

BUILDING YOUR STRATEGIC PORTFOLIO

Design

Today, we will cover...

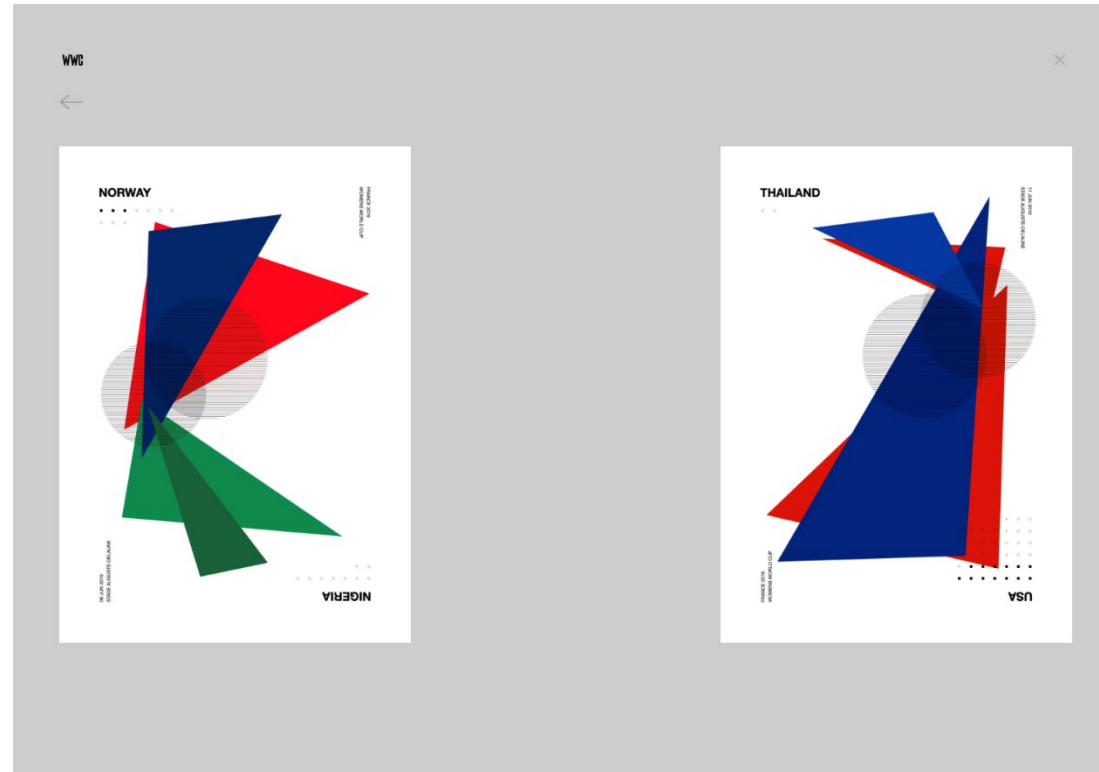
- 1** What is a Professional Portfolio?
- 2** Who is your audience?
- 3** Which type of professional are you?
- 4** Which format suits you better?
- 5** Which type of structure suits you better?
- 6** What should you include?
- 7** Next Steps

What is a professional portfolio?

A portfolio is...

...one of the most important **marketing tools** a designer should possess.

a **timeline and record** of experience that demonstrates your skills, methods and capabilities.



Source: www.karinasirquiera.com

What should a professional portfolio show?



Garden City Essentials
SKINCARE VISUAL IDENTITY

[View Work](#)



Super! Burgers & Fries
FAST FOOD VISUAL IDENTITY

[View Work](#)



The Merchant Ale House
BREW PUB VISUAL IDENTITY

[View Work](#)



Liebling Wines
VIRTUAL WINERY VISUAL IDENTITY

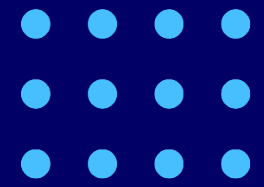
[View Work](#)

A portfolio needs to show and provide...

...a clear image of the range, amount and diversity of your skills, knowledge and current experience.

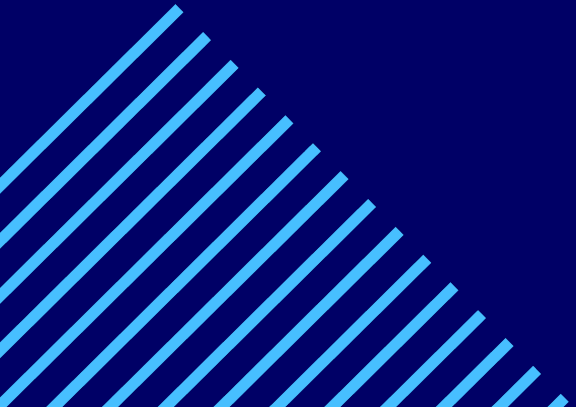
...proof that you are capable and have experience in different fields and with different techniques and tasks.

Source: www.jordanversluis.net



2

Who is the
audience?

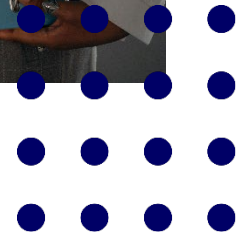
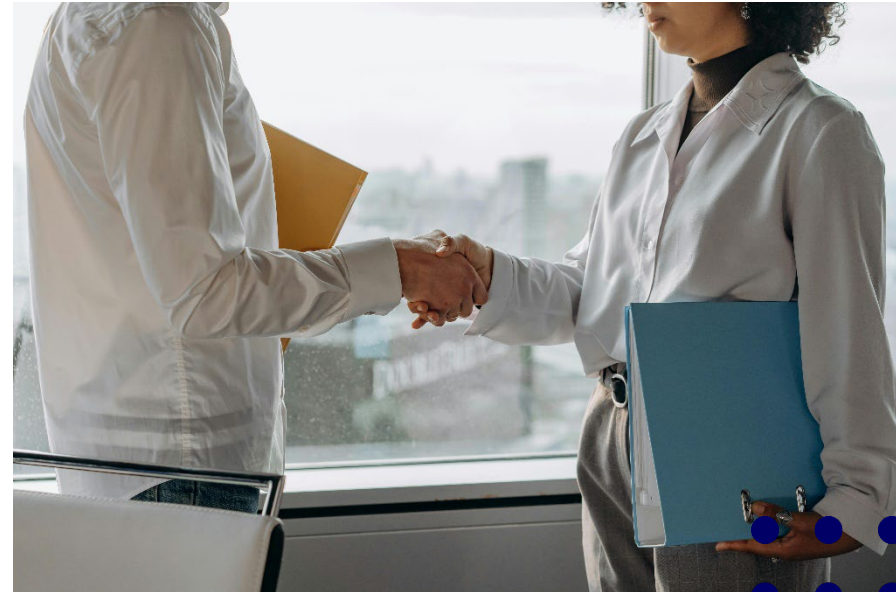


Target audience

Recruitment approach



Client approach





Recruitment approach

Do some research online...

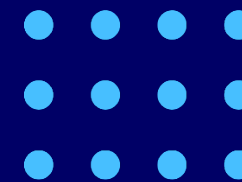
- Try to find out how the recruitment process will be and who will be reviewing your material (HR, Manager, Director, etc...)
- Show in your portfolio that you fully understand the role you are expected to perform, but also offer a fresh and innovative point of view.
- Consider the company's needs and wants

Client approach

Do some research online...

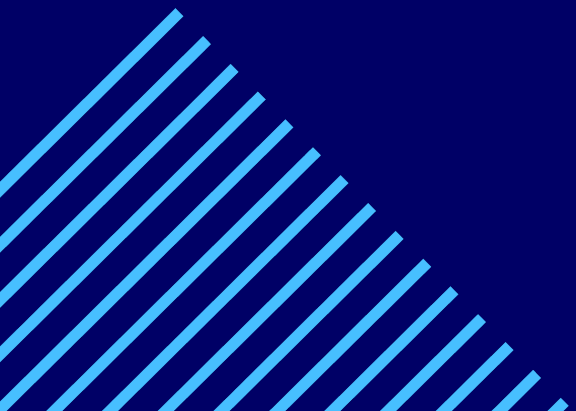
- Try to find out information about the company/client and their objectives.
- Highlight the projects that are most relevant to them and focus on those that you think can bring a new perspective to the firm.

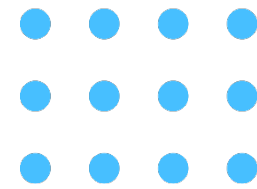




3

Which type of
professional are you?





Design Roles

Service Designer

Conceptual development of **services** and **products**.

Roles

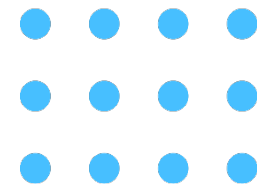
- Strategic Design Manager
- Communication Designer
- Processes and Services Designer
- Intelligent Services Designer
- Designer at scale

Product Designer

Interested in the design of **Webs** and **Apps** and prototyping physical **objects** and **products**.

Roles

- Product Designer
- Digital Product Designer
- Web Designer
- App Designer
- Researcher



Design Roles

User Experience Designer (UX)

Improve the interaction between **product** and **user**.

Roles

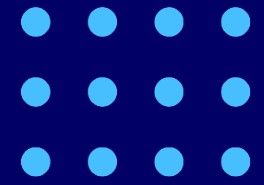
- User Experience Designer
- Interaction Designer
- UX Researcher
- Motion Designer

User Interface Designer (UI)

Focused on the look and feel of **products** and **services**.

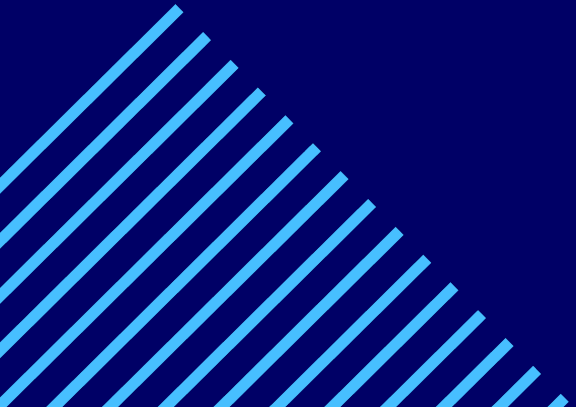
Roles

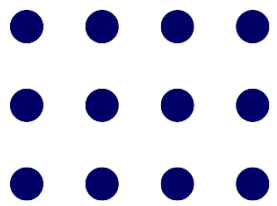
- Creative Graphic Designer
- Visual Designer
- Digital Illustrator
- Packaging
- Art Director



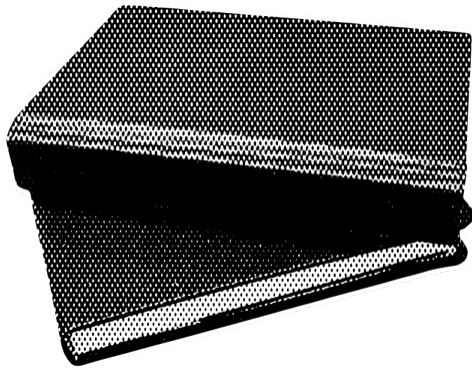
4

Which format suits
you better?





