

# The UX Portfolio Checklist

Work through each item before sharing your portfolio with recruiters or hiring managers. Tick each box as you complete it.

## STRUCTURE & NAVIGATION

- 2–4 projects that show the skills your target role requires (not 6+ generic ones)**  
*Relevant beats impressive. A recruiter hiring for a research role wants to see research work – not your best-looking project.*

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- Clear intro: who you are and what kind of UX work you do**  
*Don't make them guess. State your target role in the first sentence.*

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- Each project is easy to find and click into**  
*Navigation should take zero thought. If you have to explain it, simplify it.*

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- Contact details or a 'Work with me' link are easy to find**  
*Put it in the top nav and at the bottom of your About Me page.*

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- Custom domain – not yourname.wixsite.com**  
*A custom domain costs ~\$12/year and adds instant credibility.*

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- No password protection (unless it's NDA-protected work)**  
*If you can't show the final product, focus on your process and lessons learned instead – recruiters care about how you think.*

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## EACH CASE STUDY

**Clear problem statement – what needed to be solved and why**

*One sentence: 'Users were struggling to X, which caused Y.'*

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**Your specific role explained (especially for team projects)**

*Hiring managers want to know what YOU did, not what the team did.*

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**Research shown, not just mentioned**

*Include quotes, photos, affinity maps – evidence beats claims.*

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**Key insights called out explicitly**

*Don't hide insights in paragraphs. Surface them visually.*

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**Design decisions explained, not just shown**

*'I chose this layout because...' is more valuable than a screenshot.*

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**Iterations included – the messy middle, not just the final output**

*Show a V1 that didn't work and explain what you learned.*

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**Outcome or result stated – even a qualitative one**

*Any measurable result beats none. Even 'usability scores improved.'*

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## ABOUT SECTION

 **Brief professional background in plain language**

*One short paragraph. Not a résumé, not a life story.*

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 **Transition story included – why you chose UX**

*Career switchers have an interesting story. Use it.*

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 **States what kind of role or company you're looking for**

*Makes it easy for the right recruiters to imagine you in their team.*

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 **Professional photo – not a selfie or cartoon avatar**

*It doesn't need to be a studio shot – just clear, confident, good light.*

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## VISUAL QUALITY

- Consistent visual style across all projects**  
*Inconsistency signals you haven't thought about presentation.*

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- Readable typography and generous whitespace**  
*If it's hard to read, people won't read it.*

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- Looks good on mobile**  
*Many recruiters will check it on their phone first.*

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- Images are high resolution – no blurry screenshots**  
*Low-res images suggest low-quality work, even if the work is good.*

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- No broken links or missing images**  
*Check every link before sharing. Then check again.*

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## PRESENTATION READINESS

- You can walk through each project in under 3 minutes**

*Practice out loud. If it takes 10 minutes, edit the case study.*

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- You know your 'so what' for each design decision**

*Expect: 'Why did you make this choice?' for every screen.*

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- You have a PDF version ready to email if asked**

*Some interviewers prefer a PDF. Have one ready.*

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### NOTES – gaps to fix, questions to ask a coach

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