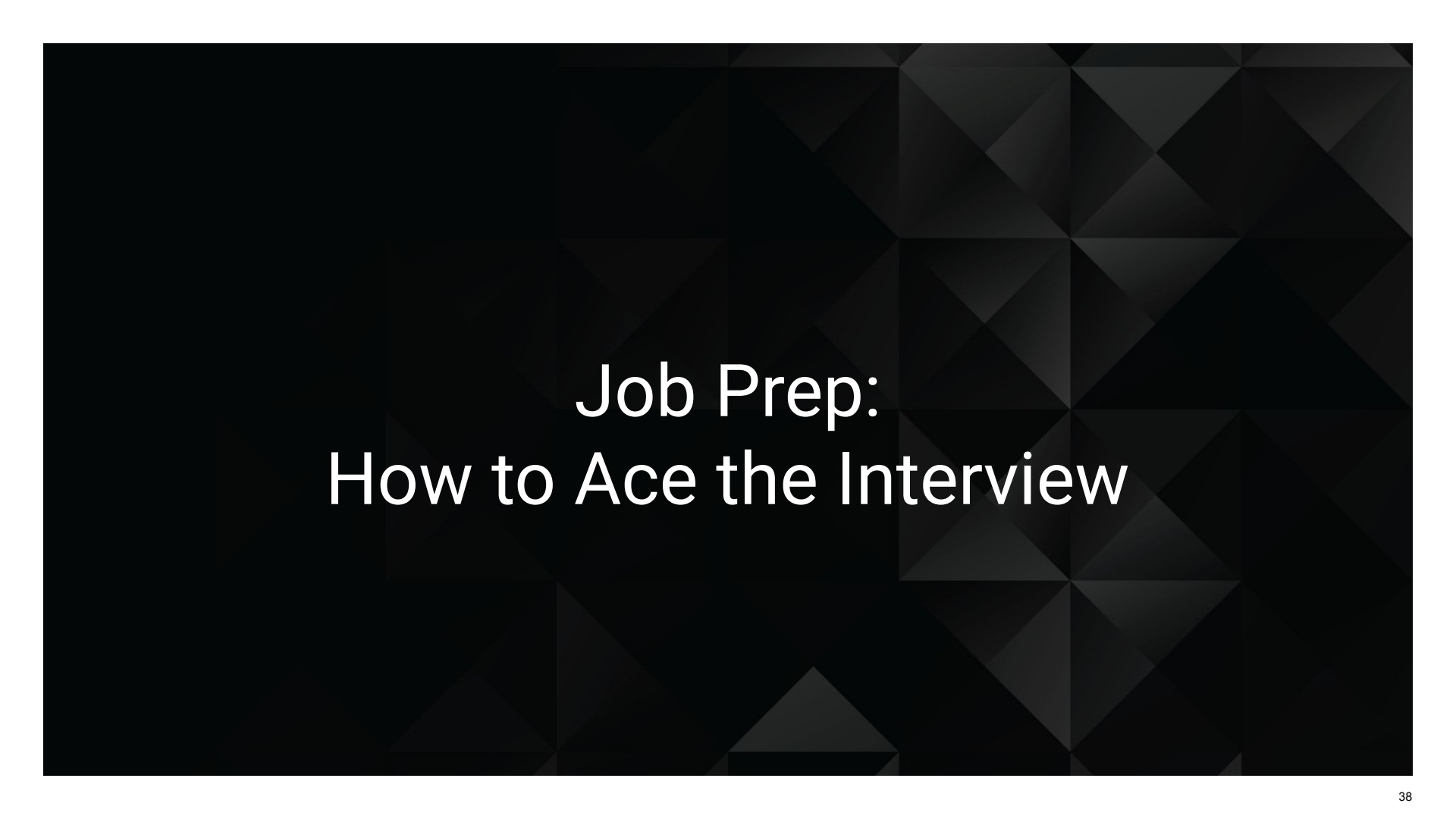
Get to Know Your Worth

- 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®



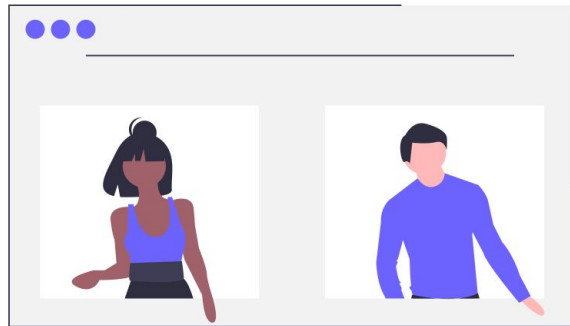
salary.com



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.



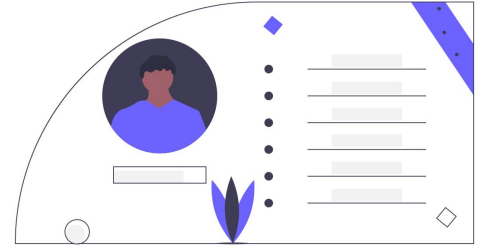
Be Clear on Your Skills

- 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 annoying questions:
 - *What is design?*
 - *What exactly is a user interface?*
 - *What is the difference between UX and UI?*
 - *How would you explain what you do to a child?*
 - *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.

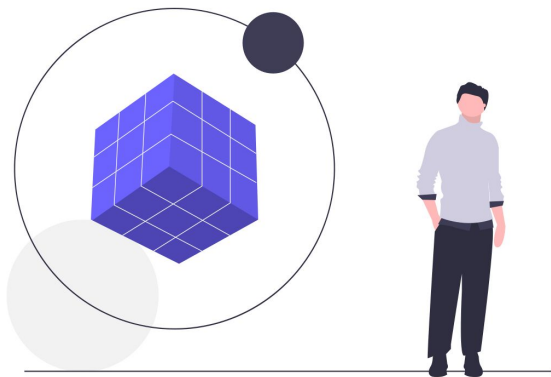
Portfolio Review Questions

- 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.



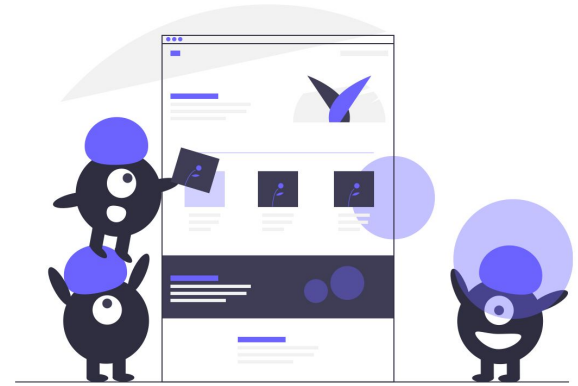
Be Able To Justify Everything

- 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 non-profits and do design work for low pay to build a stronger portfolio.





Student Activity: **My Skills Inventory**

(Instructions sent via Slack)

Suggested Time:
10 minutes



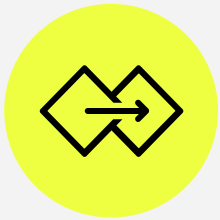
Congratulations!

Today we learned:

01

UX Portfolio Wireframes

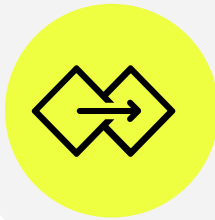
We made wireframe for our ux portfolio.



02

120 Day Action Plan

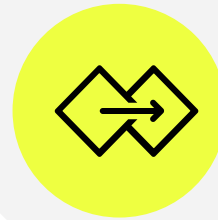
We created a 6 month plan outlining our goals for career change.



03

Skills Inventory

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





Questions?



End