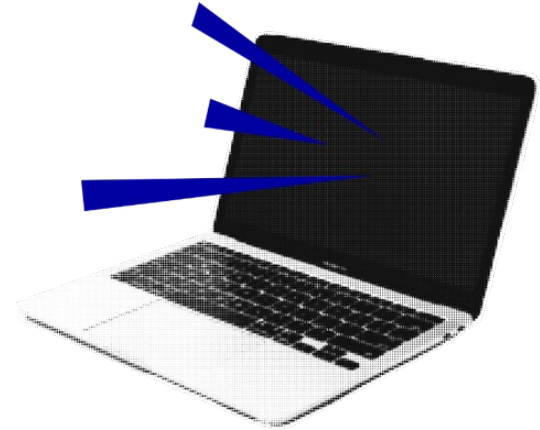
TYPES OF FORMATS



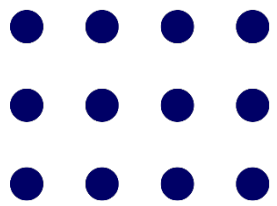
Classic



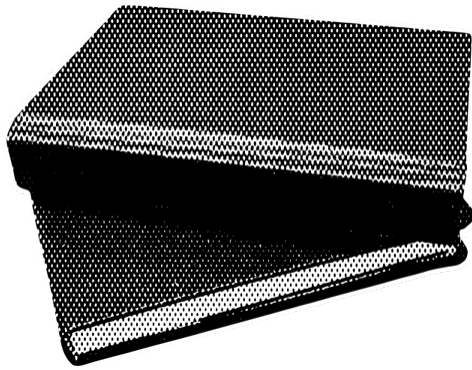
Digital



Web Based



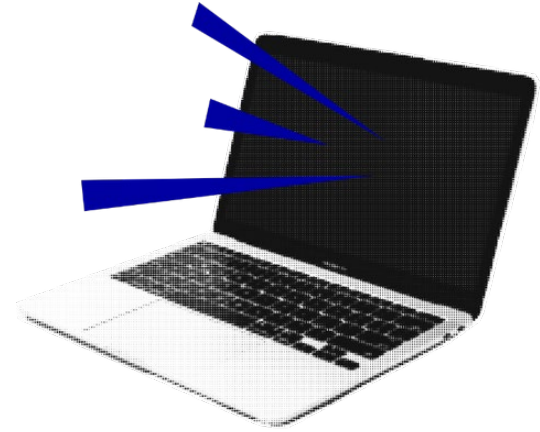
TYPES OF FORMATS



Classic



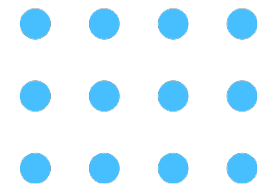
Digital



Web Based

static

dynamic



Classic version

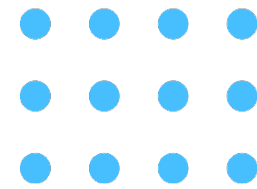
- An actual **book of various sizes** with printed examples of your work still serves a purpose in today's "digital world."
- There are several ways to present such a portfolio, from placing prints in a pre-made book with sleeves, to creating your own custom bound book.



Source: [adekfotografia template on Creative Market](#)



Source: www.prestophoto.com



Classic version



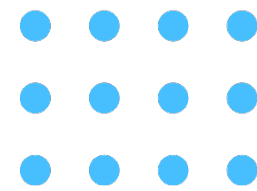
Source: penguin.co.uk

Advantages

- Shows your work in its actual, final format
- Great for showing off print design
- Can be brought to a meeting and shown without a computer

Drawbacks

- Must be delivered by mail or in-person
- If you happen to meet a potential client or employer, you are left without a portfolio

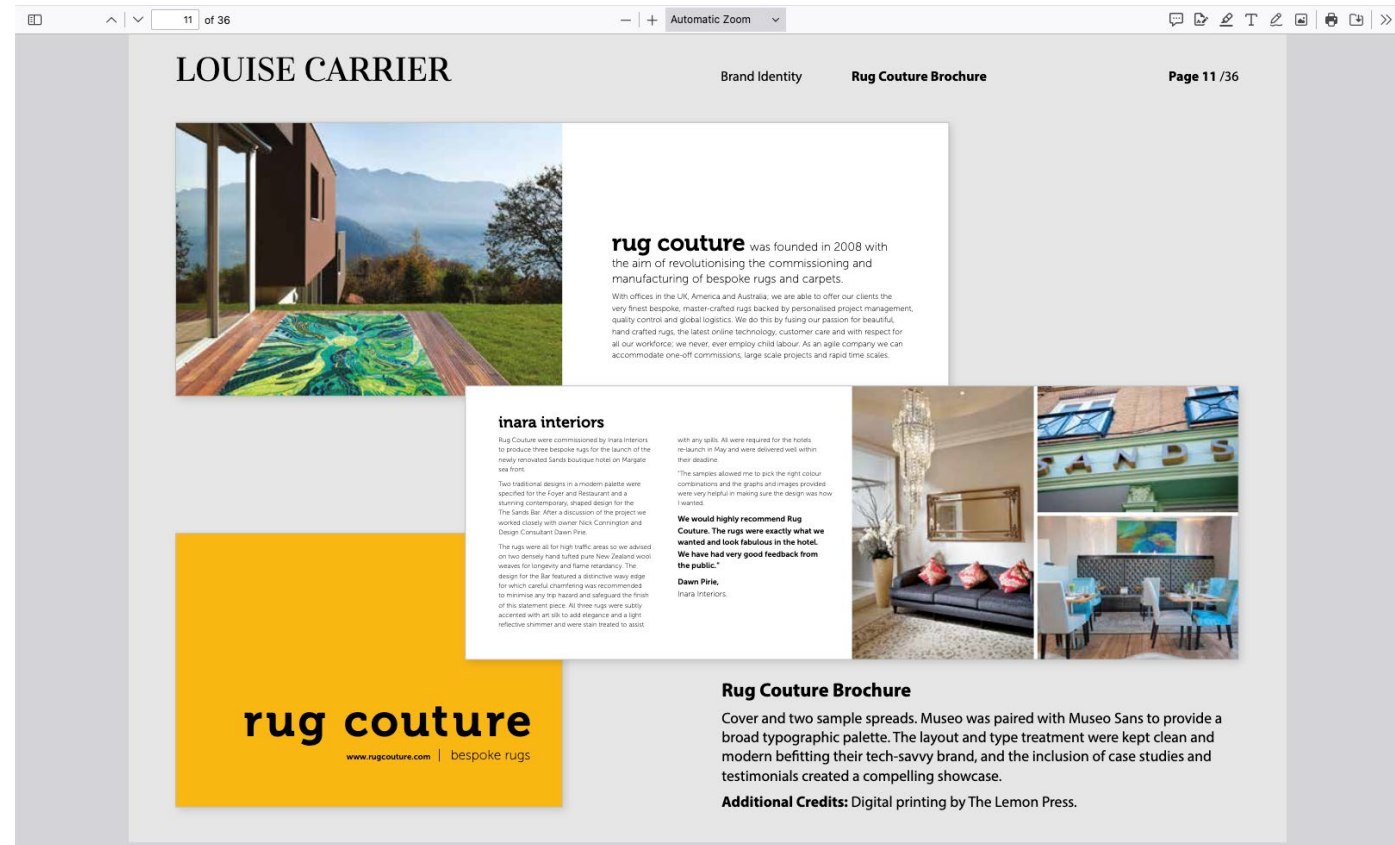


Digital version

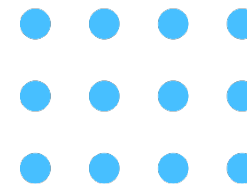
Creating a portfolio as a PDF is becoming more and more popular.

Using Acrobat, multi-page PDFs can be created from layouts created in a graphics software program (such as InDesign or Photoshop).

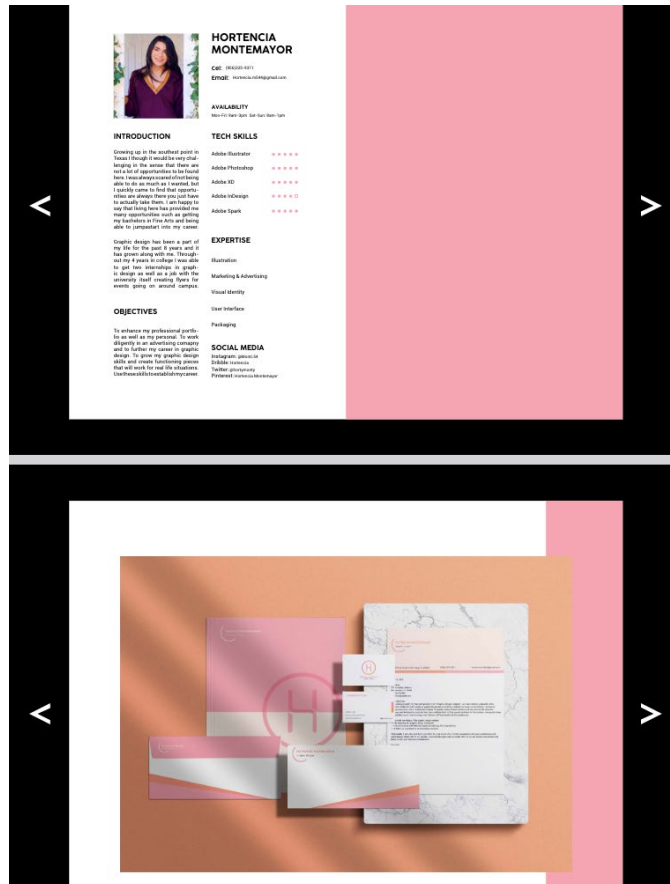
The result is a brochure-style piece that shows examples of your work along with descriptions of projects and related information.



Source: [Louise Carrier](#)



Digital version



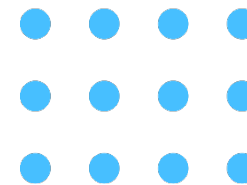
Source: [Hortencia Montemayor](#)

Advantages

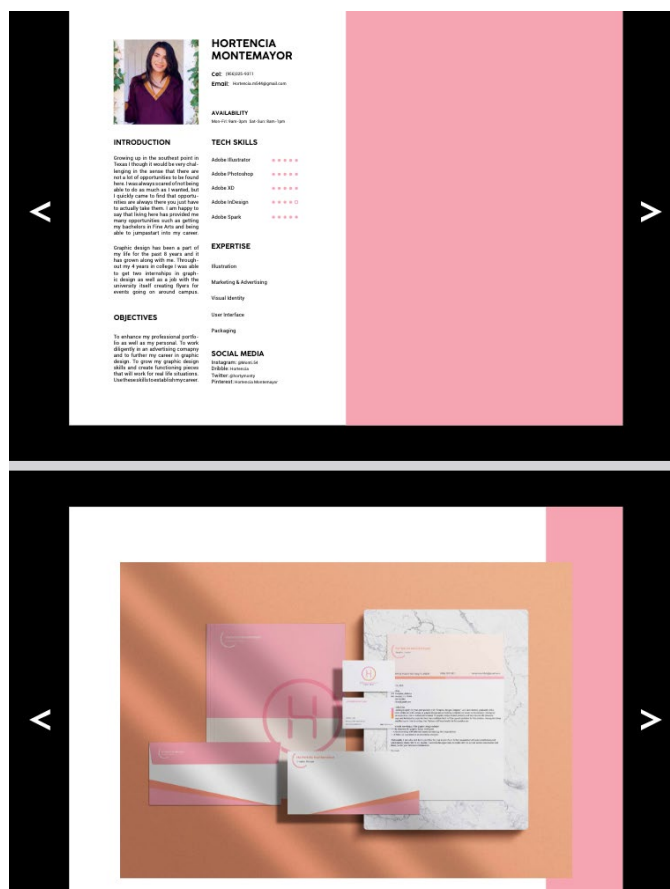
- Easy to email
- Control over layout without having to worry about browser and web issues
- The PDF itself serves as an example of your layout and typography skills
- Can be printed with consistent results
- Relatively quick and free to create

Drawbacks

- Relies on the user to save and open the file
- Less effective for showing web design projects



Digital version



Source: [Hortencia Montemayor](#)

