

UX Design Portfolio Websites



- Course covers framing, structure, case studies, storytelling



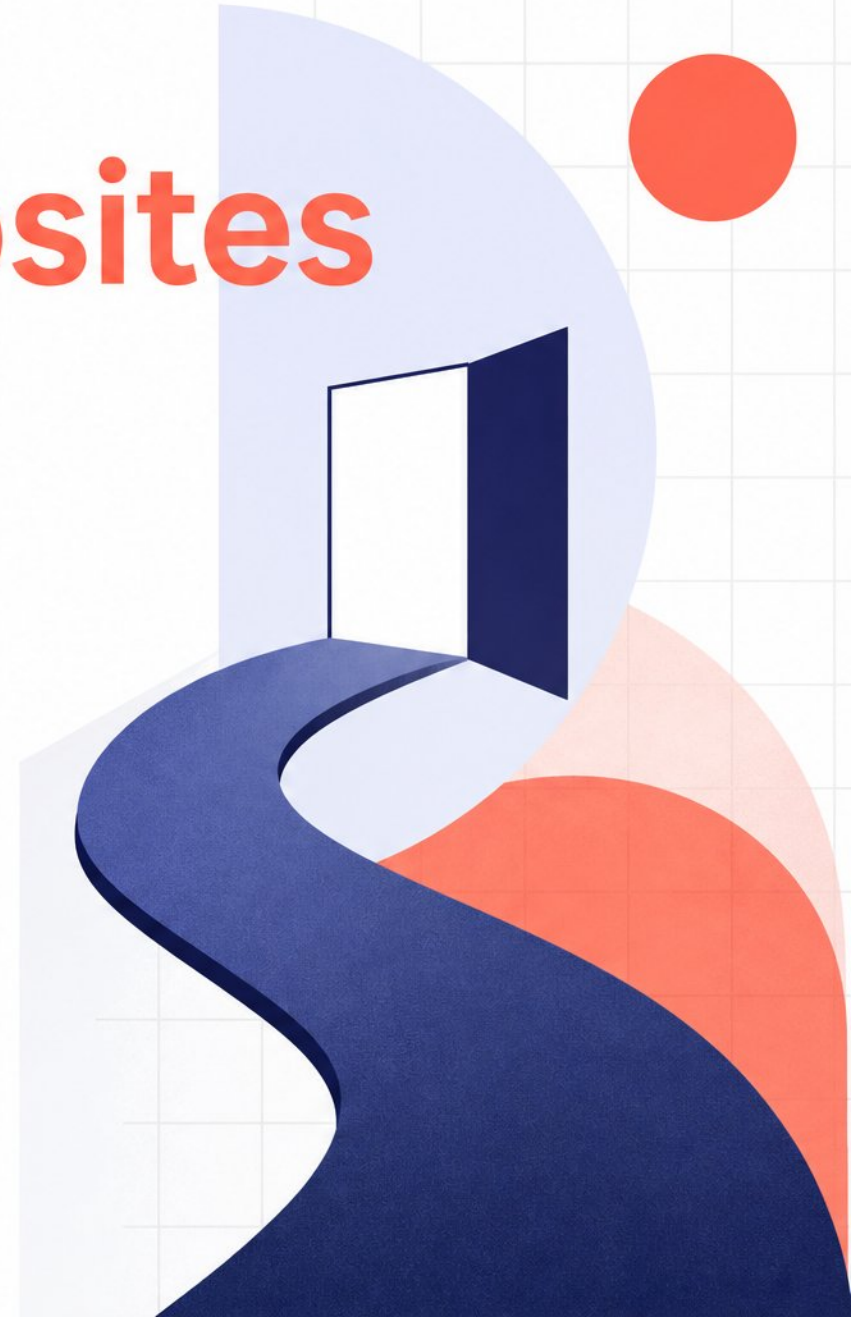
- Portfolio is the key hiring artifact for design roles



