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Portfolio Checklist

Homescreen

☐ **Clear navigation.** Make sure all different pages of your portfolio are easy to find and navigate

    ☐ Make sure your projects are visible at first glance

    ☐ Make sure your About page is easy to find and access

    ☐ Add a link to your Resume in a downloadable format

    ☐ Link your socials relevant to work in your portfolio: Linkedin, Instagram design page...

    ☐ Make sure you have an easy way to contact you: Email, contact form, ...

☐ **Intro about.** Don't use AI! Using your organic intelligence write about: Who you are, What industry or design field do you specialise in? What are your strongest skills? What important achievements you have had?

☐ **Projects section.** 3-5 project summaries that are **not bootcamp style**

    ☐ **High-quality visual.** Use visuals that represents the output of the project the best

    ☐ **Title.** Summarise the project in a few words to make it clear what the project is about

    ☐ **Role.** Define your involvement and role in each project (e.g. research, UX design, UI design)

Case studies

Eye candy

☐ **First image in your case study.** Make sure you grab the attention with your finalised design solutions in a high quality display first thing in your case study.

Context

☐ **Title.** Summarise the project or what the company did in a few words

☐ **Summary.** briefly describe what the project is about.

☐ **Problem statement.** Should be short and clear. What was the user issue? What was the business problem?

☐ **Team.** How big was the team for this? Were you the only designer? Who else did you work with to make this project happen?

☐ **Role.** Specify your role in this project

☐ **Results summary.** Write a short and clear summary. How did your solution ultimately solve the problem? How did it make a positive impact? What was the end results of this project?

☐ **Constraints.** Important limitations that you overcame during this project.

Process

Show that you have a strong toolkit of methods that you can tailor to what the problem or project requires.

☐ **Each step.** Briefly describe each step of your process

☐ **Process photos.** Include photos of what you did during the process and final artefacts and specify how they helped you clarify your thinking

☐ **Participation.** Make it clear at each step of the process if you were leading or participating in a team effort.

☐ **More detailed results.** How did your solution ultimately solve the problem? How did it make a positive impact? What was the end results of this project?

    ☐ **Quantitative evidence.** Did the metrics move? Why or why not?

    ☐ **Qualitative evidence.** Are there any interesting quotes or testimonials that you can provide?

☐ **Takeaways.** What did you learn during this project? Is there anything you would do differently or would like to do as a next step?

☐ **Bonus.** Create a consistent look and feel across all of your case study. This is your opportunity to redesign your artefacts to create a sense of unity across them and uplevel your case study.

Ending

☐ **Link to next project.** Suggest the next project to view at the end of each case study.

☐ **Navigation back.** Make sure there is a way to navigate back to all of your projects

About page

☐ **About.** Introduce yourself and what you're looking for in your next role

☐ **Skills and certifications.** Highlight the skills you have most relevant to the role you are looking for. Highlight the most significant and specific certificates. (avoid certifications like: Fundamentals of UX, Ux for beginners, ...)

☐ **Personal Touch.** Highlight relevant hobbies, publications, awards or volunteer work that you have done.

Final check

Home page

☐ Make sure that in under 20 seconds a recruiter can see and understand your design process and project outcome.

Case studies

☐ **Topics** Make sure you have a variety of topics (Mobile app, Web app, Dashboard...), and make sure the design process is not exactly the same in all projects. (Try to avoid the general landing page designs for case studies)

☐ **Texts.** Make sure your case studies are not text heavy and can be read in less than 10 minutes. Make sure the text is easy to scan and read.

Genreal

☐ **Typos.** Run all of your copy through a tool like Grammarly and fix all spelling and grammar mistakes

☐ **Links.** Check for broken URLs. And then check again.

☐ **Review.** Have you had your portfolio reviewed by another designer or mentor and gotten feedback