



7 Design Guidelines for Your Online UX Design Portfolio

Whether you're going to use a readymade solution such as Behance, Wordpress or Squarespace for your online UX portfolio, or code your own website from scratch, you'll need to bear these 7 essential design guidelines firmly in mind to make sure your portfolio does its job well!

1. Give a Short, Concise Introduction in Your Home Page

- Provide a **short and clear introduction** of yourself right at the top of your home page. Remember, the home page of your online UX portfolio is prime real estate—it's the first impression you'll make on recruiters.
- Keep it short—your introduction should be **at most 3 sentences long**. Convey the most important information first. Your name and job role are the most important pieces of information. Hobbies and side projects are less important and should go below. In fact, you might want to put your hobbies only in your "about" page, rather than on the home page.
- **Write it in a conversational way**, like how you would speak in a friendly and professional setting.
- Your introduction can be a great way to **convey your personality**. Are you a cheerful person? Perhaps you're optimistic? Let your character shine through!

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2. Include Only 2–3 UX Case Studies

- Carefully select and **showcase 2–3 of your best UX case studies**.
- We know it's difficult to resist the temptation to show your recruiters everything you've done, but resist you must! You need to **show only case studies that are exceptional and that are relevant** to your UX job role.

3. Make It Usable!

- **Usability is key**—especially in your online UX portfolio! Recruiters will judge your online portfolio as a designed product, and usability problems will reflect badly on you.
- Make sure **navigation is simple and easy**.
- **Design proper affordances** into your links and interactive elements. For instance, links should be underlined and have a different color.
- Pay attention to **readability and color contrast**. Make sure your fonts are big enough, and check your color contrast using WebAIM's color contrast checker:

<https://webaim.org/resources/contrastchecker/>

4. Create an About Page or Section with More Information About Yourself

- In your about page, include **further details about yourself**, such as your hobbies and interests.
- Show your **work history** and **educational background**. For example, when you complete a course with the Interaction Design Foundation you'll always get an industry-recognized Course Certificate to prove your achievements. Include that along with the unique link you get for each course you've completed so recruiters can verify the authenticity of your certificate.
- Include **social media links to your professional profiles**, such as LinkedIn, Medium and Behance.

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5. Place Side Projects in A Separate Page or Section

- We know you're proud of your side projects, but we suggest you **create a separate section or page for them all**.
- The main focus of your home page is your UX case studies, so you cannot afford to let your side projects compete for attention. You should still include your side projects in your online UX portfolio, however, because they help showcase your passions and let recruiters get a better sense of your personality.

6. Make Your Portfolio Visually Pleasing and Consistent

- Even if you don't have a background in visual design, **your online UX portfolio should look aesthetically pleasing and be visually consistent**. Why? It's because, as we mentioned above, recruiters will judge your online UX portfolio just like any other designed product.
- Thankfully, it's easier than ever to create a visually pleasing website. If you're not confident in your visual design skills, you can **use a platform such as WordPress or Squarespace**, which provides you with nicely designed templates.

7. Create an MVP: Minimally Viable Product

- Think **MVP—minimally viable product**. Don't aim to create the most perfect website, because your online UX portfolio will always evolve and change.
- Aim to create and push out a good enough version of your online UX design portfolio, rather than wait months to perfect it. Once you've published your online UX portfolio, you can then spend more time to improve it. At the same time, you will have already had an important asset you can use to apply for jobs.



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Do you want to learn more?

Learn how to use this template to your best advantage in our online course [How to Create a UX Portfolio](#). Sign up for it today and learn how to create and improve *your* UX portfolio if you haven't already started the course.

How to Create a UX Portfolio

Beginner course

Did you know the average UX recruiter spends less than 5 minutes skimming through your UX portfolio? If you want to join the growing and well-paid field of UX design, not only do you need a UX portfolio—you'll need a **great UX portfolio that showcases relevant skills and knowledge**. Your UX portfolio will help you get your first job interviews and freelance clients, and it will also force you to stay relevant in your UX career. In other words, no matter what point you're at in your UX career, you're going to need a UX portfolio that's in tip-top condition.

So, how do you build an enticing UX portfolio, especially if you've got no prior experience in UX design? Well, that's exactly what you'll learn in [How to Create a UX Portfolio](#)! You'll cover everything so **you can start from zero and end up with an incredible UX portfolio**. For example, you'll walk through the various UX job roles, since you can't begin to create your portfolio without first understanding which job role you want to apply for! You'll receive **tips and insights from recruiters and global UX design leads from SAP, Oracle and Google** to give you an edge over your fellow candidates. You'll learn how to craft your UX case studies so they're compelling and relevant, and you'll also learn how to engage recruiters through the use of Freytag's dramatic structure and 8 killer tips to write effectively. To sum it up, if you want to create a UX portfolio and land your first job in the industry, this is the course for you!

[Learn more about this course >](#)



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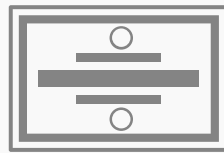
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With over 66,000 alumni, the Interaction Design Foundation is the biggest design school globally. Industry leaders such as IBM and Adobe train their teams with our courses, and universities such as MIT and the University of Cambridge include our courses in their curricula. Our online courses are taught by industry experts and cover the entire spectrum of UX design from beginner to advanced. We give you industry-recognized course certificates to advance your career. Since 2002, we've put together the world's biggest and most authoritative library of open-source UX Design literature created by such noted authors as Don Norman and Clayton Christensen.



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