- Hiring teams scan fast: role fit, relevance, ownership, proof

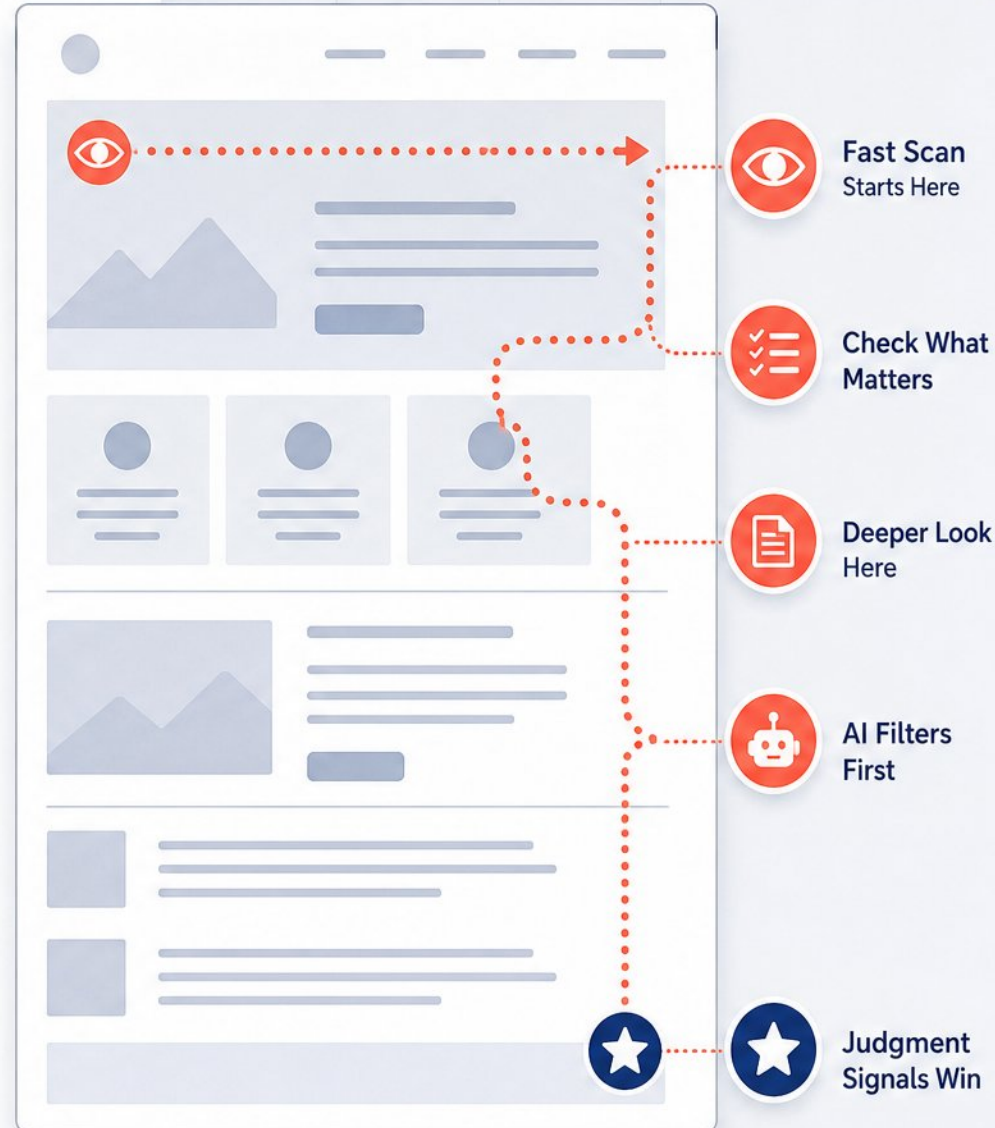


- Goal: turn decisions and outcomes into a hiring narrative



How Hiring Teams Actually Review Portfolios

- Review starts with a fast scan, not a deep read
- Screeners check: role fit, relevance, ownership, proof
- Homepage gets seconds; first case study, a few minutes
- AI-assisted tools filter portfolios before humans see them
- Clear judgment signals matter more than visual polish



Audience and Portfolio Goals

- Recruiters scan for role fit; hiring managers judge decisions
- UX leads and peers evaluate depth and collaboration
- Set a clear goal: target role, level, and domain focus
- Aim for a clear takeaway within a 60-second review
- Generalist breadth loses to niche expertise in 2026

THE DECISION MAP



The Portfolio That Passes the First Scan



- Homepage = billboard: role, focus, clear call to action



- Visible contact info and navigation one level deep



- Label as 'Product Designer for B2B SaaS', not vague aspirations



- Lead with strongest role-relevant case study, not latest



- Remove unfinished or password-locked work



The Reviewer's Gaze

Make the right information easy to see in the first few seconds.



