

Building a Presentation Design Portfolio



- A portfolio is proof of how you solve problems, not just a gallery



- Key difference: it documents visual thinking for sequential content



- Built for fast-scanning hiring managers and agencies



- Each project must show clear ownership and measurable outcomes



- This training covers strategy, structure, writing, and maintenance

What Reviewers Actually Look For



- Reviewers scan for five signals: ownership, strategic clarity, process maturity, collaboration, results



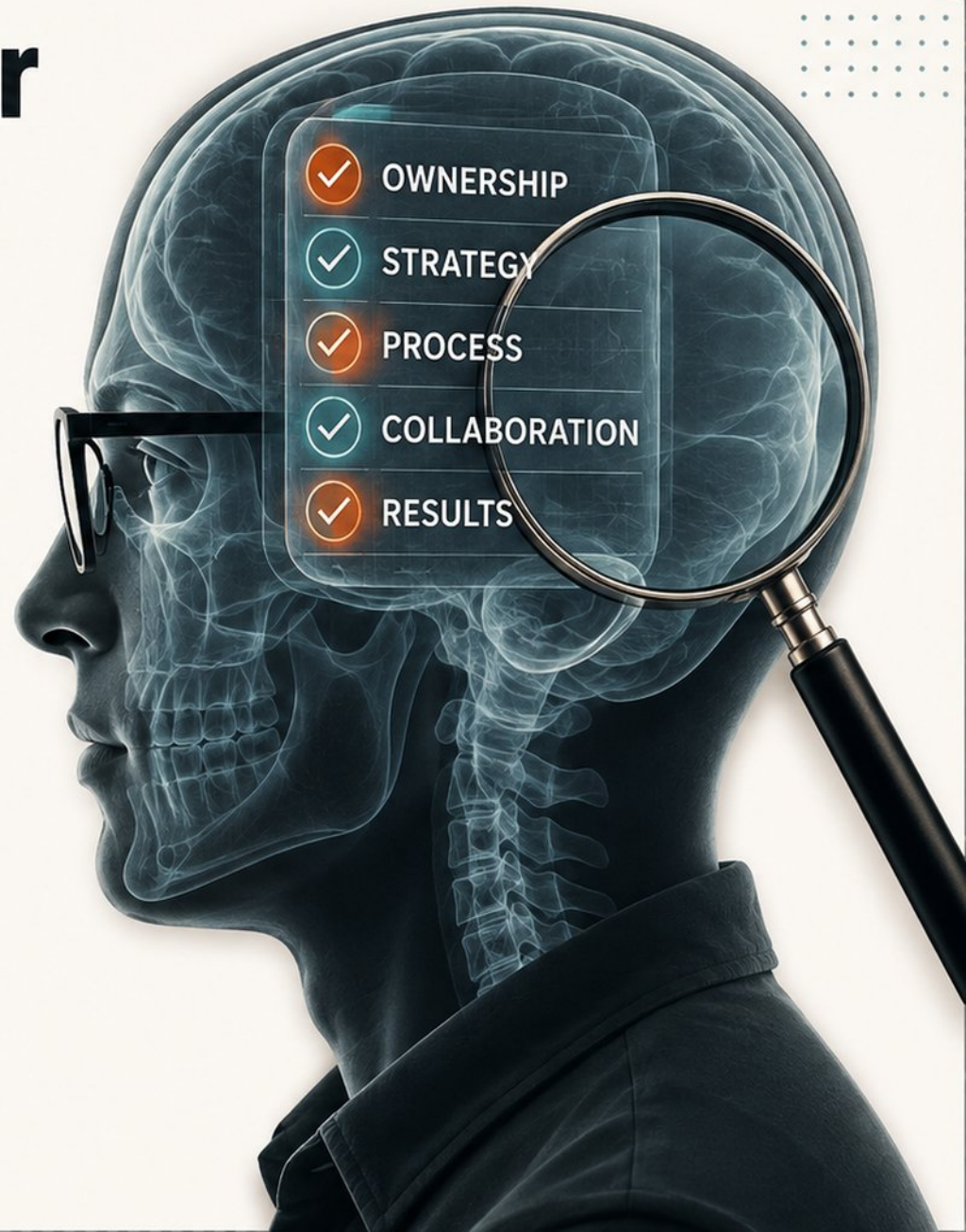
- Your portfolio itself is a design artifact — navigation, hierarchy, typography, consistency



