



Build a Winning Portfolio Strategy

Why Do You Need a Strategy?

To land your dream job, you need to build a great portfolio tailored specifically for the job. To build a great portfolio, it's essential to define your overall strategy. It will keep you focused, organized and efficient, while your portfolio will be consistent and impactful, impressing the socks off of hiring managers!

How To Use This Template

How do you define a portfolio strategy? This template is designed to help you do that. Answer the questions, take action and check if your portfolio embodies all the guiding principles for a successful showcase. Let's do it!

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Key Questions to Answer

Answer the following questions to gain clarity and a sense of purpose for your portfolio.

<h2>What is Your Goal?</h2> <p>Identify your target job or career path: Specify the industry, role, and type of projects you aim to work on.</p> <p>Example: <i>As a junior UX designer, my goal is to secure a position where I can contribute my creativity, passion for design, and emerging skills in user experience design to create engaging and intuitive digital experiences.</i></p> <hr/> <p>Your answer:</p>	<h2>What Do You Want to Convey?</h2> <p>Key messages, skills, and experiences: Reflect on the primary messages and skills you want to communicate.</p> <p>Example: <i>Through my portfolio, I want to convey my proficiency in UX design principles, including user research, interaction design, usability testing and user-centric design.</i></p> <hr/> <p>Your answer:</p>	<h2>Who You Want to Attract?</h2> <p>Define your target audience: Determine the type of employers or clients you want to appeal to.</p> <p>Example: <i>As a junior UX designer, my goal is to secure a position where I can contribute my creativity, passion for design and emerging skills in user experience design to create engaging and intuitive digital experiences.</i></p> <hr/> <p>Your answer:</p>
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Plan of Action

Make sure to complete the following tasks to further increase the quality of your portfolio.

1

Benchmarking and Analysis

Research and analyze existing portfolios:

- Study at least seven portfolios that align with your goals and aspirations.
- Focus on layout, content, visual design storytelling and overall presentation.

2

Share with the Community

Present your findings and insights:

Share standout features and how they influenced your strategy. Discussion may validate your point-of-view and help you clarify your findings.

3

Use the Insights Gained

Define your approach and strategy:

- Establish the foundations that will guide your creation process.
- Ensure your portfolio effectively communicates your goals and resonates with your target audience.

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Key Considerations

Explore the key considerations that contribute to a successful portfolio, and gain valuable insights to refine and enhance your own. **Check each box once you've considered the given aspect of your portfolio.**

○ Visual Design Proficiency

Question: Does my portfolio demonstrate proficiency in design fundamentals like layout, typography, color theory, and visual hierarchy?

○ Project Diversity and Depth

Question: Have I included diverse projects that showcase different aspects of UX design and provide depth through detailed design processes and iterations?

○ Prototyping and Interaction Design

Question: Have I included interactive prototypes and mockups to demonstrate how designs behave and respond to user interactions?

○ Accessibility and Inclusivity

Question: Can I showcase examples of accessible interfaces I've designed that prioritize usability for people of all abilities?

○ Clear Communication and Storytelling

Question: Do my case studies effectively communicate the design process, challenges faced, decisions made, and lessons learned in a clear and engaging way?

○ Problem-Solving Approach

Question: Can I showcase examples of overcoming design challenges and delivering solutions that effectively address user needs and business goals?

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○ User-Centric Focus

Question: Have I emphasized a user-centered design approach that shows empathy for end-users and incorporates user feedback into the design process?

○ Research and Testing

Question: Have I included examples of user research and usability testing that demonstrate how insights were gathered and applied to improve the design?

○ Iteration and Feedback

Question: Have I highlighted my process of iterating on designs based on user feedback and testing outcomes?

○ Personal Branding

Question: Does my portfolio reflect my personal brand and unique design perspective making it memorable to potential employers or clients?

○ Measurable Impact

Question: Have I included metrics or qualitative feedback that demonstrate the impact of my design solutions on user experience or business goals.

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Do You Want to Learn More?

Learn how to use this template to its full potential in our online course [Build a Standout UX/UI Portfolio: Land Your Dream Job](#). Sign up for it today and learn how to create or improve your UX portfolio if you're not already enrolled.

Build a Standout UX/UI Portfolio: Land Your Dream Job

Enroll Now! >



☒ ☐ ☐ Beginner Course

In the world of design, your portfolio is more than just a collection of projects—it's your key to exciting new opportunities. Transform your portfolio in this course led by **Morgane Peng, Design Director at Societe Generale CIB**. With her expertise as both a design expert and a seasoned hiring manager, she'll show you how to craft a standout portfolio that captures attention and leaves a lasting impression.

Master the art of storytelling through compelling case studies, refine your presentation skills, and crack the code to stand out in a competitive market. Whether you're a new designer, an experienced designer who wants to improve your portfolio or someone who wants to make a career change, this course will equip you with the tools and strategies to build a portfolio that reflects your skills and potential. **Gain the confidence and expertise to showcase your work effectively, connect with potential employers, and land your dream design job.**

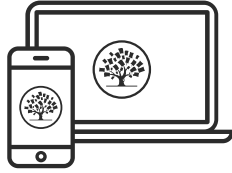
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