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WRA 210

Module 3

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Cheryl

Summary

The portfolio is a good learning opportunity. The process of putting together your portfolio and editing/updating it is very educational in its own right. It's good for employers to see that you are prepared, as well as have a sample of your work. It's also nice for you to have proof of your accomplishments and capabilities.

The two most important parts of your portfolio are: 1. your homepage. It's the first thing people will see, so make it good; 2. showing your passion. Your portfolio should represent the things that you are most proud of.

Questions

What do you wish you had included in your portfolio?
Built website from scratch, but there were some design things that couldn't implement.

How do you grab an employer's attention?
Have your logo in the corner. It's part of the brand. Stylistic consistency is key; it should be classy and clean cut.

How did you design your logo?
Not my first logo. My first was too much; it was me back then, not who I wanted to be. It's not about who you are right now, but who you want to be in the future. I wanted something clean and simple. I tried 5 or 6 before I got to that one.

How do you decide what to include and not to include?
Don't overwhelm people. Don't give them everything, just give them a taste. Give them a variety of things that you can do, even if it's not the best.

How did your portfolio benefit you in your career?
I have resources that I can show employers. Makes you look better/more prepared. It gives employers a way to see your work.

Why did you include the picture you had on your website?
I can't lie, it's just a suitable picture that fit my color scheme. A good headshot is good enough, just make it nice.

Did you include items that reflected you personally, or did you focus more professionally?

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Both. My portfolio is a reflection of me. It's important to show people who you are as a person as well as a professional.

What is the most important aspect of your portfolio?
Homepage. It's the bit people see first. They will judge you from the first moment. Something I failed in at the beginning. Make sure it is easy to use. If your homepage is complicated, people won't come back.

Did you feel more prepared with a portfolio to showcase your talents?
I made me better understand what I can do. Gives me the confidence that I'm not just talking, I can see what I've done?

If you could go back in time and give yourself advice yourself
Have fun with it. It can be frustrating, but don't be so secluded that you don't want to share it with others. Don't be afraid to ask people about their opinions on your portfolio.

How often do you update?
I always update my resume, but other than that I don't update often. I struggle to choose what pieces to upload. You really want to narrow down to a few categories you're interested in.

How do you order the work in your portfolio?
Within each section, I put my most recent at the top. Don't put in a category that you're not interested in explaining to someone. You'll see other people's portfolios and realize that you like how they set it up. Don't be afraid to borrow their set up.

What advice to stand out?
Show your passion in your portfolio. Don't pick something you're not interested in. Make it something you're going to continue. Your portfolio is itself a piece in your portfolio.

How did you animate your logo?
I wanted it to grab someone's attention. I just googled it and found the one I could do the best. It's going to be a lot of work, you don't have ten years of experience. But it's the most amazing feeling. It's hard, so be proud of yourself.

Did you build from scratch or use a platform?
I built from scratch, it's just practice.

For your current position, did you present your portfolio to them when you applied?
No, but I told them I had a portfolio, and they had the link. I don't know if they checked it out.

What did you use for webhosting?
I used a small orange. Their small and nice. And not too expensive.

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Pat

Summary

Don't try to put too much into your portfolio. It's important not to distract from your work. Showing your personality is great, but in the end you're applying for jobs with this, so don't let it be too distracting. Find positions you're interested in, then tailor your content to fit them. Spread your portfolio on social media, put it on your resume, and make sure it comes up first when googling your name. make sure to get feedback from friends and family, it helps clean up the user experience.

Questions

Took a job in social media and marketing
They treated her well, and she moved to a different branch

How do you use your portfolio today?
It's shifted a bit, since I'm not trying to get a job. It's more of a hub for me to save and share the work I'm most proud of. It's good to keep it going even if you're not looking for a job so that you can keep control over your image.

What would you do differently?
I tried to put too much content on during my senior year. I think that we assume that people will go through and look at everything, but most won't. I simplified it a lot and picked only the most important pieces.

How do you make it catch an employer's attention?
The most important thing is not distracting from your work. It's good to introduce yourself, but ultimately you're applying for a job. You want to make sure that it's specific to what you're doing.

How do you market your portfolio?
Spread it on social media, resume, etc. Make sure it comes up first when you google your name

How did you decide what to include?
Looking at positions that I was interested and then tailored my content to be relevant. Also, just things I'm proud of, that you want to show off

Clean or cool?

Tend to show their personality in their portfolio, but have to make sure that it's functional and clean. It's ultimately something to be consumed by others.

Easiest and Hardest part?

Choosing pieces and building from scratch was hard. There wasn't really an easy part, but taking the class made it easier because of the feedback

What advice do you have?

Take advantage of the project you're working on as very good practice. Taking notes on what your thought process was and what you learned, so that you can go back to it when you're in the professional world. The pro world is all projects.

What are people looking for?

A snapshot of who your are and what you do. You can see very quickly whether their organized and proud of their work.

Reader friendly - how?

Having people test it, and watching how they use the site, it's very valuable to learn the user flow. You don't want things that are hard to find.

How'd you decide on a theme?

I used adobe muse, which doesn't have themes. I built from scratch, but I looked at other portfolios, blogs, and websites to have an idea how I wanted it laid out as I made it.

How'd pw help you?

I work on paid social media. I create marketing campaigns. I took a PW class on researching how social media affects a big event, and it turned out to e relevant next year when I was working for a customer on a similar project. Also, writing skills, project management, and working on teams helped. Having good basic writing skills also helped, because it sets me apart.

PW is awesome because it focuses on the portfolio. It is very valuable, it shows so much more about a person if you can see their previous projects and how they choose to present themselves.

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Angela

Summary

I use my portfolio as a tool for potential employers to see the work I've done, so that they can decide whether they might want to hire me. When I started out, it was rare to have a digital portfolio, or even a portfolio at all as a writer. Don't get too attached to your initial design; your portfolio will and should go through many iterations, tweaks, and adjustments.

Questions

What are some of the things that you've been doing since graduation?
I was one of the first PW grads, grad in 2005. pub management for a corp. then moved to nonprofit. Moved to japan, then moved to Australia, while doing freelance writing, now back in states, doing technical writing.

How'd you utilize your portfolio?
It was something that employers weren't used to seeing, so it was pretty exciting. More of a tool now with my freelance work. Shows my work history and examples of my work. People see it, and then come or me or recommend me.

Did you know what it was?
It was more common to have a non-digital portfolio, mostly for non-writers.

How'd you decide what to include?
It's changed a lot. The first iteration had work divided into buckets, like student work, design work, editing work, etc. It was also a repository for my work. It's now like "here's the work I've done, and here's the skills it shows". Updating every once in awhile, taking out old work. I try to show my best work, and a variety of work.

How do you market it?
It's always included in my job application, and a lot of times they ask now. Mention it in cover letters or bring it up in interviews.

What are people looking for?
I think it depends on what you're going for. As a writer/editor, I need to show that I can do a variety of writing and editing styles. If you were a designer, you need to show your skills in that area. It's important to make sure you cover everything you can do. Show a variety of work.

How often do you update, and what do you include?

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I've not updated it in a year. Little tweaks happen more often, but a major overhaul only happens every few years.

We're just beginning, what advice do you have?
Don't get too attached to your first design. Your design will change a lot. Keep your old designs so you can see the evolution. Your portfolio is in and of itself a work in your portfolio.