Navigation
one level deep

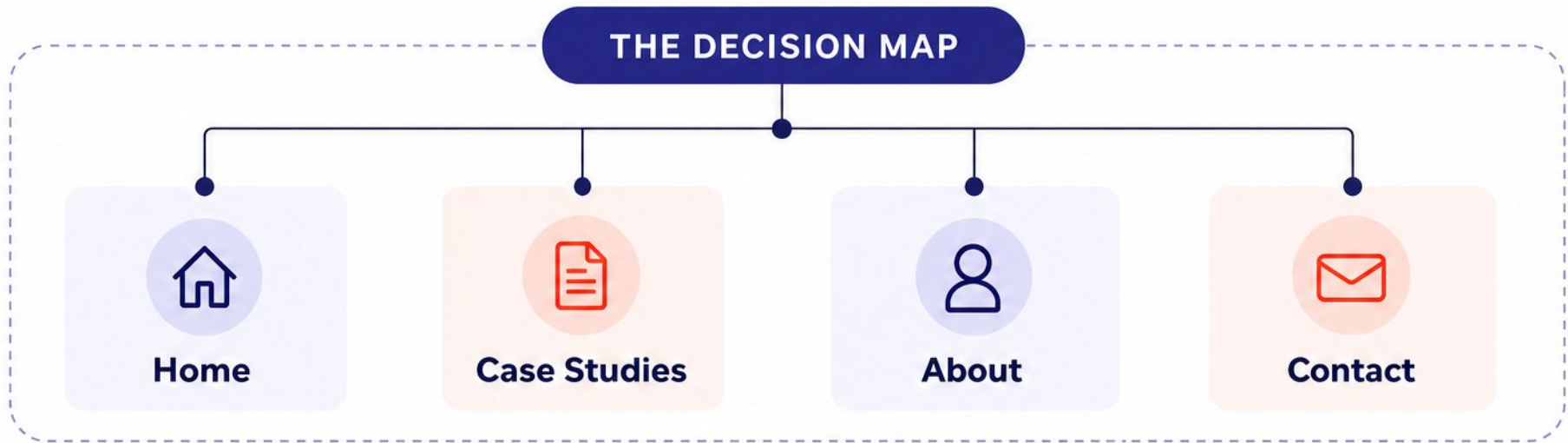
Role and focus
clear in the
first glance