- Hiring managers spend seconds scanning, then minutes on problem-solution-outcome logic



- Vague ownership, missing outcomes, and generic positioning get you dismissed fast



Defining Your Positioning and Niche

- Pick a lane: pitch decks, sales decks, event decks, or internal reports
- Specific beats generic: “pitch decks for SaaS startups,” not “creative designer”
- Write a positioning statement: what you do, who you help, and desired work
- Skip labels that feel broad, junior, or dependent on buzzwords



Selecting the Right Body of Work

GENERIC PORTFOLIO



- Curate 5–9 projects; quality over quantity



- Prioritize measurable impact, strong narratives, or recognized brands



- Use speculative work or redesigns early on; label them clearly



- Organize by category, sector, or story type



- Make every piece prove the work you want next

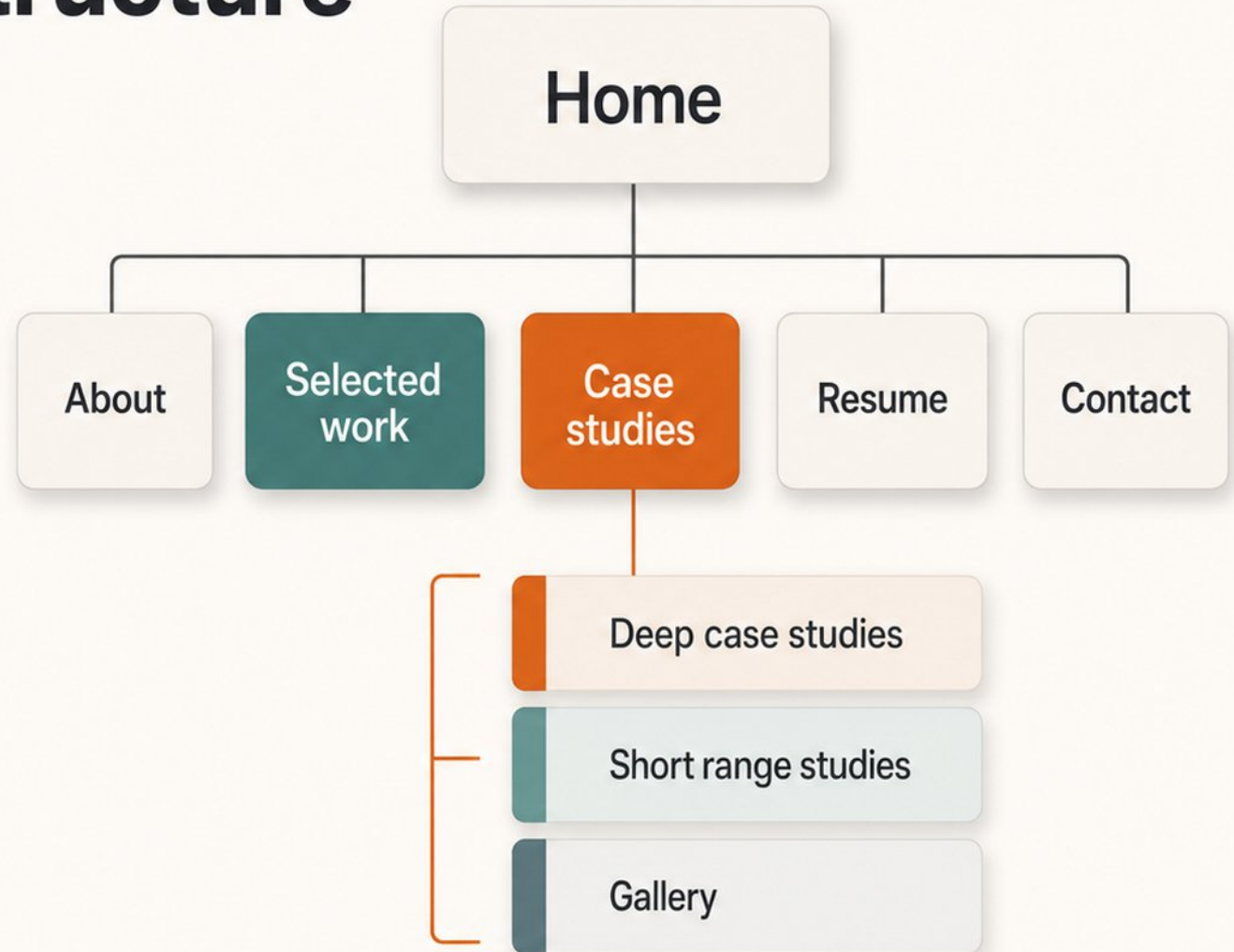


CURATED PORTFOLIO



Planning the Portfolio Structure

- Home, about, case studies, resume, and contact
- Homepage as billboard: positioning, best work, CTA
- Lead with strongest project, not chronology
- Three tiers: deep case studies, short range studies, gallery



Designing the Portfolio Experience



- Choose a platform: website builder, Notion, Figma, PDF



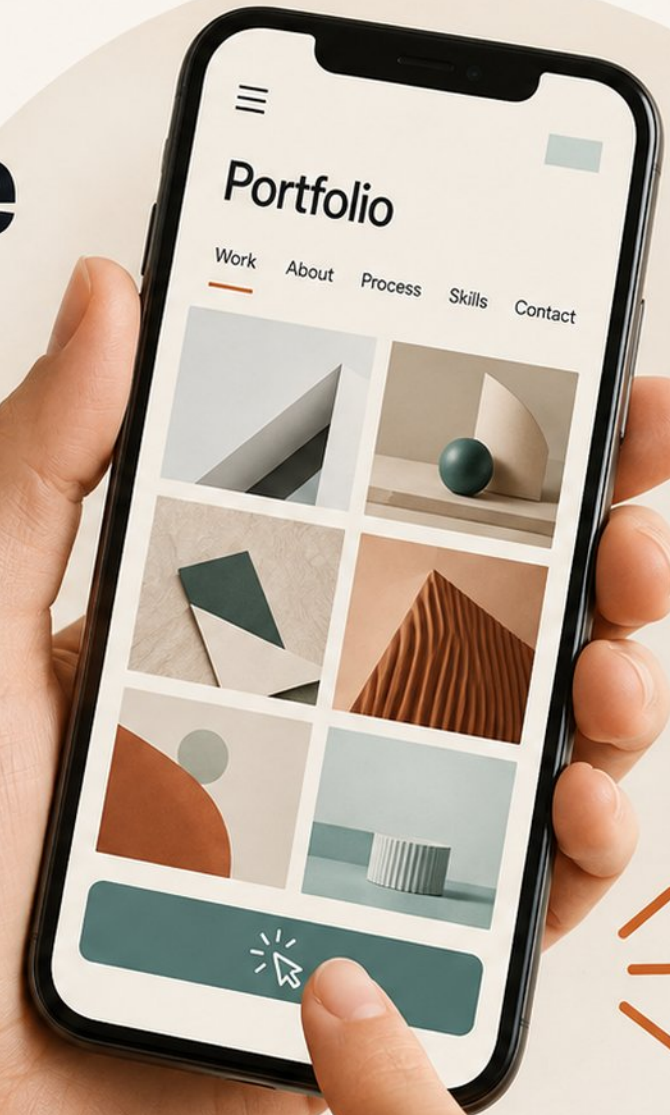
- Keep thumbnails consistent in aspect ratio and quality



