📁 **PORTFOLIO GUIDE — Creative & Technical Roles**

A strong portfolio should clearly show **your skills, your process, and your results**. Employers want to understand **how you think**, not just what you produced.

---

**1. Portfolio Structure (Template)**

📌 **HOMEPAGE / INTRO**

- Your name & title: **[Your Name – Creative/Technical Title]**

- Short tagline: **"I create [X] for [Y]."**

- Brief intro paragraph (2–3 sentences)

- A clear call-to-action (CTA):

  - "View my work"

  - "Download CV"

  - "Get in touch"

---

📌 **ABOUT ME**

**Template:**

I'm a **[Your Role]** with **[X years]** of experience in **[industry/skills]**. I specialize in **[technical or creative specialties]** and enjoy working on **[type of projects]**. My work focuses on **[your unique style/approach]**, and I value **[professional values: teamwork, innovation, problem-solving]**.

Include:

- Photo (optional)

- Experience overview

- Skills summary

- Software/tools you use

- Downloadable CV link

---

📌 **PORTFOLIO / PROJECTS**

This is the core of your portfolio.

For each project, use this **Case Study Template** 👇

**2. Case Study Template (For Each Project)**

**Project Name**

**Role:** [Your title in the project]
**Tools Used:** [Software, languages, methods]
**Timeline:** [Dates or duration]

---

## 1. Project Overview

A short description of what the project is about and who it was for.

**Template:**

This project involved creating/developing **[product/service/design/code]** for **[client/employer]** to solve **[problem]**.

---

## 2. The Challenge

Explain the problem you were trying to solve.

**Template:**

The main challenge was **[issue]**, which affected **[users/customers/team/process]**. My goal was to **[goal description]**.

---

## 3. My Approach / Process

Show how you think.

Depending on your field:

- Designers: research → sketches → wireframes → mockups → final designs

- Developers: planning → architecture → coding → testing → deployment

- Writers: brief → outline → drafts → revisions → final copy

- Marketers: competitive research → strategy → execution → optimization

- Engineers: prototyping → testing → iteration → manufacturing

- Photographers/creatives: concept → planning → shoot → edit

**Template:**

I started by **[step]**, then moved into **[step]**, before finalizing **[step]**. I collaborated with **[team/stakeholders]** and used **[tools]** throughout the process.

Include visuals:

- Screenshots
- Diagrams
- Before/after
- Code snippets
- Videos
- Sketches

---

## 4. The Solution / Output

Describe what you delivered.

**Template:**

The final solution was **[product/design/feature/output]**, which improved **[result]** for **[client/user/team]**.

Add images, GIFs, or demos.

---

## 5. Impact / Results

Include measurable metrics where possible:

- +X% engagement
- −X% errors
- Faster load time
- More leads
- Better UX
- Positive feedback

**Template:**

The project resulted in **[quantifiable achievement]**, and feedback from **[client/stakeholders]** was positive, highlighting **[strengths]**.

---

**6. What I Learned**

Shows reflection and growth.

**Template:**

Through this project, I learned **[lesson]**, improved **[skill]**, and strengthened my ability to **[soft skill]**.

---

**7. Links**

- Live site or demo

- Downloadable files

- GitHub repository

- Presentation or PDF

---

**3. Portfolio Best Practices**

**✔ Show your process**

Don't post only the final result—show **sketches, drafts, iterations, code versions**, etc.

**✔ Select quality over quantity**

5–8 strong projects are better than 20 average ones.

**✔ Write readable case studies**

Employers skim. Use:

- Short paragraphs

- Section headers

- Bullet points

- Visuals

**✔ Make it easy to navigate**

Clear menu:

- Home

- Work/Projects

- About

- Contact

✓ **Use consistent branding**

Choose:

- 2–3 colors

- 1–2 fonts

- Clean layout

✓ **Mobile-friendly layout**

Especially important for designers and developers.

✓ **Keep it updated**

Replace older work with newer, better projects every 6–12 months.

---

**4. Tools for Building Portfolios**

**Web-Based Builders**

- Wix

- Squarespace

- Webflow

- WordPress

- Adobe Portfolio

**Developer Portfolios**

- GitHub Pages

- Netlify

- Vercel

- Notion

**Creative Portfolios**

- Behance

- Dribbble

- ArtStation

- Vimeo/YouTube (video)

**5. Portfolio Content Templates**

◆ **Project Summary Template**

**[Project Name] — [Company/Client]**
**Tools:** [Tools]
Delivered a **[product/output]** that achieved **[measurable result]** by **[method]**.

---

◆ **Skills Page Template**

**Technical Skills:**

- [Skill 1]
- [Skill 2]
- [Skill 3]

**Creative Skills:**

- [Skill 1]
- [Skill 2]
- [Skill 3]

**Soft Skills:**

- [Skill 1 — communication]
- [Skill 2 — leadership]
- [Skill 3 — teamwork]

---

◆ **Contact Page Template**

**Let's work together!**
email: [your email]
phone: [your phone]
location: [city/state]
LinkedIn: [link]
Portfolio download: [link]