Clear call to
action

Lead with
strongest
role-relevant
case study

Only polished,
accessible work

Core Portfolio Structure and Navigation



- Home, case studies, about, and contact pages



- One-level navigation for effortless scanning



- Order projects by impact, not chronology



- Lead with the case study matching your target role



- Layered depth: skim, evaluate, then drill down

Selecting and Shaping Projects

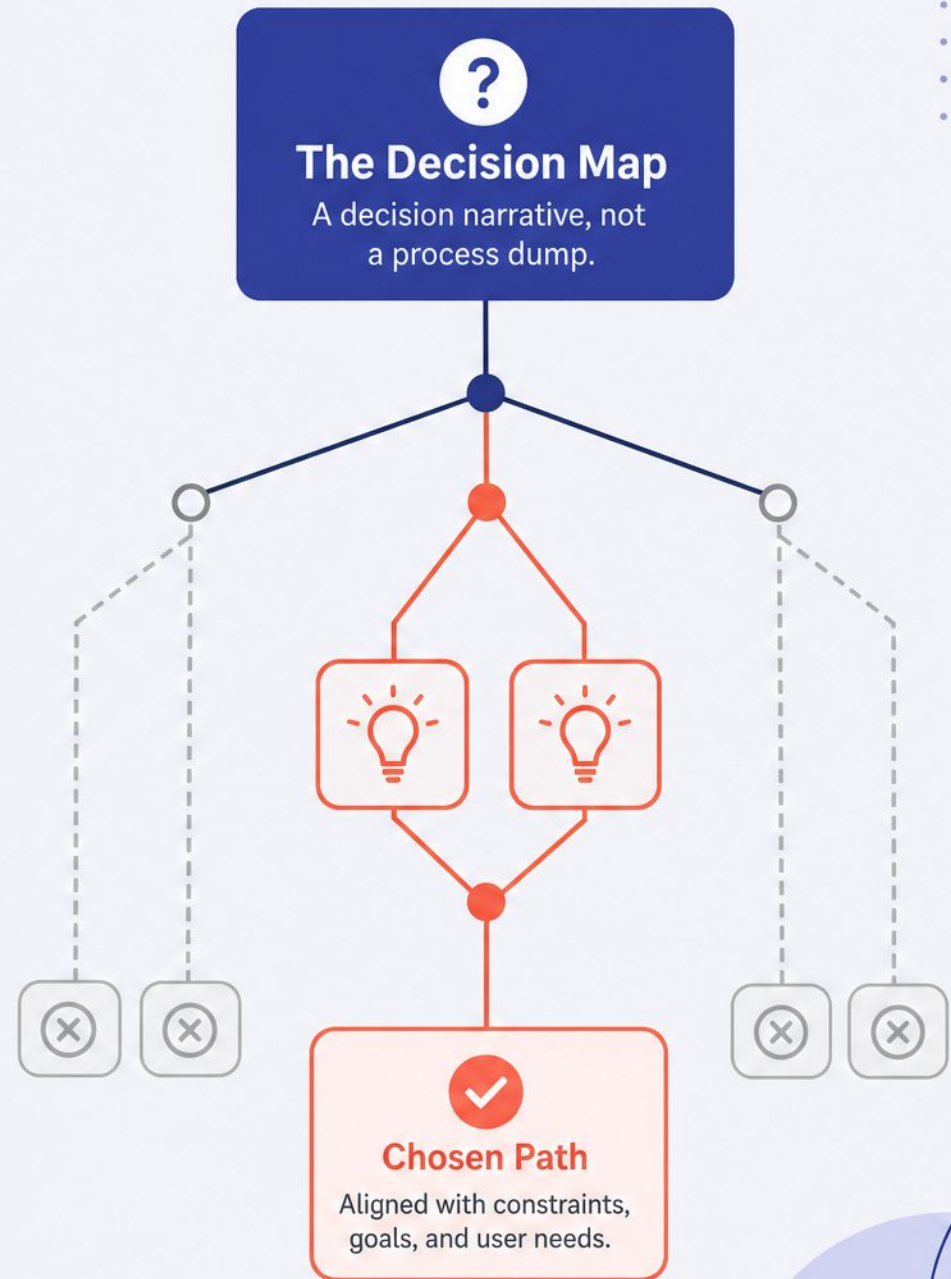
- Choose two to four strong case studies over many shallow ones
- Quality compounds; quantity dilutes your portfolio's impact
- Student projects and redesigns become legitimate with honest framing
- Handle NDA work with anonymized flows and explicit constraints
- Document personal contribution clearly; avoid vague "we designed" claims

THE ARTIFACT STACK



Case Studies That Show Design Judgment

- - Case studies are decision narratives, not process dumps
- - Lead with problem, outcome, and constraints
- - Show reasoning behind key design decisions
- - Name alternatives explored and trade-offs made
- - Stay scannable, concise, and role-relevant