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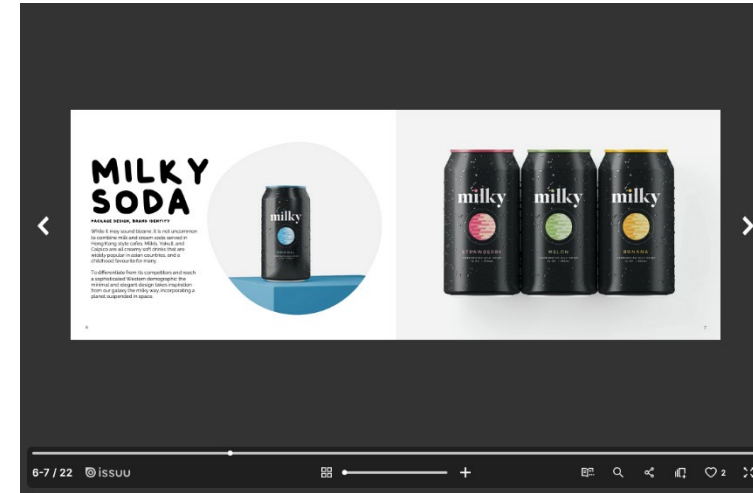
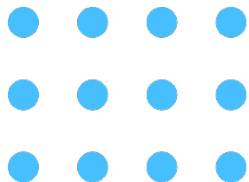
Drawbacks

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- Less effective for showing web design projects

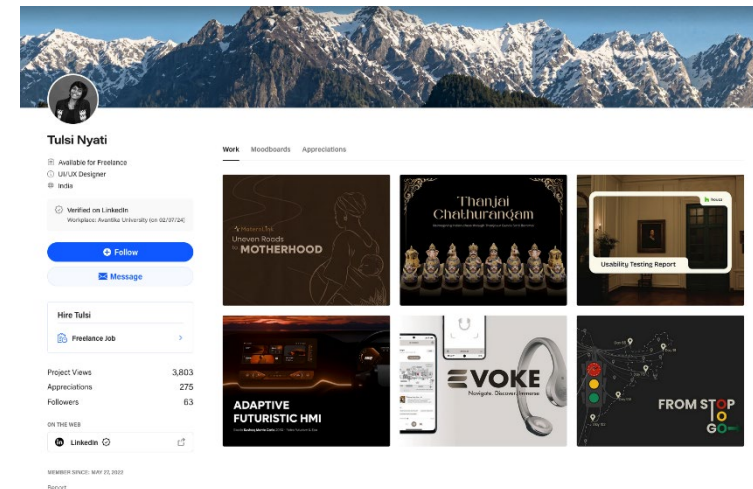
Do not under any circumstances send JPEGs or PNGs, this will look extremely unprofessional!

Web-based version

- A web hosted portfolio, is a digital portfolio that has been uploaded and stored onto a specific website.
- This could be a section on your own personal website or more commonly a dedicated hosting site such as [Behance](#) or [issuu](#).

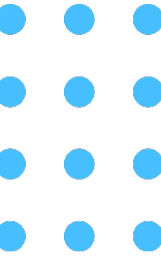


Source: [Samantha Tam's portfolio](#), hosted on issuu



Source: [Tulsi Nyati's portfolio](#), hosted on Behance

Web-based version

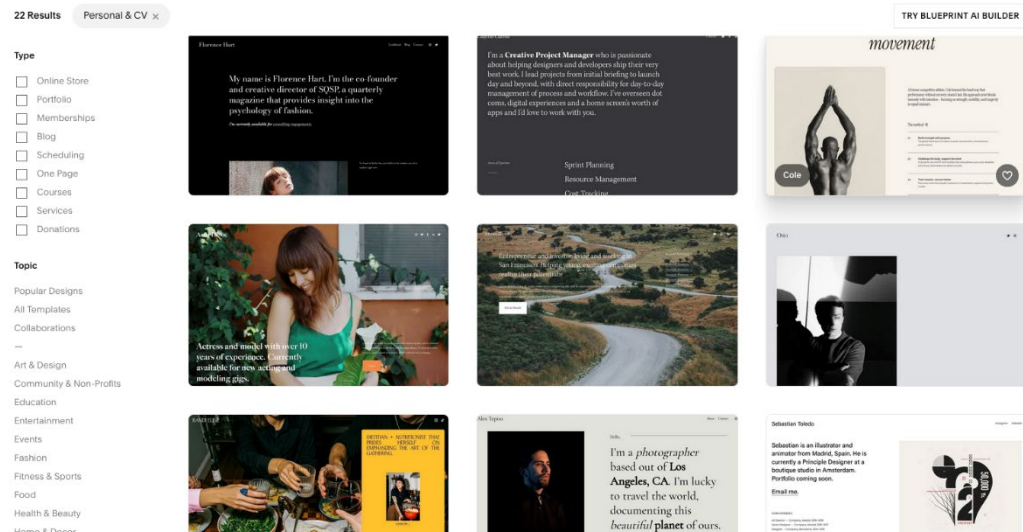


Advantages

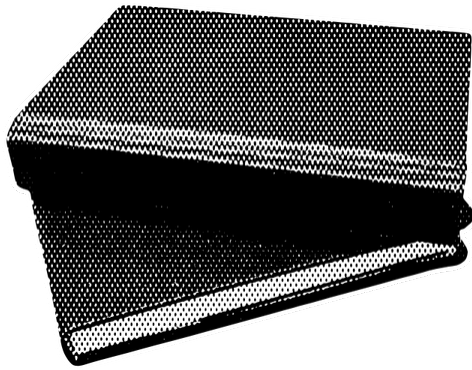
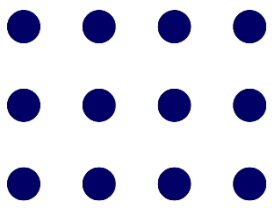
- Easy to share
- Can be updated at any time without having to send out a new document or print out a new book
- Can provide a look into your personality
- Allows for an interactive presentation of your work

Drawbacks

- The most time consuming to create
- You have to worry about it looking or behaving differently from computer to computer
- You need the technical knowledge to set it up
- Expensive to hire someone to develop it for you
- In most cases you will have to pay for a domain name and monthly web hosting



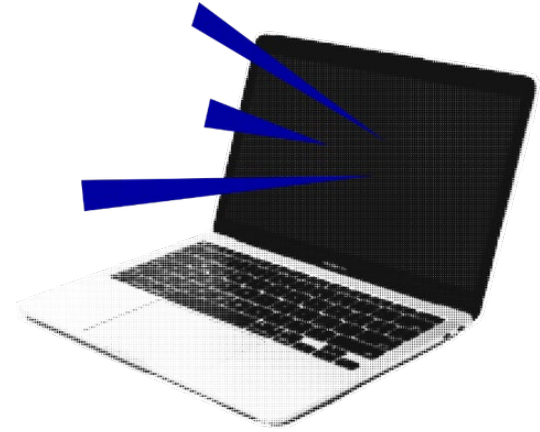
Squarespace templates for portfolio websites



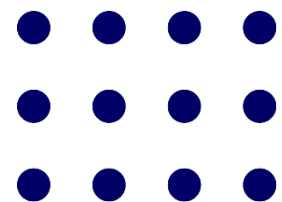
Classic



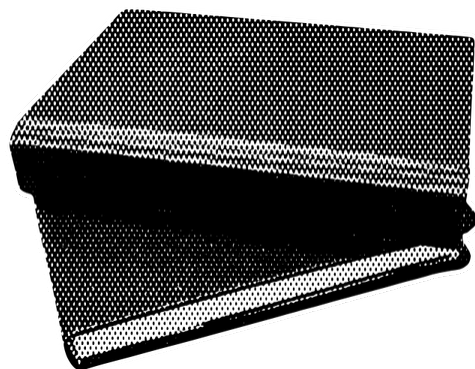
Digital



Web Based



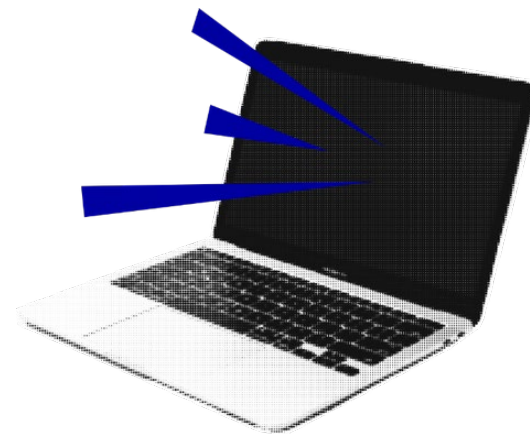
interviews



Classic



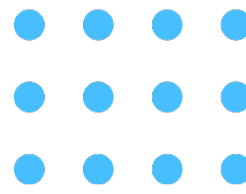
Digital



Web Based

applications

Key drivers



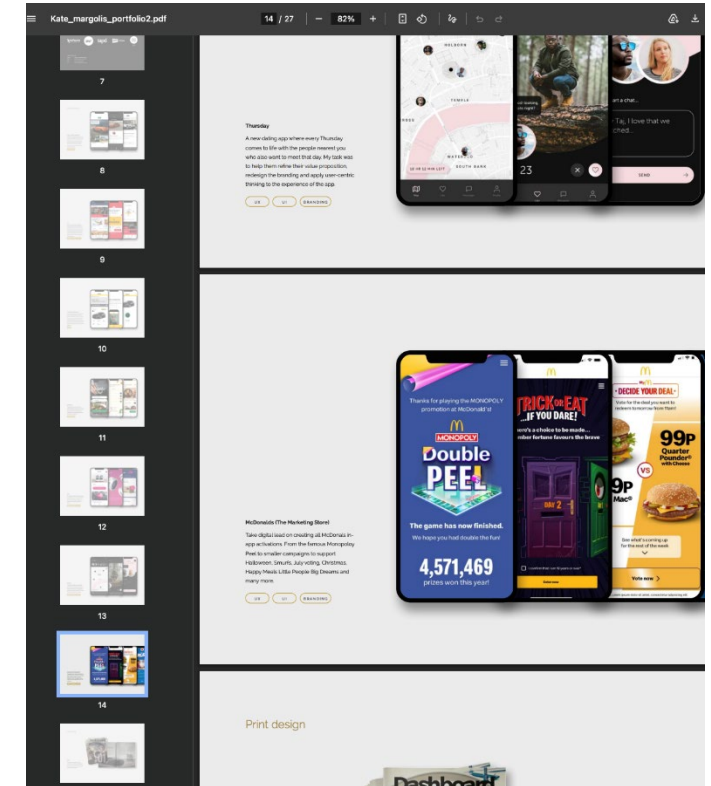
Size

If sending your portfolio in a PDF format, make sure that the file size is no larger than 5MB (15MB max) to enable it to be easily sent via email.

If using [WeTransfer](#) or [Dropbox](#) keep in mind that this adds an additional layer of inconvenience for the interviewer and the link to it is temporary.

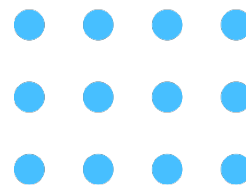
Scale

Ensure that your portfolio can be read at smaller scales, larger scales are generally fine and rarely required, but an **A3 portfolio** is very likely to be printed at A4 by the interviewer (saving paper and ink), and so must be legible for it to be successful.