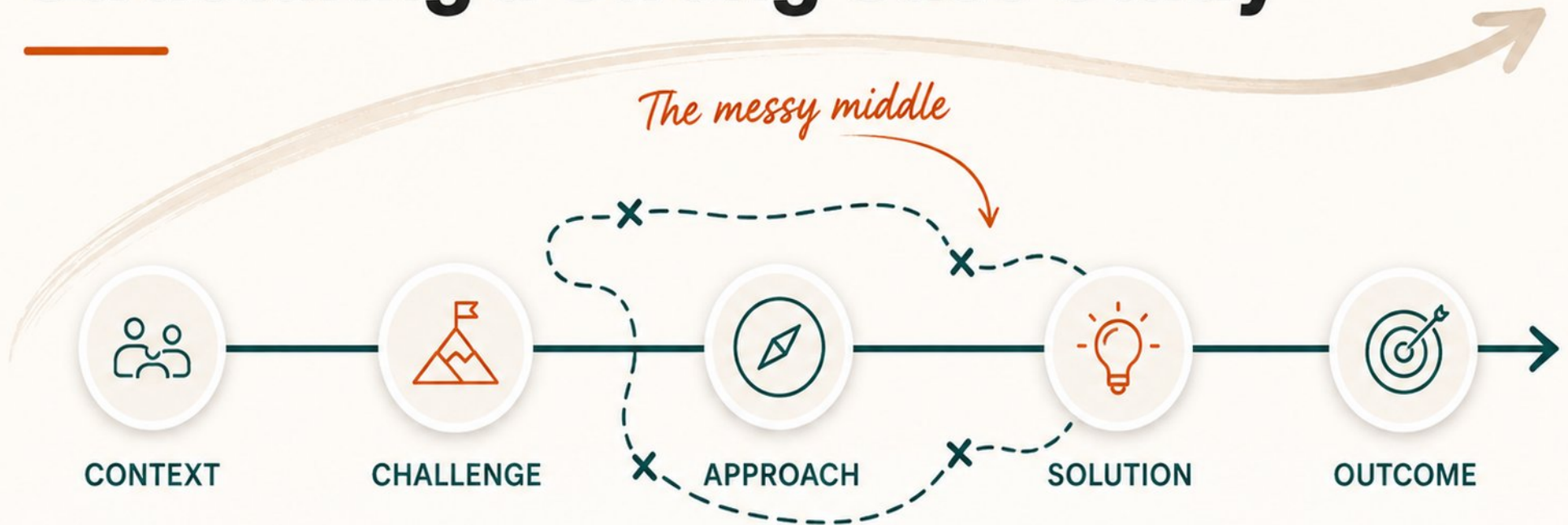
- Use 4–5 clear navigation labels, one-click contact



- Design mobile-first: recruiters often view on phones



Structuring a Strong Case Study



- Repeatable arc: context, challenge, approach, solution, outcome



- Lead with the problem and outcome, not tools or timeline



- Show the messy middle: rejected directions, constraints, trade-offs



- Make your role explicit; credit collaborators clearly



- End with what you'd do differently and what you learned

Visualizing Process and Before-After Work



- Use side-by-side before-and-after comparisons to make the transformation visible



- Annotate slide imagery to explain layout systems and design decisions



- Show work in context with realistic, minimal high-quality mockups



- Distill process into clear visuals rather than overwhelming full process boards



BEFORE	AFTER
Project Update Overview This is the current layout. Goals - Improve clarity - Better hierarchy - More visual impact Approach We will reorganize content and apply stronger design principles. Next Steps Refine the layout and apply the visual system consistently.	Project Update Overview This is the current layout. Goals • Improve clarity • Better hierarchy • More visual impact Approach We will reorganize content and apply stronger design principles. Next Steps Refine the layout and apply the visual system consistently.

Strong visual hierarchy guides focus.

Icons and color create clarity and grouping.

Consistent layout system creates rhythm and balance.

Clear structure supports easy scanning.