Writing Case Studies for Fast Comprehension



- Use a clear structure: context, role, decisions, outcome



- Put a TL;DR or outcome-focused opening at the top



- Use headings that carry meaning, not generic labels



- Write concisely with specific, verifiable claims



TL;DR / OUTCOME

CONTEXT

ROLE

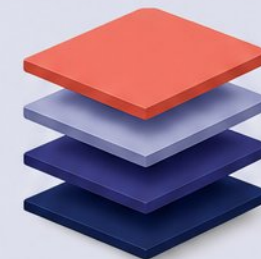
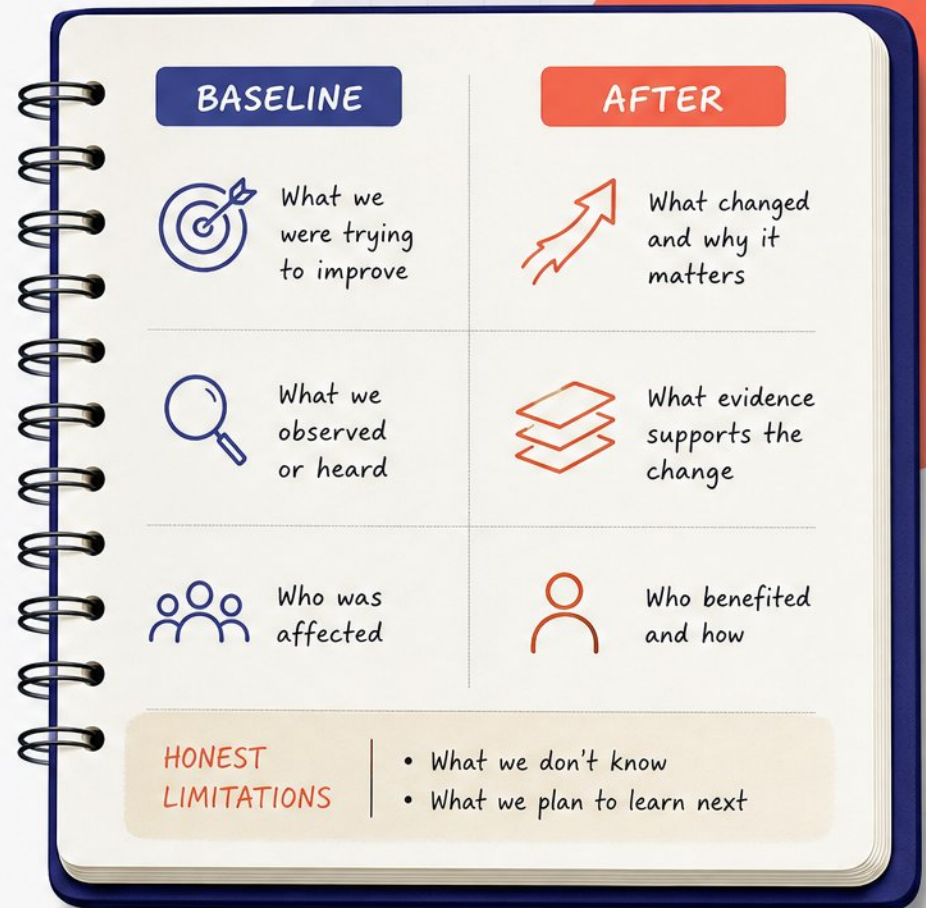
DECISIONS

OUTCOME



Communicating Impact Without Inflating It

- - Specific outcomes with baselines build credibility
- - Evidence ladder: business, user behavior, team impact, craft
- - No metrics? Use user quotes, test results, honest gaps
- - Label estimates clearly; invented precision fails interviews



The
Artifact
Stack

Visual Storytelling and Evidence-Based Layout



- Use visuals as evidence for the narrative, not as decoration



- Focus each section around one clear supporting visual



- Show before-and-after comparisons and annotated screens

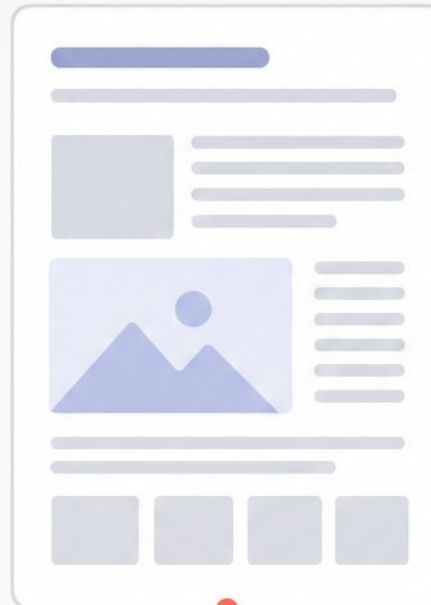


- Caption artifacts so they explain a decision or insight



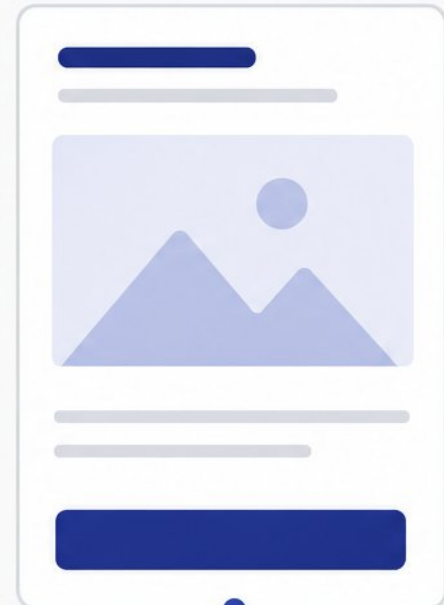
- Prioritize readable typography, whitespace, and mobile-first layout

BEFORE



Decision: Too many competing elements dilute the message.