Source: [Kate Margolis](#)

Key drivers



Size

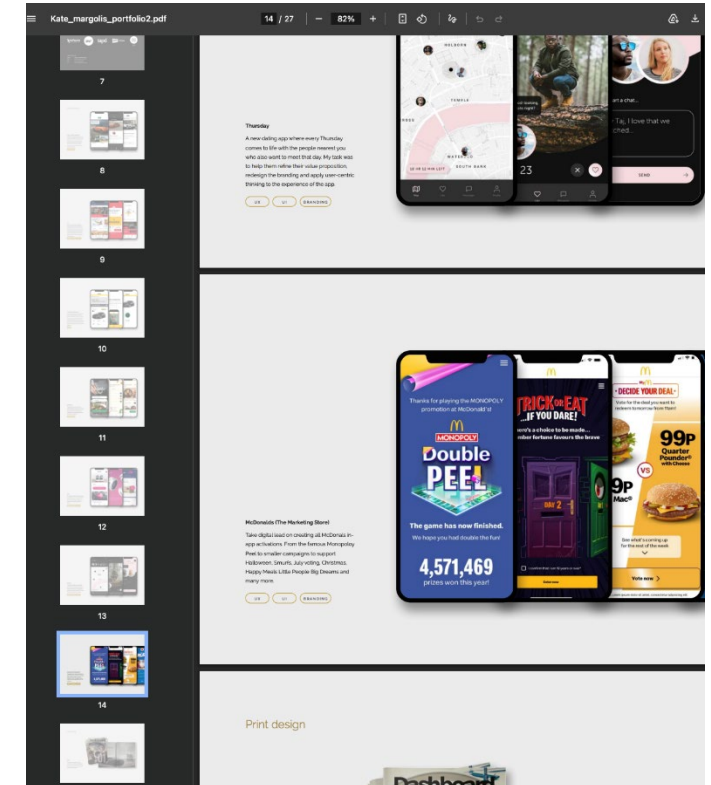
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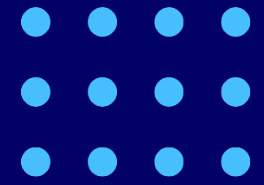
Scale

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The easier you make it for the recipient to view your work the more likely they are to engage with it ...it's not always initially based on the quality of work!!!

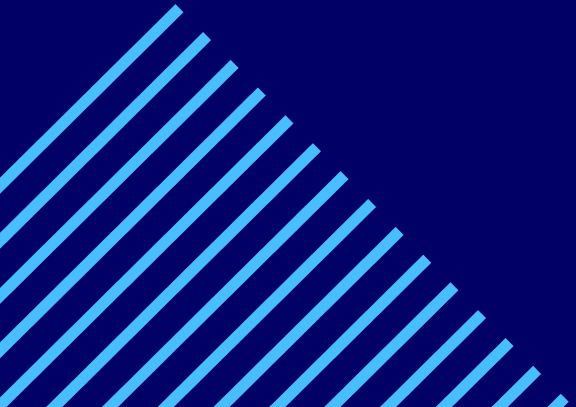


Source: [Kate Margolis](#)



5

Which type of
structure?



The structure

1
Cover

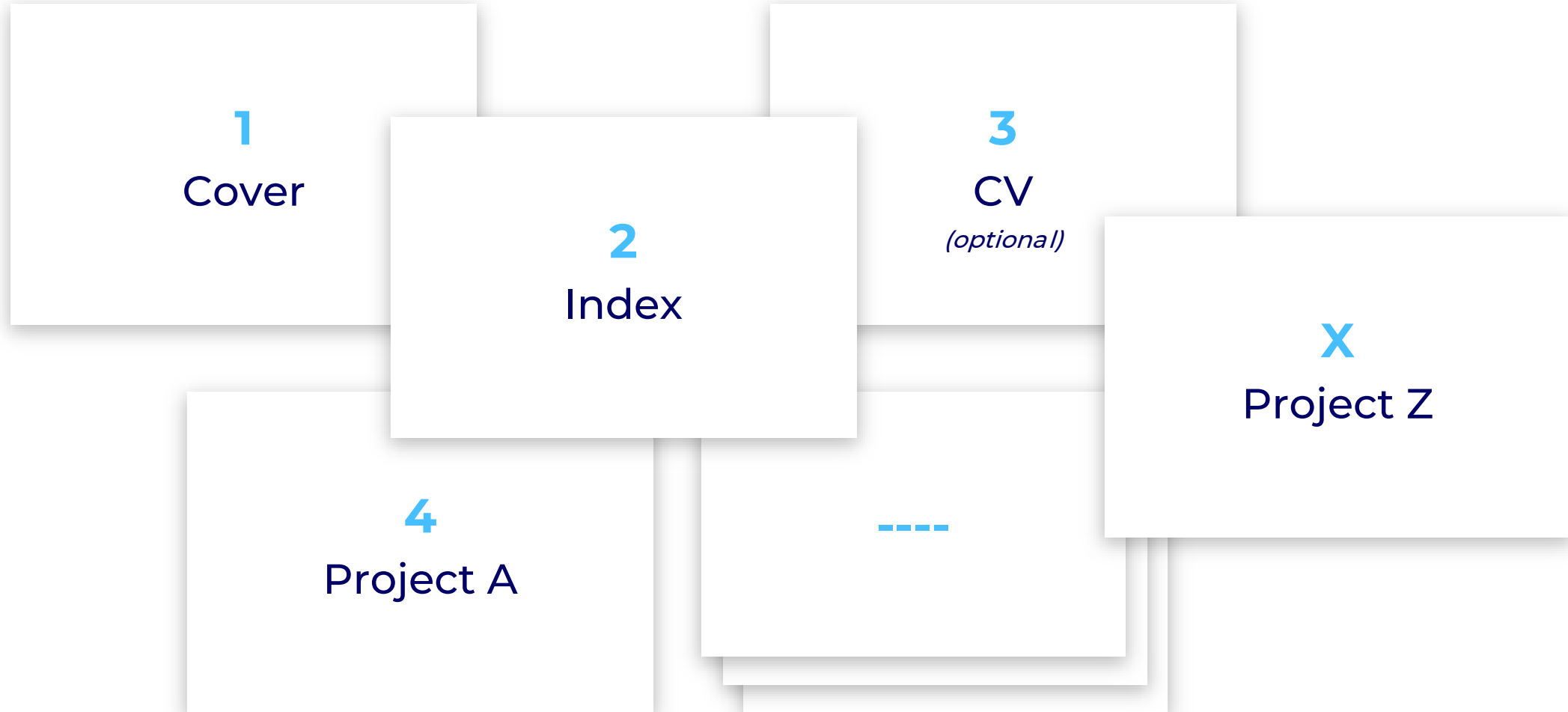
2
Index

3
CV
(optional)

4
Project A

X
Project Z

The structure



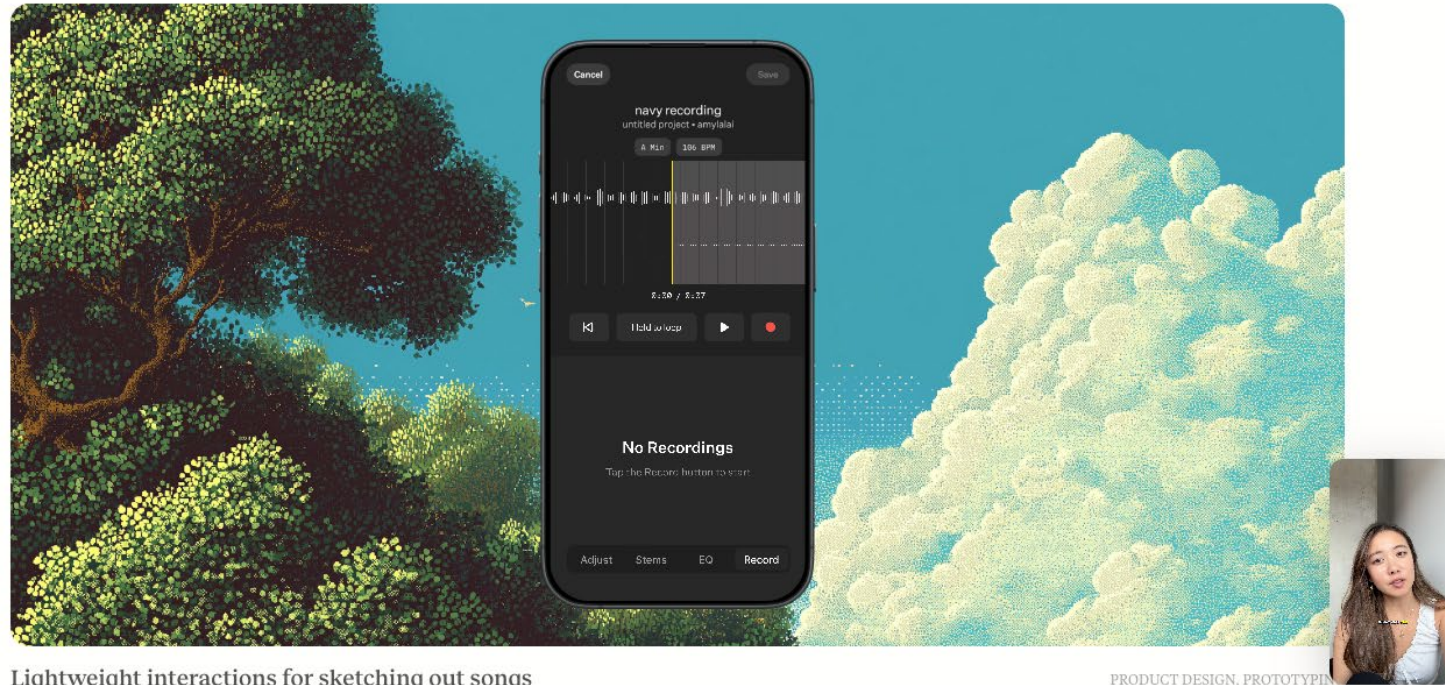
Front cover

HOME

MOTION

ABOUT

Hi, I'm Amy, a creator that
designs for creators.



Lightweight interactions for sketching out songs

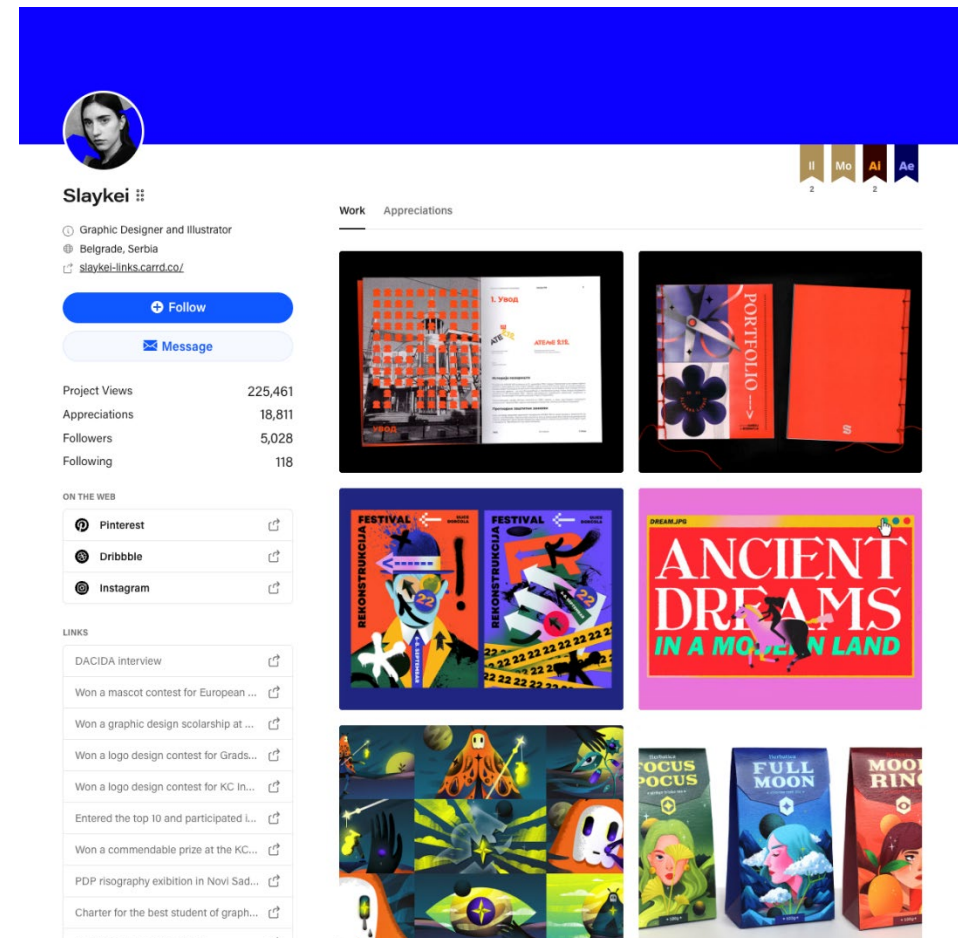
PRODUCT DESIGN, PROTOTYPING

Source: www.amylalai.com

Static or dynamic structure?