Demonstrating Narrative and Storytelling Skill



Include narrative wireframes, story arcs, and content hierarchy work



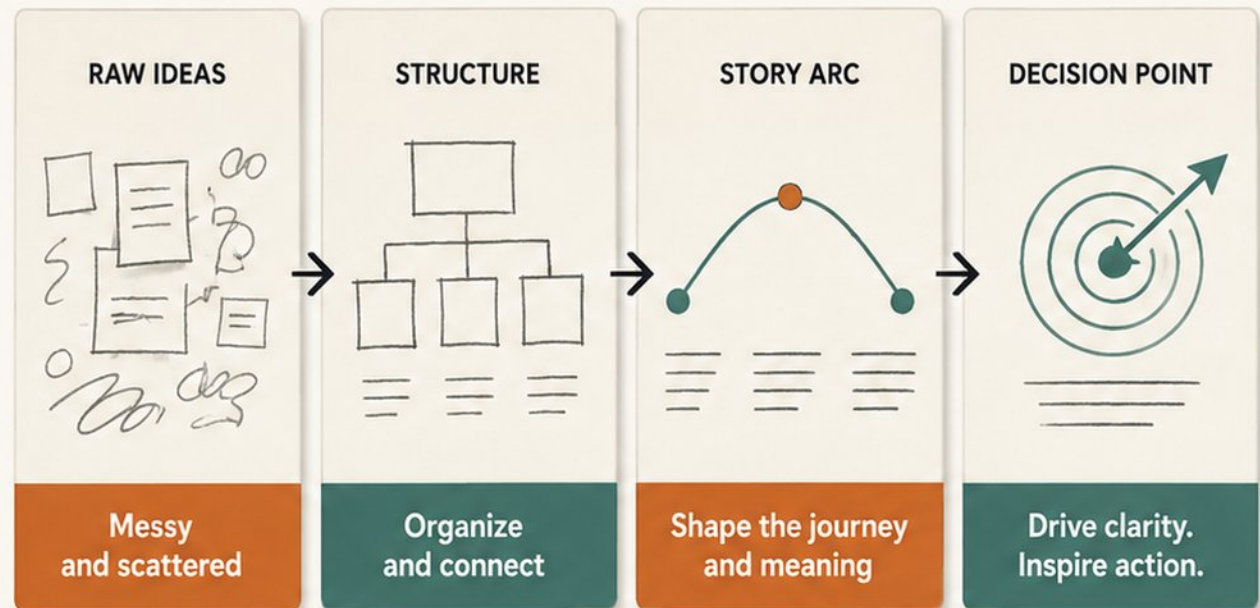
Explain how visual choices drive persuasion, clarity, and decisions



Show content-first process: organizing messy ideas before design



Speak the language: "narrative architecture," "story arc," "visual hierarchy"



STORY ARC SWOOSH

Writing Portfolio Text That Sells

- Open with stakes and outcomes in three sentences
- Write meaningful headings, not 'Research' or 'Final Design'
- Replace buzzwords with concrete decisions and constraints
- Keep consistent, plain language across every page

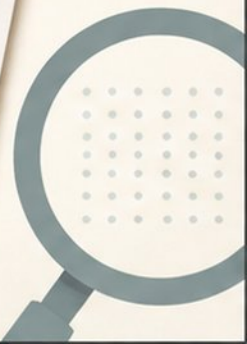


STRONG / CONCRETE

Simplified the onboarding flow to reduce drop-offs.

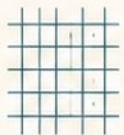
Designed for low-bandwidth environments.

Limited scope to core features to meet launch timeline.



Polishing Visual Quality and Accessibility

- Consistent typography, spacing, and color make the portfolio itself feel designed
- Verify image clarity, compression, and responsive export across devices
- Use sufficient color contrast, alt text, and keyboard navigation for accessibility
- Image quality signals craft—eliminate low-resolution or poorly cropped visuals



GRID & SPACING

Aligned to a consistent grid with balanced white space.

Aa



TYPOGRAPHY

Strong hierarchy, consistent type scale, and clear readability.



IMAGE QUALITY

Crisp, well-compressed images that look great on any device or size.

A

A



COLOR & ACCESSIBILITY

High contrast, alt text, and keyboard access ensure an inclusive experience.



COMPOSITION

Intentional cropping and high resolution reflect attention to detail and craft.

Preparing for Review and Feedback



- Self-review against hiring criteria: positioning, case study depth, navigation, personality, mobile experience



