

6 tips for a top-notch design portfolio

For design positions, your previous work is the key to landing your next job. You need a portfolio of your best projects prepared to help you stand out from the competition. Be mindful of the following elements when constructing your portfolio.



1. Tell them about you

Introduce yourself with a short bio and talk about your design philosophy. And having a clear and easy way to get in contact with you is a must.



2. Display your work

Show your work in an online portfolio. PDFs are ok, but online is ideal. Plus, online allows for password protection for projects under a non-disclosure agreement.



3. Design your portfolio

As a designer, a portfolio is yet another way to show off your skills. So, make it visually engaging, but not crowded. Put as much effort into designing your portfolio as you do during your projects.



4. Provide project synopsis

When talking about your different projects, avoid using “we.” The hiring manager wants to know what you specifically did, so don’t be afraid to showcase your contributions to the projects.



5. Make it user friendly

If your portfolio is difficult to navigate, you’re not going to leave the hiring manager with a good impression. Make sure your work is well organized by client, project type or type of work — whatever method shows a strong correlation.



6. Show your talent

Leverage your portfolio to demonstrate the quality of your skills. For example, if you have front-end development skills, use that in the creation of your portfolio.