Source: [Slaykei, 2021](#)



Source: [Slaykei Behance profile](#)

Karolis Kosas is a product designer
at OpenAI, previously Stripe.

CUJO — Home Internet Security

CUJO is a home internet security company, providing the power of enterprise security solutions in a simple and elegant device. I helped CUJO shape their brand and user experience.

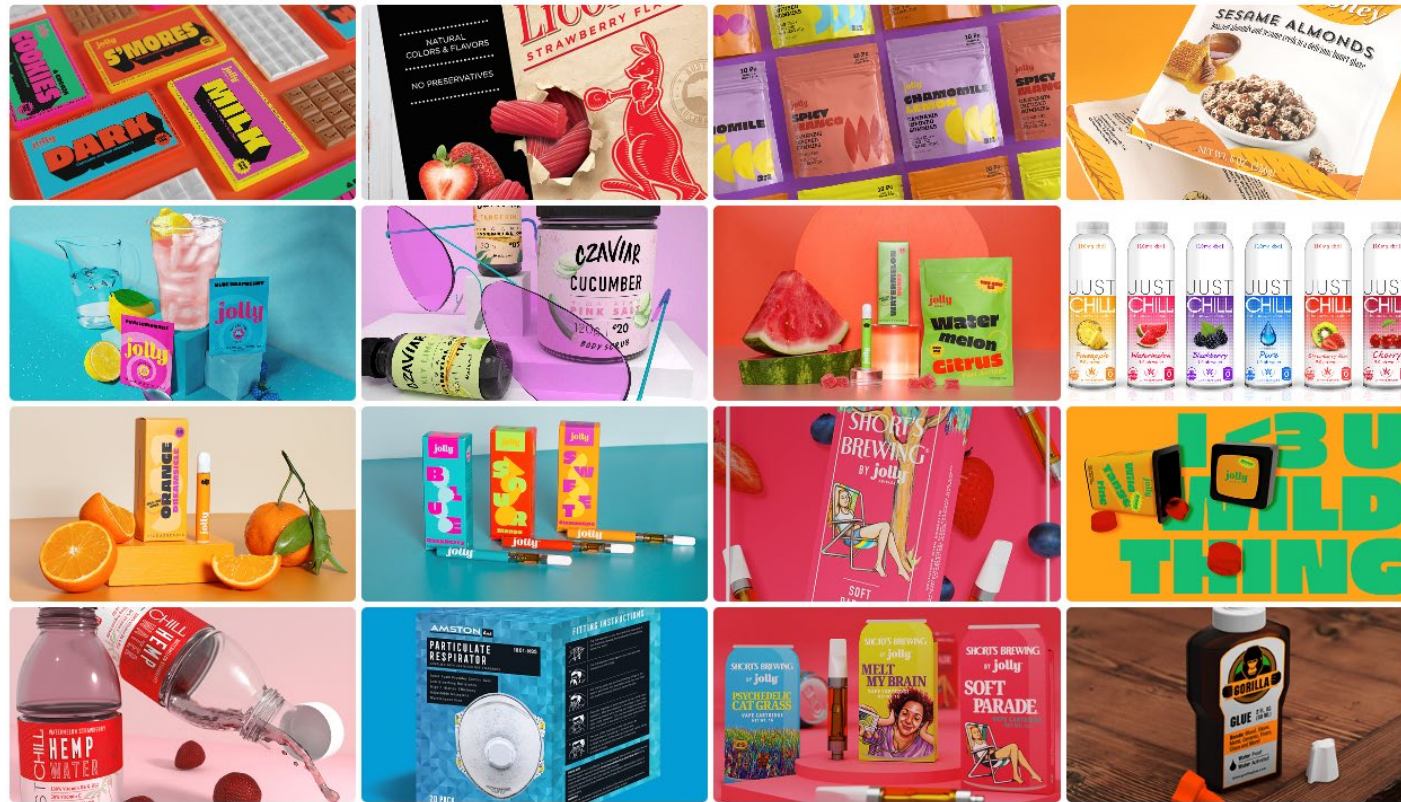
See more



Source: www.karoliskosas.com

LET'S TALK DESIGN — ON THE HOUSE.

1-513-600-4185 MASON@MASONPING.COM



Source: www.masonping.com

Key concepts

Layout

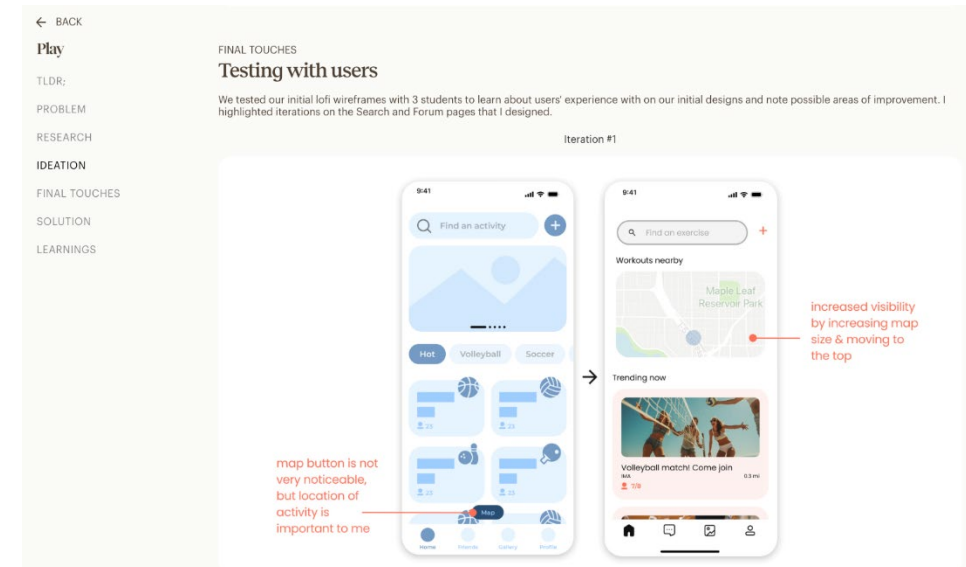
Avoid clutter and don't be afraid of white space. If you use little white space, ensure your layout is clearly structured so that the portfolio's contents are easy to absorb.

Details

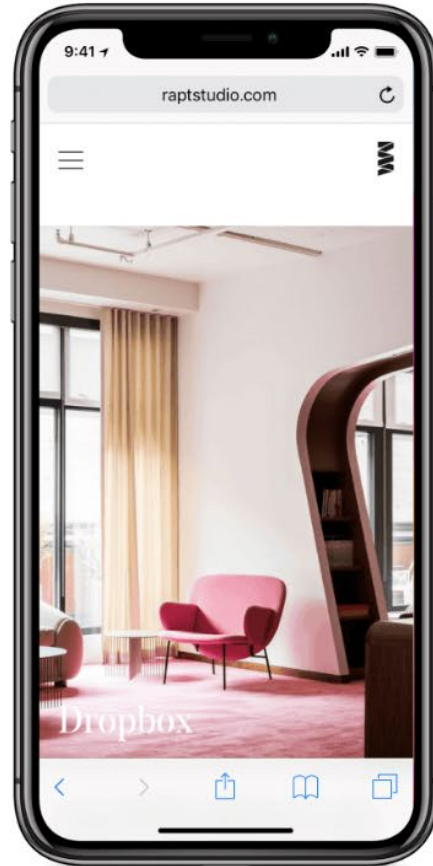
Often, the strength of a graphic design lies in small details. Use certain layout rules consistently and it will give your portfolio a sense of cohesion.

Order

Reverse chronological order; It helps to tell the story of your professional development and your career.



Source: www.amylalalai.com

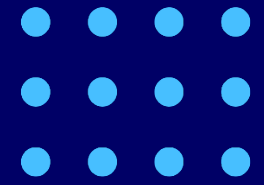


Rapt Studio

Rapt Studio's work blurs the boundaries between space, brand and digital. I helped to define Rapt's online content strategy and design a website showcasing over 20 years of cutting edge work for Google, IBM Adobe and the likes.

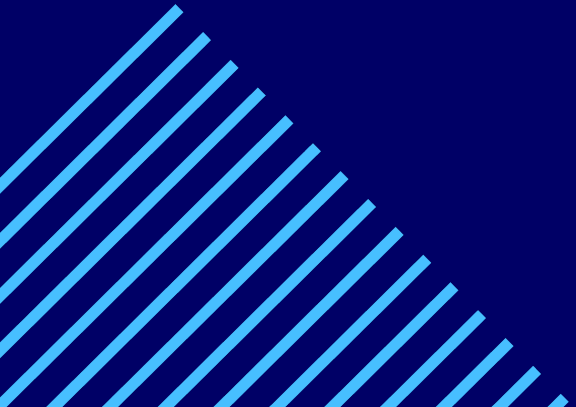
See more

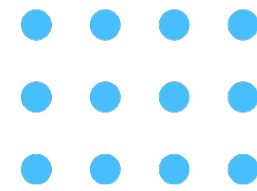
Source: www.karoliskosas.com



6

What should
you include?





Content

As you progress through school, internships and professional life, so too must the content of your portfolio:

Student

Your portfolio will most commonly consist of academic and theoretical work from school

Junior Professional

Your portfolio will most commonly consist of a greater and more diverse mix of professional experience.

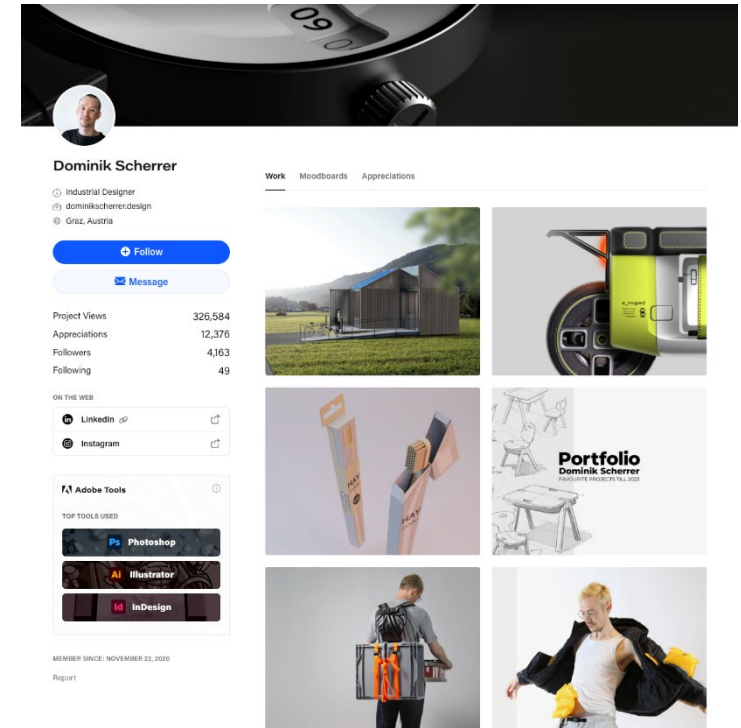
Recent Graduate

Your portfolio will most commonly consist of a diverse mix of academic and internship experience.



