Craft Case Studies That Get You Invited to Your Dream Interview

Your portfolio isn't just a collection of projects—it's your design story, a showcase of your skills, thought process, and personality. It's your ticket to those coveted job interviews. Case studies are the most important part of your portfolio, showing how you work on real projects.

This guide equips you with a framework to craft compelling case studies that will dazzle hiring managers, leaving them eager to meet the designer behind the work.

1. Create a Compelling Hook

Start your case study with a captivating introduction that highlights the unique problem or innovative solution your design addresses. This hook should grab attention and set the tone for the rest of your case study.

Check out our template, "The First Impression Formula: Write Case Study Intros That Hook Hiring Managers" for more in-depth guidance.

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2. Outline the Research

Provide a detailed account of your research phase. Describe the methods you used to understand the problem and user needs. Highlight critical findings and insights that shaped your design direction, demonstrating a user-centered approach.

Check out our template, "User Research: Show Hiring Managers You Understand Users" for more in-depth guidance.

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3. Showcase Your Design Process

Illustrate your design process with sketches and wireframes, showing the progression from initial concepts to refined designs. Explain each stage and the rationale behind your design choices. Don't hesitate to include the solutions you rejected along the way—they show your thinking and decision-making process. Emphasize how these steps contributed to solving the problem.

Check out our template, "Showcase Your UX Superpowers: A Blueprint for Documenting Your Work" for more in-depth guidance.

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4. Include Prototypes and Design Iterations

Display prototypes and iterated designs to show the evolution of your project. Discuss how feedback was integrated and how the design was refined over time. This section should highlight your adaptability and commitment to creating user-centered solutions.

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5. Conclude with Impact

Conclude your case study by discussing the impact of your design. Provide tangible results, such as performance improvements, user satisfaction rates, or other success metrics. This rounds out the narrative and underscores the value of your design contributions.

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Plan of Action:
Enhance Your Case Studies

◯ **Update Your Case Studies**

Use this template to revise your existing case studies.

◯ **Ensure Clear Communication**

Make sure each section effectively articulates the value of your design process and outcomes.

◯ **Share for Feedback**

• Share your updated case studies with peers and
the design community.
• Encourage constructive criticism and suggestions
for improvement.

◯ **Evaluate and Reflect**

• Compare the before and after versions of your case studies.
• Reflect on how applying these concepts has enhanced the clarity,
depth, and overall impact of your portfolio.

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How did a targeted user research approach reveal key insights that led to a 40% increase in customer satisfaction? Discover the innovative UX strategy that transformed a frustrating user experience into a seamless and delightful journey.

2. Outline the Research

Provide a detailed account of your research phase. Describe the methods you used to understand the problem and user needs. Highlight critical findings and insights that shaped your design direction, demonstrating a user-centered approach.

Check out our template, "User Research: Show Hiring Managers You Understand Users" for more in-depth guidance.

To understand the pain points in the current checkout process, we conducted user interviews, surveys, and usability tests. Key findings revealed that users found the process too lengthy and confusing. These insights guided our redesign to streamline the user experience.

3. Showcase Your Design Process

Illustrate your design process with sketches and wireframes, showing the progression from initial concepts to refined designs. Explain each stage and the rationale behind your design choices. Don't hesitate to include the solutions you rejected along the way—they show your thinking and decision-making process. Emphasize how these steps contributed to solving the problem.

Check out our template, "Showcase Your UX Superpowers: A Blueprint for Documenting Your Work" for more in-depth guidance.

Starting with low-fidelity sketches, we explored multiple layout options for the checkout process. Through iterative wireframing, we refined the design to enhance clarity and reduce steps. Each stage was validated with user feedback, ensuring our solutions addressed the identified pain points.

4. Include Prototypes and Design Iterations

Display prototypes and iterated designs to show the evolution of your project. Discuss how feedback was integrated and how the design was refined over time. This section should highlight your adaptability and commitment to creating user-centered solutions.

Our initial prototype underwent several iterations based on user testing feedback. Early tests highlighted confusion around payment options, leading us to simplify the interface. The final prototype incorporated a clearer layout, which users found significantly easier to navigate.

5. Conclude with Impact

Conclude your case study by discussing the impact of your design. Provide tangible results, such as performance improvements, user satisfaction rates, or other success metrics. This rounds out the narrative and underscores the value of your design contributions.

The redesigned checkout process resulted in a 32% reduction in cart abandonment rates and a 19% increase in successful transactions. User feedback was overwhelmingly positive, with satisfaction scores rising by 41%.

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.**

Learn more about this course ❯

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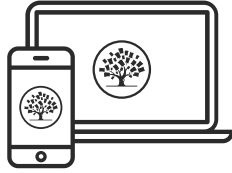
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