Building a UX Portfolio

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Agenda

* About me
* Roles out there
* What companies want to see
* The right portfolio
* Good portfolios
Hi, I’m Lauren

* Product Manager with 12 years of experience working on digital products
* Freelance user experience designer
* Previously helped teach UX at General Assembly
What I know

**Visual**
- Sketching
- Adobe CS

**UX**
- Information architecture
- User centered design
- User testing
- Game systems

**Tech**
- HTML / CSS
- jQuery mobile
- Managing digital products

**Business**
- Product Ownership
- Lean Startup
- MBA
- Meh at data science

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My skills (relative!)

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UX roles

Anne, UX Researcher

Michael, UX Designer

Jess, UX/UI or IXD
Who hires UX designers?

Want generalists

Want specialists

Big

Small
Who hires UX designers?

Want generalists  
Big  
Want specialists  
Small

Matrix organizations
Who hires UX designers?

- Big
- Small

- Want generalists
- Want specialists

- Matrix organizations
- Big design firms

Salesforce

AKQA
Who hires UX designers?

![Graph showing the preference of big and small companies for generalists vs. specialists in visual, UX, tech, and biz roles.]

Client services prefer big companies, while small companies prefer specialists.
Who hires UX designers?

Want specialists

Want generalists

Big

Small

Visual UX Tech Biz

Small design firms

client services
Who hires UX designers?

- Want specialists
- Want generalists

Big

Small

client services

Want specialists

Want generalists

Visual UX Tech Biz
Who hires UX designers?

![Graph showing the preferences of different types of companies for UX designers. The graph is divided into two sections: one for companies that want generalists and another for those that want specialists. The categories on the x-axis are: Visual, UX, Tech, Biz. The y-axis is labeled as Big and Small, indicating the size of the companies. The graph shows that startups, both small and medium, prefer generalists, while larger companies prefer specialists.](image-url)
Who hires UX designers?

Big

Want generalists

Want specialists

Small

client services

Visual UX Tech Biz

Visual UX Tech Biz

Visual UX Tech Biz

Visual UX Tech Biz
Who hires UX designers?

Big startups

Want generalists

Want specialists

Big

Small

client services

Visual UX Tech Biz

Visual UX Tech Biz

Visual UX Tech Biz

Visual UX Tech Biz
Who hires UX designers?

- Big startups
- Consulting groups

Want generalists:

- Visual
- UX
- Tech
- Biz

Want specialists:

- Visual
- UX
- Tech
- Biz
Who hires UX designers?

Want generalists

Want specialists

Big

Small

client services

Visual UX Tech Biz

Visual UX Tech Biz

Visual UX Tech Biz

Visual UX Tech Biz
Your portfolio

☐ is online

☐ shows user centered design process

☐ includes 3 to 4 projects in PAR (problem, action, result) format

☐ has 3 to 6 deliverables per project

☐ spans at least two platforms

☐ has polish—amount depends on target company
is online

(best to worst, but all OK)

1. Responsive, custom website with good story and great polish

2. Simple HTML custom site with good story

3. Wordpress/Squarespace

4. Dribbble

5. Behance
shows user centered design process
includes 3 to 4 projects in PAR format

1. Your best work only. Ask a friend.

2. Work should be in problem / action / result format.

3. Call out your role in the project—don’t enhance the truth.

4. Student work is fine if it looks professional and shows your process.

5. Try to get at least one real client. This is easy if you do some free work, even if it’s just a persona project.
has 3 to 6 deliverables per project
spans at least two platforms

Web

Mobile Web
has polish (amount depends)
How to build a portfolio

✴ Do a persona project for a startup
✴ Sketch daily and take pictures of your sketches
✴ Design a better version of your favorite app
✴ Go to UX finishing school
Good portfolios

* Michael Bush

* Jess Hamilton

* Anne Diaz (UX researcher)

* Aynne Valencia (Director)
Thank you

Feel free to contact me!
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