Self-evaluation process

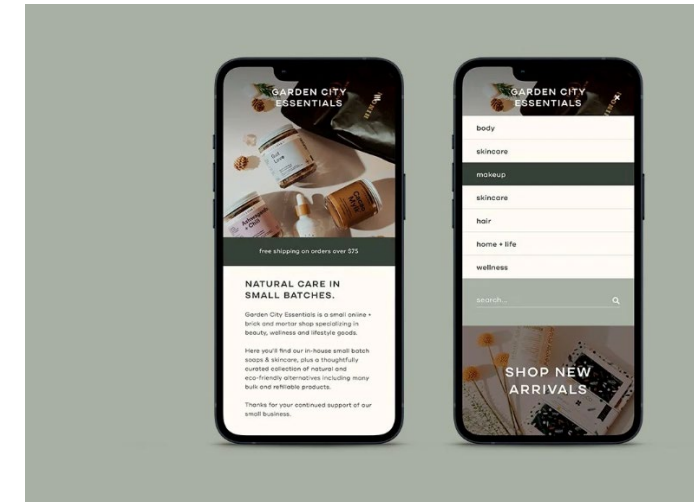
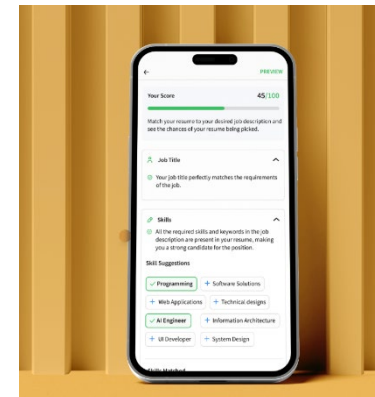
- ✓ Selection of successful projects and experiences
- ✓ Avoid the trap of presenting every single project
- ✓ Aim to show only your best and most relevant work
- ✓ If you have doubts about a project, its results, or you think it doesn't suit the firm's profile, leave it out.
- ✓ Demonstrate your range of skills, diversity of experience and be available to present it in a variety of media.



Source: [Dominik Scherrer Behance profile](#)

Set of skills to display

- ✓ **Visual / graphical communication** (software and digital skills)
- ✓ **Industry involvement** (blog, published work)
- ✓ **Hand sketching and drawing** (freehand /digital)
- ✓ **Visualization** (showcasing atmosphere, story, narrative)
- ✓ **Versatility** (showing other interests such as photography, sculpture, furniture design, film making, model making)



Sources (top to bottom): [Slaykei](#), [Jordan Versluis](#), [Ramachandran](#)

How to classify content



Source: www.amyosburn.com

Portfolio content can be classified under three main principles:

- Project based
- Topic based
- Feature based

Static versions of the Portfolio such as Classic and Digital ones are normally focused in the first two groups and allow you to provide more in depth information. **Dynamic versions** such as the Web based option allow you to combine the three approaches and to have an agile approach to your projects.

Project-based classification

Examples of this type of classification are:

- Company Branding
- Company Packaging
- Movie Advertisement
- Events Campaign
- Social Media Campaign

Source: www.sorry.land

Harry's



Art Direction, Brand Design, Web Design,
UX Design, Email Design & Development

contact



Magic Spoon



Web Design, Copywriting,
Email Design & Development



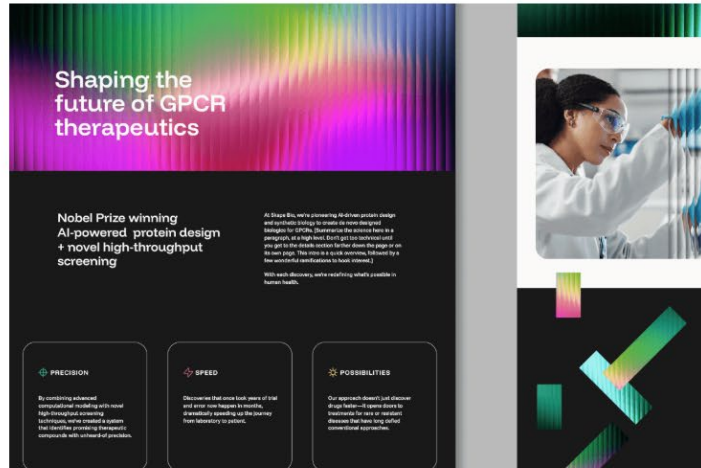
Otherland



Web Design, Art Direction, Copywriting,
Social, Email Design & Development



Company branding



See [more projects](#).

Source: www.jessicajonesdesign.com

Company branding



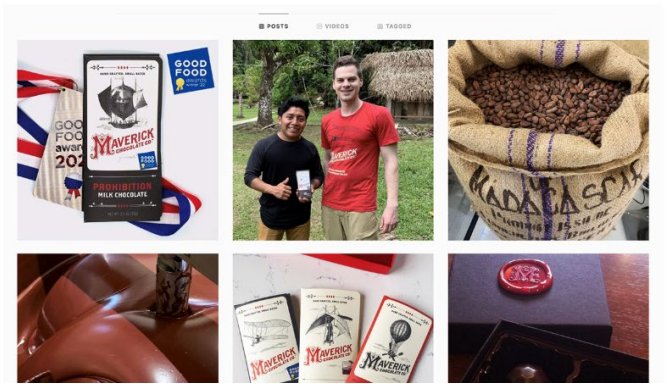
Maverick Chocolate Co. brand identity

Maverick Chocolate Co. hand crafts chocolate bars from ethically sourced beans. Headquartered in Cincinnati, Maverick's packaging features vintage engravings of intrepid mavericks and their whimsical flying machines, a nod to the company founder's previous career in the aviation industry.

The distinctive packaging design is a riff on wine bottle labels, suggesting an indulgent treat. The red and black palette is instantly recognizable and stands out in the market. The textured die-cut envelopes fold into reclosable wallets, a unique feature.

Company founder Paul Picton stated, "Your design is a key element to our success. Everyday someone comments on how beautiful our packages are."

SHARE | f | p | t | e

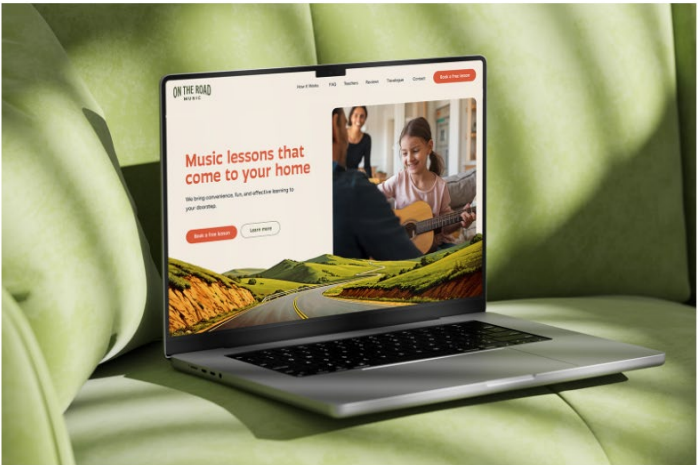


Company branding



On the Road Music brand identity

On the Road Music provides music lessons in Alpharetta, GA and the Atlanta area. Along with in-home lessons, Road Crew instructors offer group classes, summer camps, and Road Shows where students can perform and play with others. The vibe is relaxed and casual, and they believe learning music should be a cool adventure. In branding this music school, we wanted to capture that spirit of fun and exploration. We took inspiration from American road trips and national parks.



Examples of social media posts show the brand look and feel. At On the Road, they like to say that music is a journey. We translated that metaphor into pictures of a road going through different landscapes. I created AI illustrations with a warm, vintage travel poster style. Along with a library of holiday, desert, woods, snow, city, coasts, houses, and other images, the brand's style guide has text prompts for creating more as needed.

Shapes based on highway signs are used throughout the brand.



The color palette is a mix of retro, feel-good hues. I named each one after a song title, just for fun. The colors can be mixed and matched to make a huge array of different merch, or to denote different curriculum levels.

