

## ONLINE PORTFOLIO TIPS

- Tell your story
- Showcase only your best work
- Include a variety to show the breadth of your skill set
- Explain the goals and relevance of projects you are highlighting
- Unity – create a flow that the reader can follow easily
- Personal branding – create a logo for yourself
- Include social media buttons that directly link to your pages
- Promote your online portfolio – posts should always refer back to portfolio (to build a following)
- Sell yourself!

### **“9 Things Employers are Looking For in Your Portfolio”**

Adapted from: <https://www.creativebloq.com/features/9-things-employers-are-looking-for-in-your-portfolio>

1. What you specialize in.
2. Clear, sharp images.
3. The project brief (context).
4. What role you played in group projects.
5. How to contact you.
6. Good spelling and grammar.
7. Your creative personality.
8. A quick read.
9. Up-to-date content.

### **“6 Ways to Impress Employers with an Online Portfolio”**

Adapted from: <https://theundercoverrecruiter.com/online-portfolios/>

1. Make it visual – include videos and multimedia to showcase digital skills and creativity.
2. Include a blog to showcase writing and communication skills.
3. Show your personality, passion and enthusiasm.
4. Brag a little.
5. Keep it simple.
6. Don't forget the basics (“About Me”).

\*Use your online portfolio to build a network of followers (takes time) – this is a long-term strategy

“A portfolio that answers questions will get you hired. A portfolio that raises questions won't.” (From “How Your Online Portfolio Will Get You Hired,” <https://medium.com/portfolio-principles/how-your-online-portfolio-will-get-you-hired-912118a2dee7>)

“Your online portfolio is visual proof of your accomplishments, milestones, and completed projects.” (from “The Online Portfolio: How it Can Help You Land a Job,” <https://www.glassdoor.com/blog/online-portfolio-land-job/>)