Welcome!

Find your table

:D

Announcements

- Check in was due last Wednesday :O
    - If you didn't get it checked off, go to OH and still get it (late tho)
- Final project due next week! (**Monday, April 29th 11:59pm PST**)
    - Submit <u>HERE</u> (not on portal)
- Final HW tonight!
- Next week's lecture = last lecture
- Next week's lab = Final Presentations (be on the lookout for emails from staff)

Week 11

Portfolio Building in Digital Product Design

My Credentials & Disclaimer

"Can I ask you about how to get into UI/UX design?"

Today's Agenda

- Building a (personal) Portfolio!

- What to redesign

- Designing @ Berkeley

- Resource Dump

- Q&A (time-permitting)

What is a design portfolio?

- A body of work that you're proud of.

- What recruiters will look at in addition to your resume

- Way more important than your resume, tbh

What goes in a design portfolio?

- Project Case Studies

  – Focus on problem statement

  – User Research

  – Design Justification(s)

  – Should be scannable

- Redesigns

- About Me (Highly recommended)

- A way to contact you (required)

- Social media handles

Where do I put my portfolio?

- Github Pages + Domain Provider (Namecheap)

- Squarespace (standard)

- Wix (kind of standard)

- PDF (acceptable, not recommended)

- Medium/Behance (should be additions, not the main thing)

How to bootstrap a portfolio

- <u>Daily UI Challenges</u>

- Unsolicited Redesigns

- Product Ideas

- Design Class Projects

Actually Designing

Tools

- Industry Standards

  - Sketch

  - Adobe Creative Suite (XD, Illustrator, maybe Photoshop but not really)

  - Figma

- Prototyping

  - Framer (X!!!), Origami Studio (Need Sketch), Invision (Studio), Adobe XD

- Visual Design

  - Illustrator, Photoshop, Procreate

What do I (re)design?

- Find something you feel passionate about!

-

Designing in School

Designing whilst in School

- Unfortunately very difficult to get into design classes

- You have to be self-motivated

- Student Orgs

  - Berkeley Innovation, Innovative Design

  - Web Design DeCal!

  - Any club that needs web/graphic/mobile design work

Designing whilst in School

- Events

  – Berkeley Innovation

    - HCD Conference

  – Innovative Design

    - HEX, CMYK, RGB

  – Jacobs

    - Speaker Series

Designing whilst in School

- Major
    - LITERALLY
    - DOESN'T
    - MATTER
- ISF hehe

Encouragement

Remember "The Gap"

Don't be discouraged (esp bc we don't have a design major)

Keep Creating

Think about *why*

Sit down + mess around

Resource Dump

Books

- [Don't Make Me Think](#)
- [The Design of Everyday Things](#)
- [Lean UX](#)
- [About Face](#)
- [The UX Team of One](#)
- [UX Strategy](#)

Cofolios

Podcasts

- 99 PI
- Design Matters
- UX Podcast
- Designbetter.co
- UIE Brain Sparks
- True North

Newsletters

- InVision Weekly Digest
- UX Design Weekly
- UX Notebook
- UX Essentials
- Designer Hangout
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Next Lecture— Design Industry + Getting a Job

Queue&A