Social media campaign



SMIRNOFF



CATESBYS



ABBEY PERFUMERY



SKIN HEALTH ALLIANCE
INFLUENCER MARKETING / SOCIAL ADS /
SOCIAL MEDIA

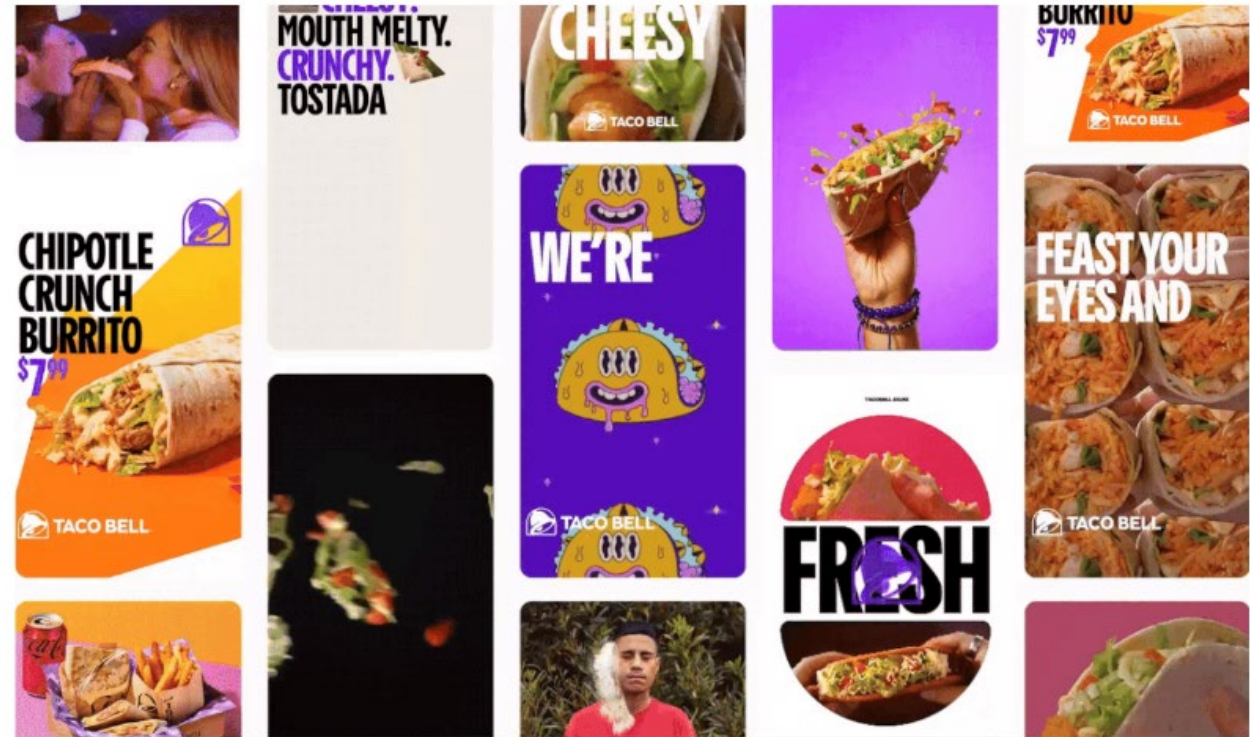


MY DAILY LEADERSHIP
SOCIAL MEDIA

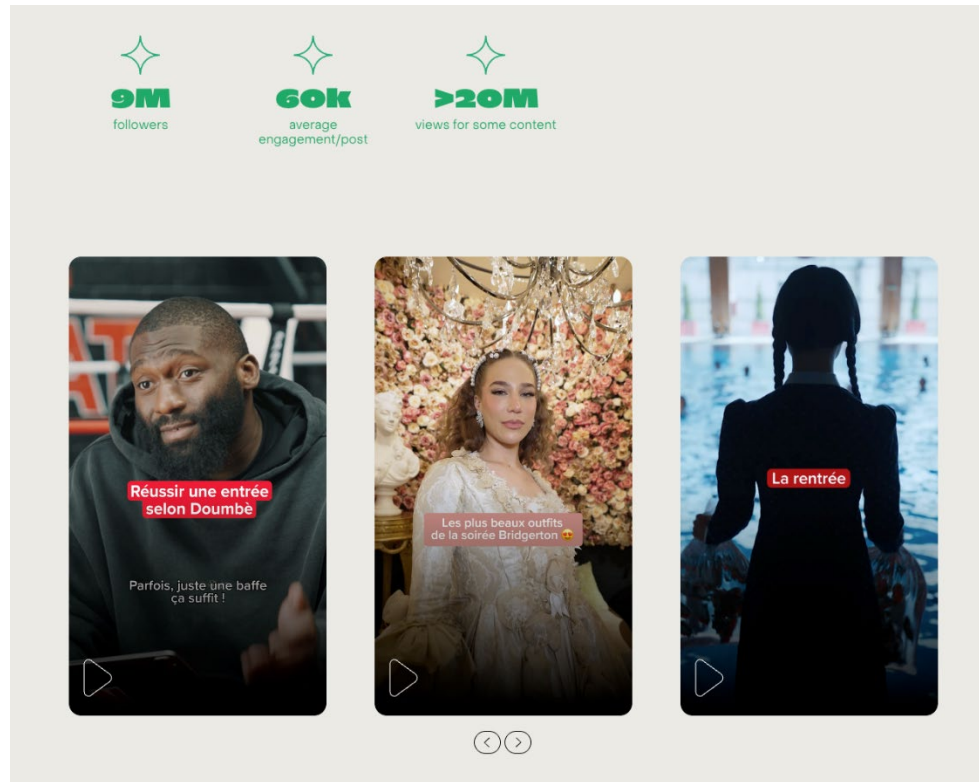


LIZI'S GRANOLA & MUESLI
INFLUENCER MARKETING / SOCIAL ADS /
SOCIAL MEDIA

Social media campaign



Social media campaign



The CHALLENGE

As a pop culture icon, Netflix sought a partner fluent in TikTok's language and capable of scaling production to meet the demands of the vast Netflix offer. The challenge lies in leveraging the abundance of available content to innovate and follow emerging trends.

WHAT we've DONE

Netflix and The Source defined editorial pillars, tone of voice, and intelligent content production methods, working seamlessly as one team. A dedicated team manages the TikTok account like a media outlet, producing 30 to 45 videos monthly, in constant collaboration with the client.

We wanted to collaborate with an agency that understood our need to resonate with our audiences while mastering TikTok grammar perfectly. The Source has met these needs.

CHÉRINE MALKI
Editorial & Publishing France @Netflix

Topic-based classification

Examples of this type of classification are:

- Illustration
- Graphic Design
- Branding
- Art Direction
- Photography
- Social Media
- Web Design
- Film

HERE ARE EIGHT SERVICES AND PROJECTS TO KEEP YA GOING!			
Infographics (11) 	Logos (7) 	Illustrations (15) 	Social Media 
Songs (16) 	Packaging (8) 	Installations (7) 	Prints 

Illustration – textile design



Source: [Diya Kochar](#)



Source: [Dina Moshkalo](#)

Illustration – packaging design



Source: [LYM DESIGN STUDIO](#)



Source: [WIDARTO IMPACT](#)

Illustration – campaign design



Source: [Charlie Toqué](#)

Character

Meet Risa, your big sibling here to help you get comfortable with the mental health medication process. They are a sarcastic but practical elder sibling who comes deeply about the reader and wants them to be prepared for what to expect now that they are taking a new step in their mental health journey.

Risa is designed using round, soft shapes to make them feel approachable to the reader. They speak to the reader as an older sibling looking out for their younger sibling who is going on their medication journey.



Source: [Imogen Cupido](#)

Illustration – children's book design



Source: [Luis San Vicente](#)



Source: [Fajar Afif](#)

Graphic design – visual identity



Source: [Ensemble Design Studio](#)



Source: Mushi Matcha

Graphic design – art direction



Source: [Stefan Eduard Rosu](#)

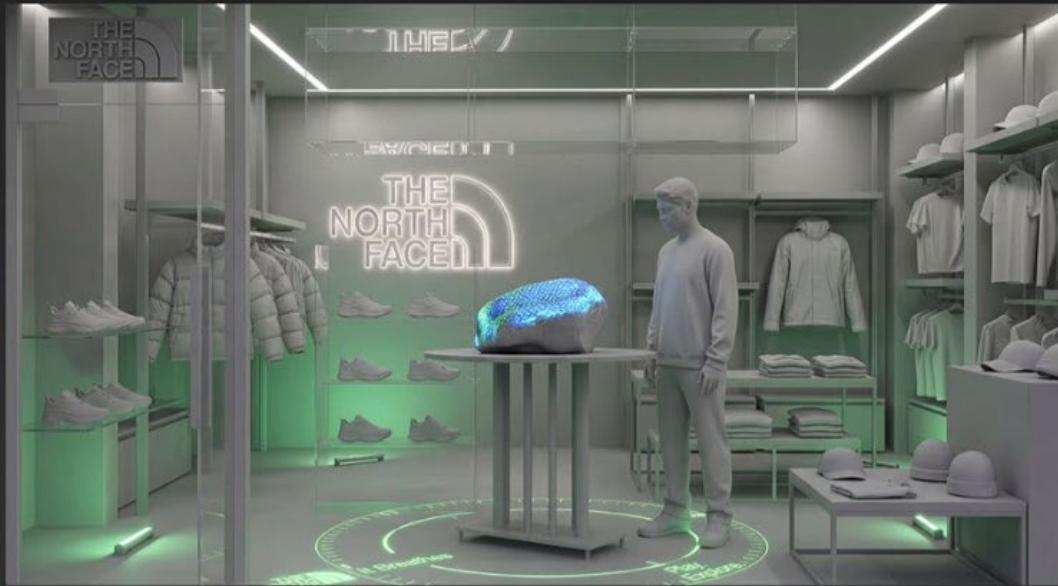


Source: [Petrikór](#)

Graphic design – exhibition design

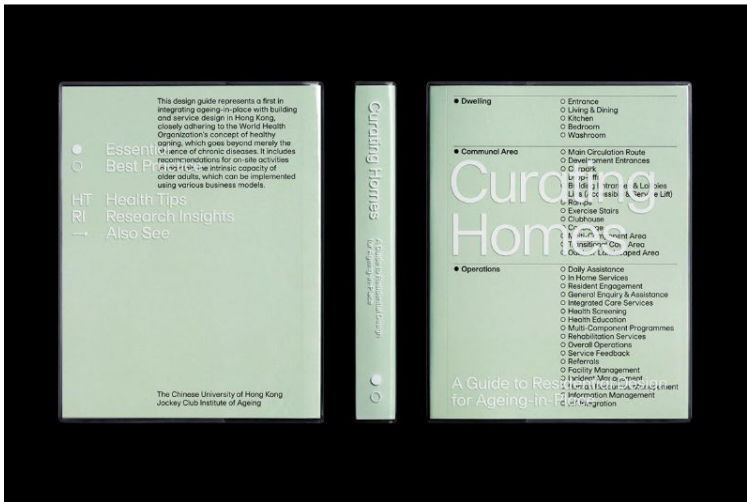
02 USE CASE

Designed for expo spaces
and new retail experience.



Source: [Vojtěch Kovařík and David Costa](#)

Graphic design – editorial design



Source: [Toby Ng](#)

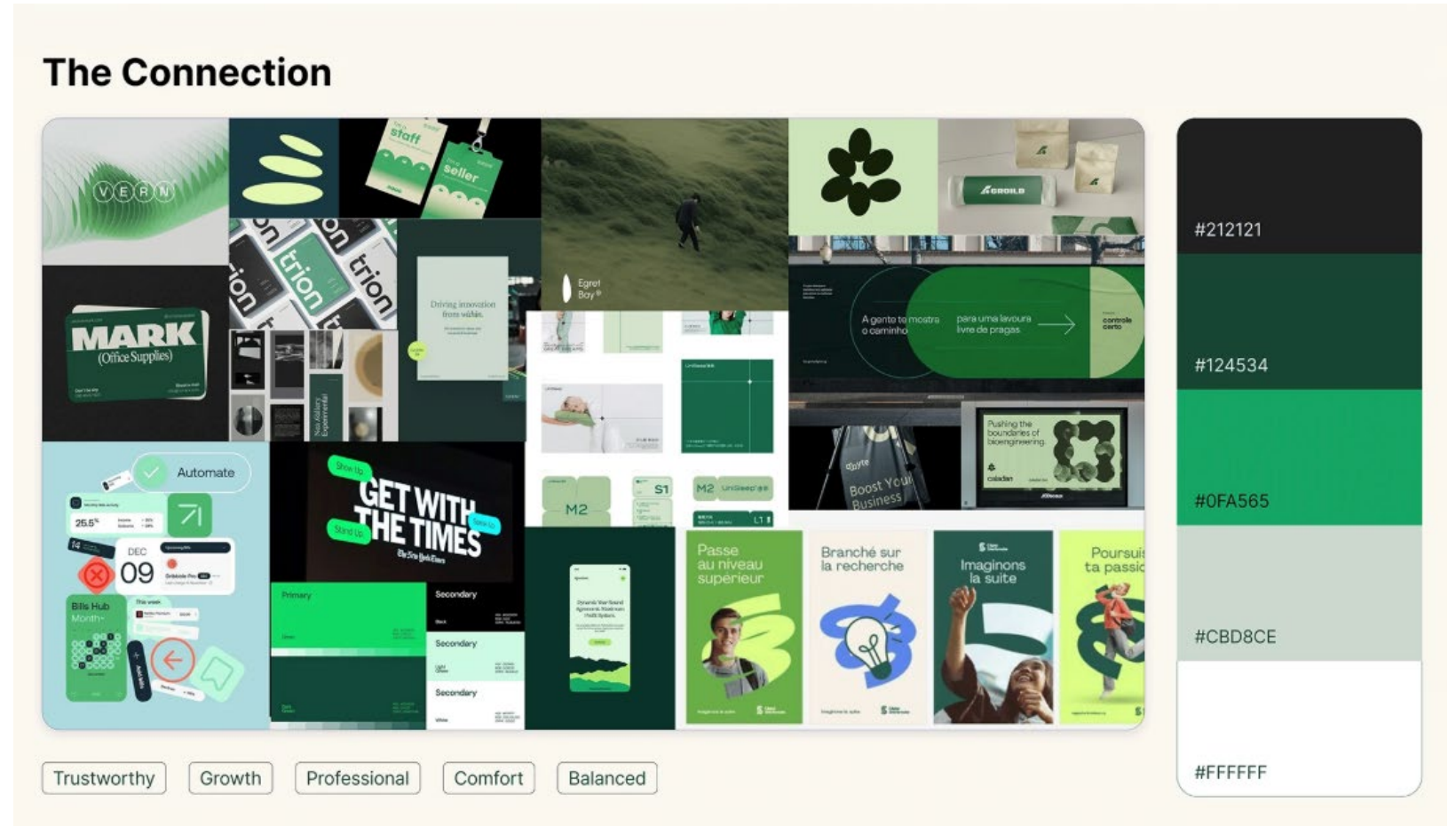


Source: [Gunay Hasanova](#)