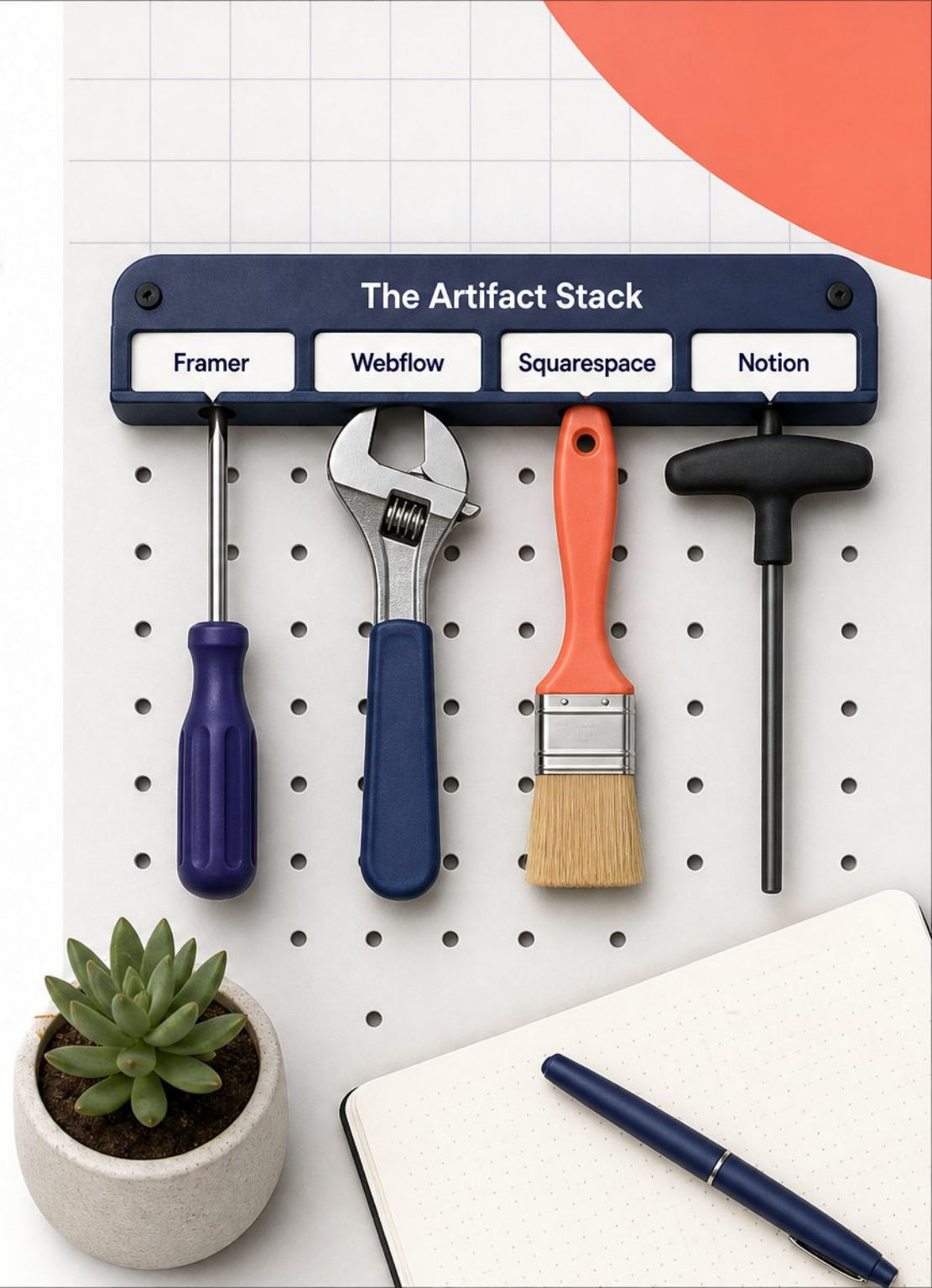
AFTER



Decision: One clear visual and focused content support the narrative.