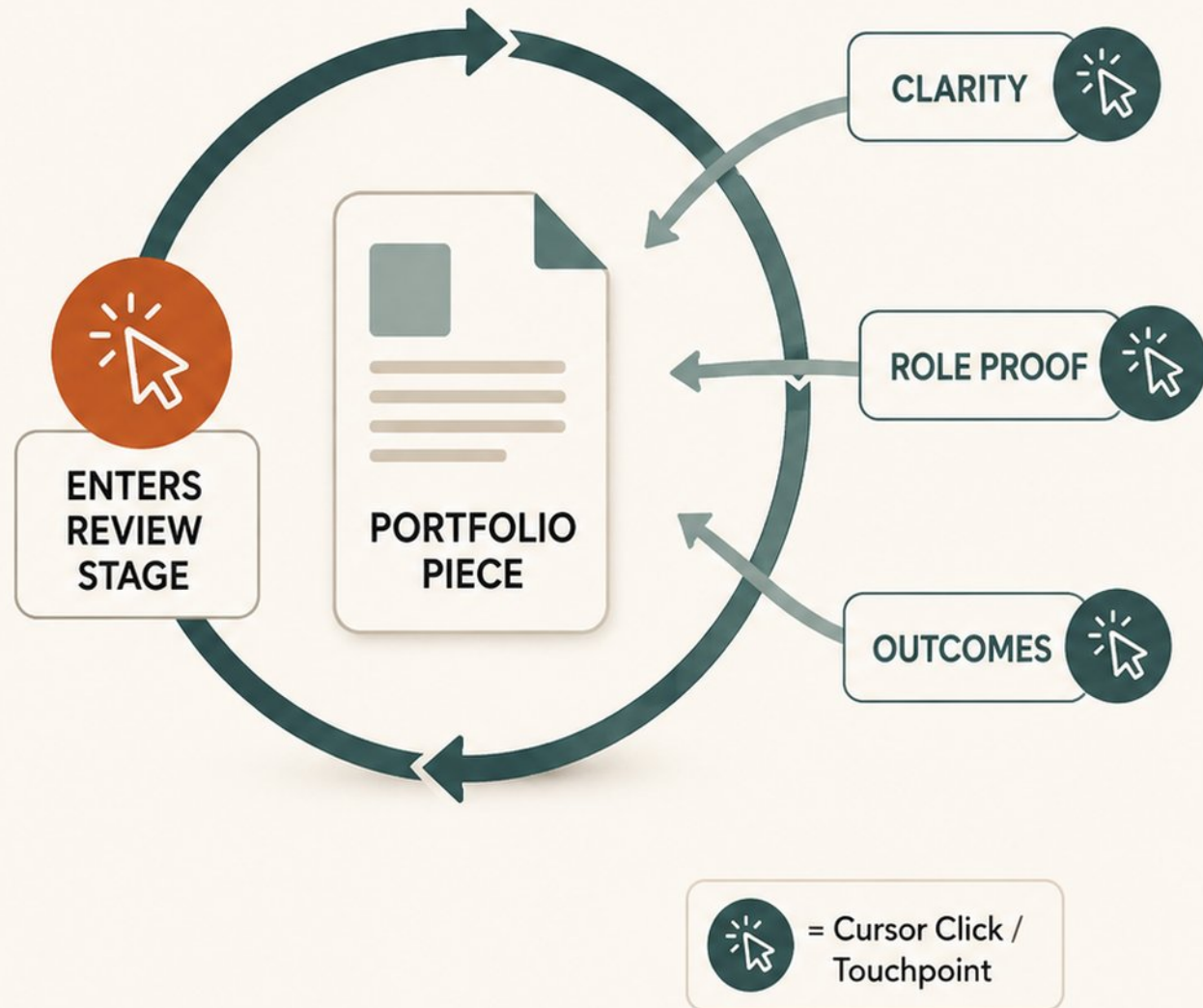
- Collect feedback using specific questions, not open-ended requests



- Prioritize fixes that block understanding: unclear role, weak outcomes, confusing structure



- Give reviewers context: who you are, your specialty, and where to focus



Maintaining and Updating the Portfolio

✓ Schedule monthly light maintenance: links, copy, screenshots, availability

✓ Review positioning and featured projects quarterly

✓ Add case studies after major wins; retire weak work

✓ Keep reusable archive of assets, results, and client feedback

✓ Shift from overhaul mindset to consistent practice mindset



Using the Portfolio as a **Long-Term Asset**

- Shift from a one-time overhaul to a rhythm of small, consistent updates
- Monthly maintenance keeps links, copy, and contact details accurate
- Revisit positioning and featured projects every quarter
- Add new case studies after major wins and retire weaker ones
- Celebrate a publish date, then keep improving — ship beats perfect



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