Feature-based classification

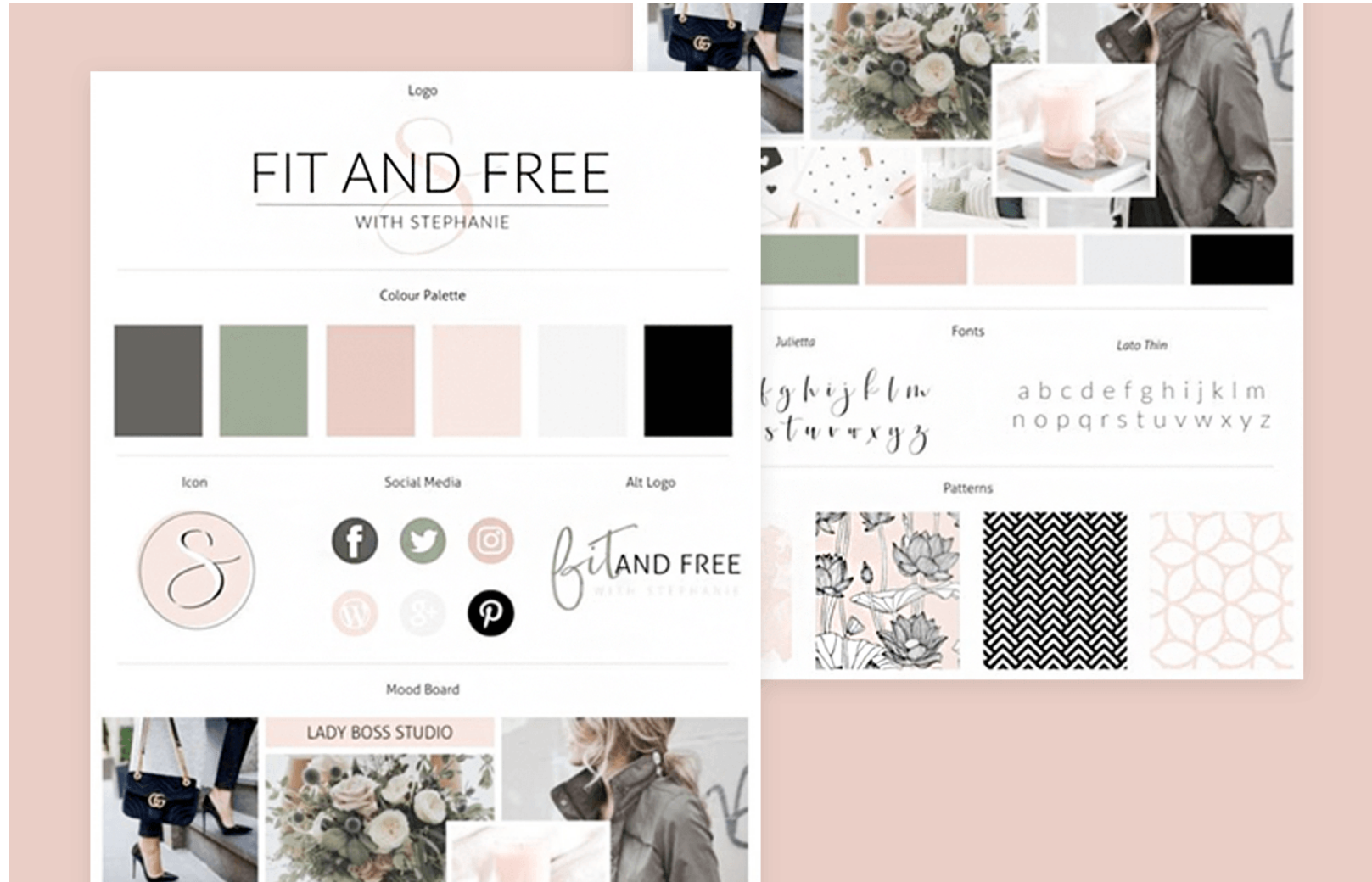
Examples of this type of classification are:

- Mood
- Color
- Size
- Shape
- Material
- Technique



Source: [Dude Studios](#)

Mood portfolio



Material portfolio

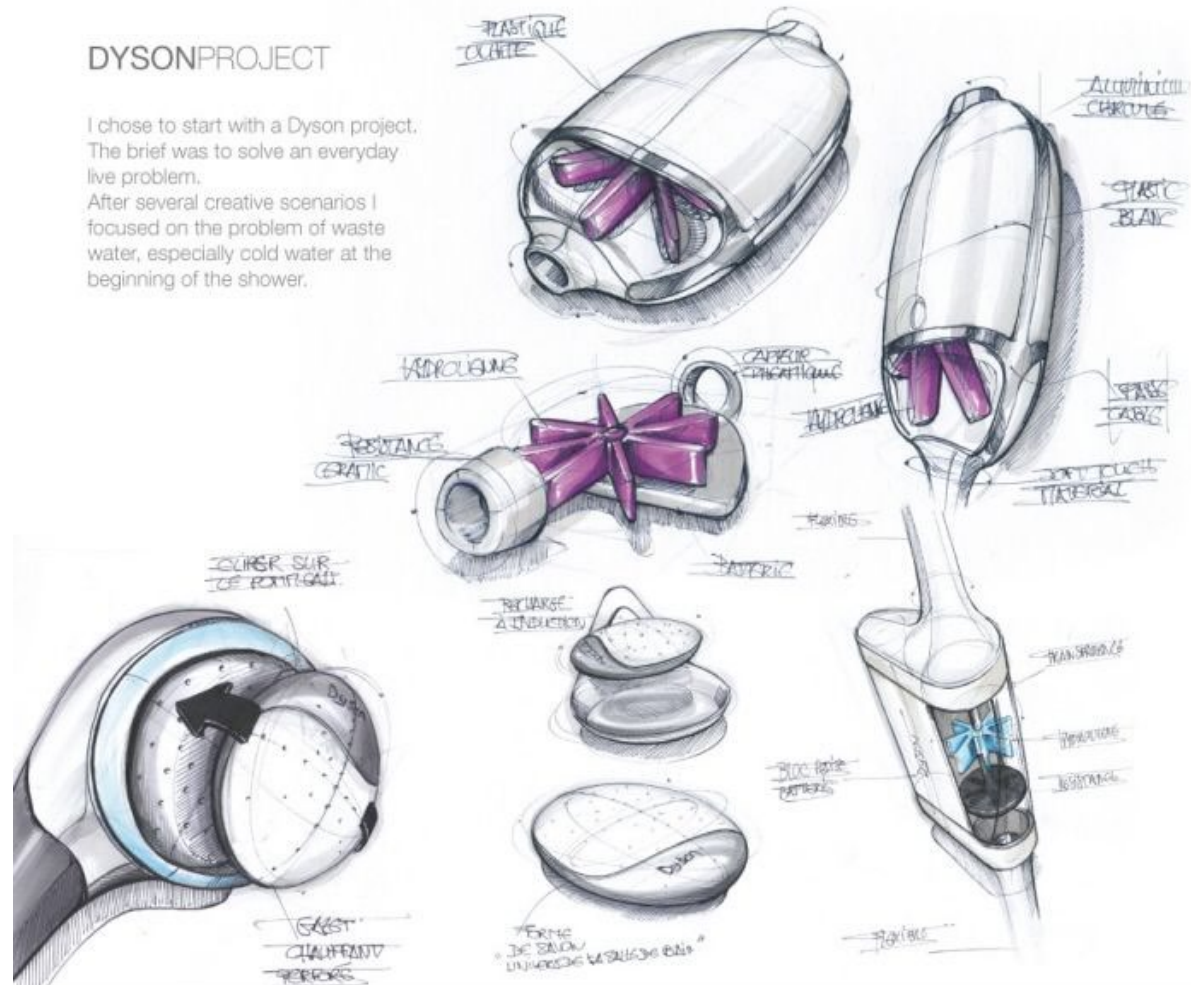


Source: [Le Bureau](#)

Technique portfolio

DYSONPROJECT

I chose to start with a Dyson project. The brief was to solve an everyday live problem. After several creative scenarios I focused on the problem of waste water, especially cold water at the beginning of the shower.



Source: Caohuaminglou

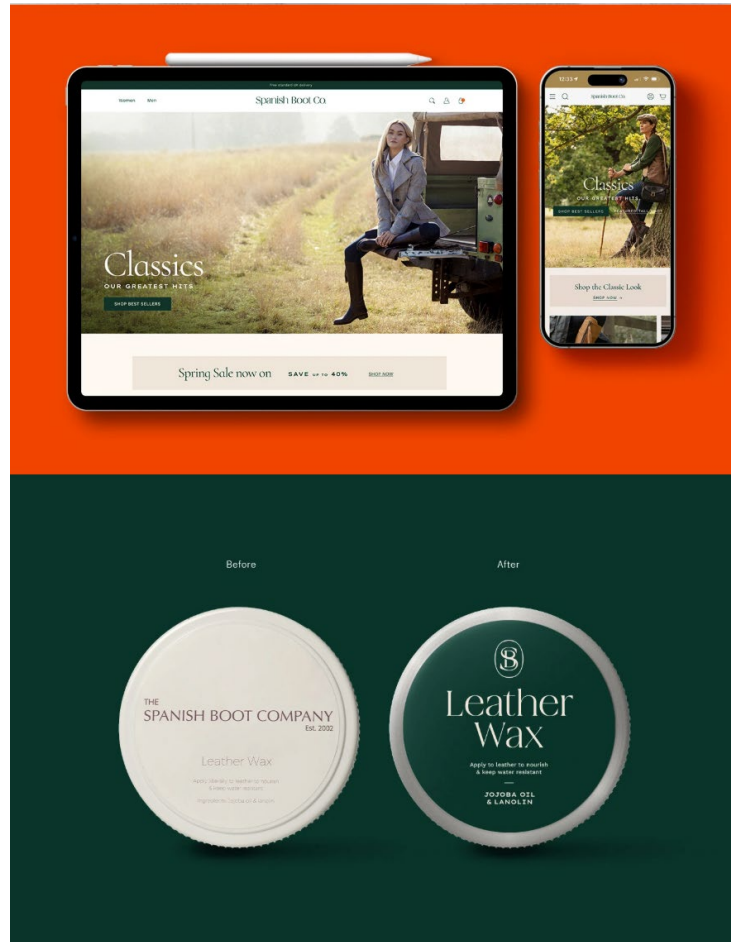
Common mistakes

- ✗ Too much information
- ✗ Lack of hierarchy
- ✗ Typos and mistakes
- ✗ Excess of creativity



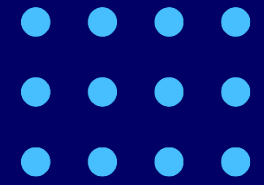
Source: Tik-Tok

Final tips



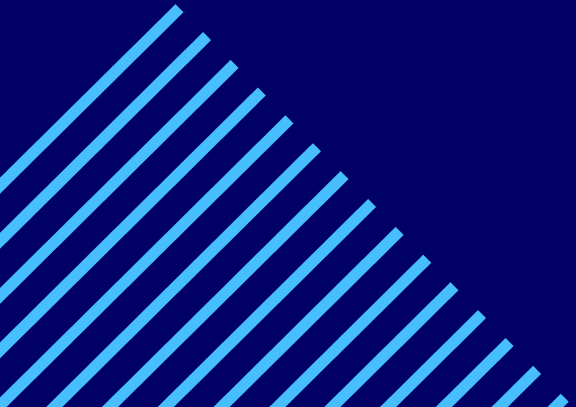
Source: [Stuart Horwood](#)

- ✓ Portfolio should be **aligned with your CV**
- ✓ **Less is more** here, so quality over quantity
- ✓ **Match your skills** with the company needs
- ✓ Include **team projects**
- ✓ Don't be afraid of **blank space**
- ✓ **Update** frequently
- ✓ Pay attention to **fonts and grammar**



7

Next steps...



Next steps

- ❑ Design your Portfolio Strategy
- ❑ Follow the Index questions to make sure you cover all the relevant points
- ❑ Draft an initial version of it



THANK YOU!