Choosing Portfolio Tools and Platforms

- Prioritize speed and content clarity over coding
- Framer for custom design; Webflow for complex cases
- Squarespace for fast, polished templates
- Notion for early-stage or minimal portfolios
- Avoid messy Behance links; use a custom domain



UX, Accessibility, and Technical Quality



- Treat it as a product: fast load, mobile-ready, obvious navigation



- Apply WCAG basics: contrast, alt text, keyboard nav, semantic headings



- Compress images; avoid auto-playing video or heavy motion



- Put your name, role, and keywords in titles and meta descriptions



Feedback, Testing, and Iteration



- Run fast self-review using reviewer scan path



- Ask specific questions to peers and mentors



- Track clicks and drop-offs with analytics tools



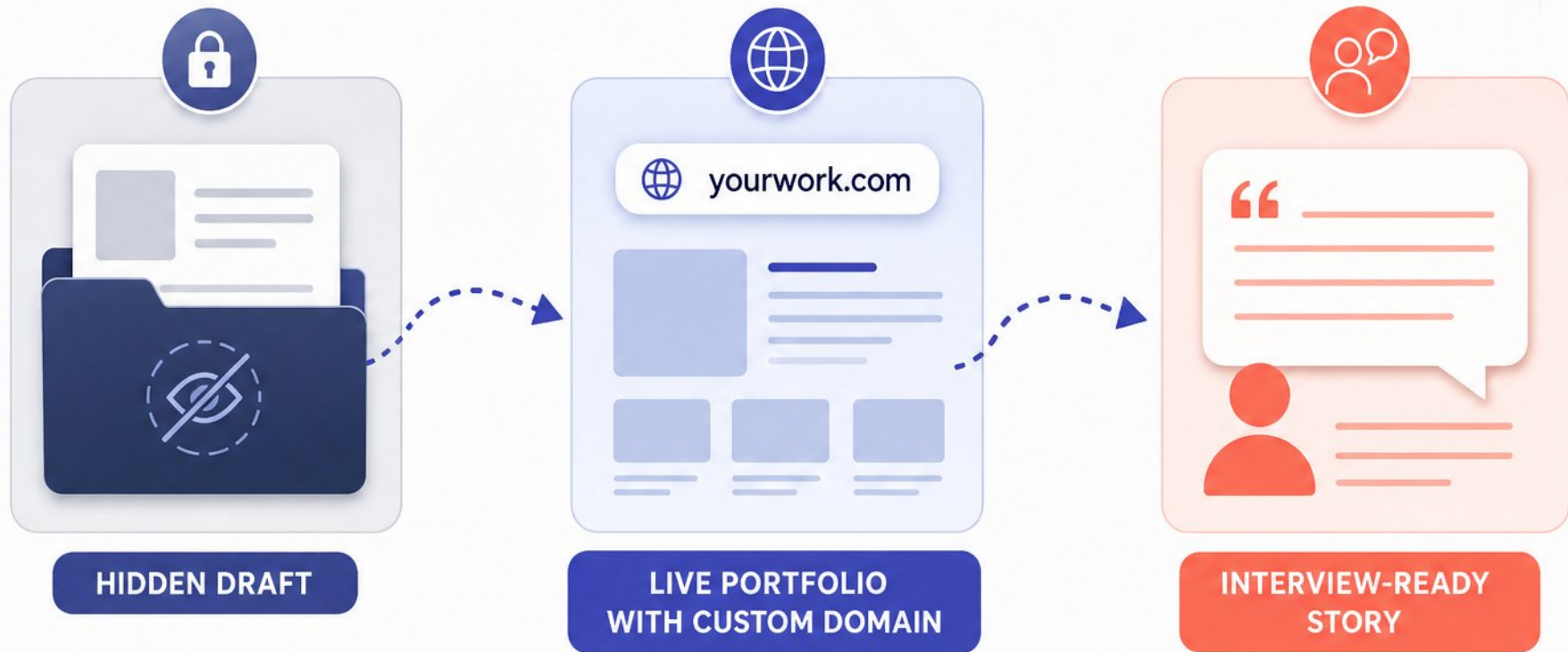
- Build regular maintenance habit: update and prune



- Launch at 80%, then iterate based on feedback



Launch, Distribution, and Next Steps



- Launch before perfect; live work opens opportunities



- Connect portfolio across LinkedIn, resumes, applications



- Practice a two-minute case study retelling for interviews



- Share process clips and reflections beyond your site

PersonWise.

PersonWise • AI digital-human course platform



Scan the code or click anywhere to watch this course live, with voice Q&A

personwise.ai/t/d774ef8e/public