

# Designing a Professional Portfolio



### **Norman Career Services**



## Meet the Team



<u>Kylia Stewart</u> Employer Relations Coordinator kstewart20@atu.edu



<u>Kristen Merritt Beck</u> Assistant Dean kbeck12@atu.edu





<u>Yushia "Yoshi" Thao</u> Career Counselor ythao1@atu.edu

## Today's Objectives

- What is a Portfolio
- Why have a Portfolio
- Starting a Portfolio
- Designing a Portfolio
- Examples
- How to Use





What is a portfolio?





## Scan QR Code

Join at https://www.menti.com/algxy5v2gi9y

#### Mentimeter uses cookies

We do this to ensure that our website works well and provide you with relevant content and marketing campaigns. We also want to improve our features and research new ones.

Below you can accept all cookies or click 'Cookie Preferences' to choose which ones you want.

If you want to know precisely why we use cookies and other similar technologies or how you can withdraw consent, simply visit our Cookie Policy.

Accept All

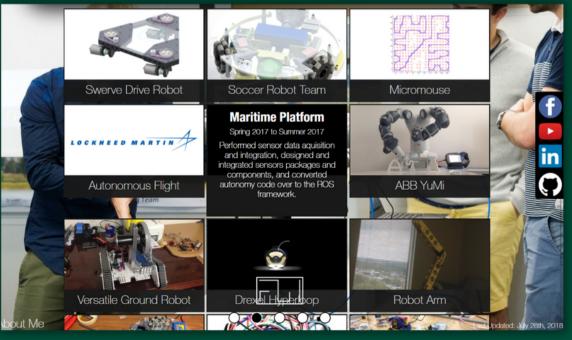
#### Reject All



## What is a Portfolio?

#### Compilation of work showcasing an individual progress, skills, and achievements









I am a mixed-methods UX Researcher MAND LAN based in the Pacific Coast, working to change behavior in the technological world.

> My background is in behavior, with degrees in Psychology and Human-Computer Interaction. I am experienced in working with special populations and behaviors and translating them into my projects span across total service experience, health services, and game

Facilitated co-design game jam, performed data organization & analysis,

I'm driven by my desire for usability and efficiency, starting with a user-centered approach of understanding people's design choices.

#### **Experience & Education**

2020-2021 Carnegie Mellon University - Master's in Human-Computer Interaction Led 7-month capstone for PA WIC as UX Researcher Counterspace Games for BIWOC (OH!Lab at CMU) 2020-2021 - Research Assistant

## Why have a Portfolio?



## Why have a portfolio?



#### Need Content That Converts?

I get excited when I hear conversion optimization, content marketing, funnels or lead gen.

personal thoughts.

- Sets you apart from other applicants.
- Multi-faceted way to organize your accomplishments, goals, aspirations, and
- Demonstrates prior work or learning experiences.

## Getting Started



## Know Your Audience

### Who is your target audience?

- Employers, public, clients, students
- Eeducation, marketing, graphics design

### What is their target product/service?

- Engineers = past projects, products, patents
- Artists = art work, workshops, class work
- Consultants = past projects, slides



## BRAINSTORM

### What to include?

### **Different types of** portfolios

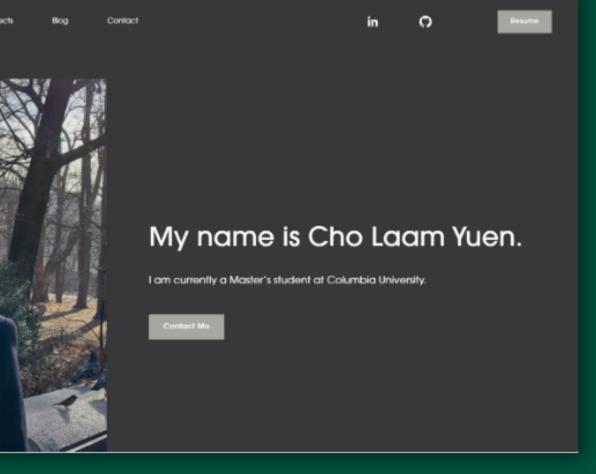
### **Examples of past work**

## WHAT TO INCLUDE

- Your resume
- Biographical information
- Work Samples
- Awards and accomplishments







## WHAT HAVE YOU DONE?

- Past Class Projects
- Previous Freelance Work
- Experience
- Passion Projects



Lead Engineer at Upstatement

I build accessible, inclusive products and digital experiences for the web.



🞧 🞯 🄰 🛅



#### Build a Spotify Connected App 🧷

Video course that teaches how to build a web app with the Spotify Web API. Topics covered include the principles Styled Components, and more.



#### Spotify Profile 7

Web app for visualizing personalized Spotify data. View your top artists, top tracks, recently played tracks, and detailed audio information about each track. Create and

**\*** 564

React Express Spotify API Heroku



#### Halcyon Theme A

iTerm, and more .↓. 100k+ Installs



#### brittanychiang.com (v4) 7

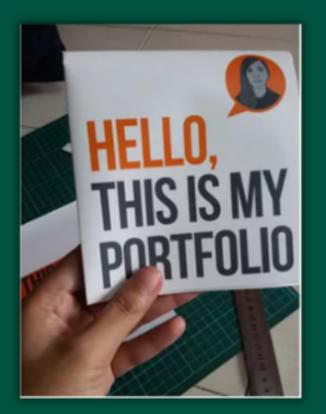
An old portfolio site built with Gatsby with 6k+ stars and 3k+ forks **\*** 6,484

Gatsby Styled Components Netlify

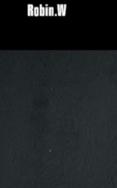
View Full Project Archive →

## **DIFFERENT TYPES OF PORTFOLIOS**

### **Physical**









Click here to get 2 FREE months of Skillshare Premium & watch my Webflow course on building this website from scratch



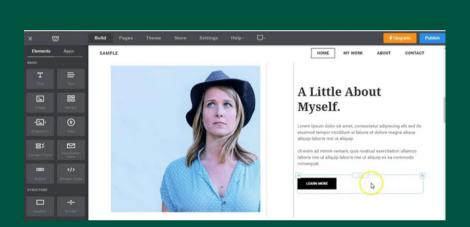
I'm probably the most passionate designer you will ever get to work with. If you have a great project that needs some amazing skills, I'm your guy.

Made in Webflow

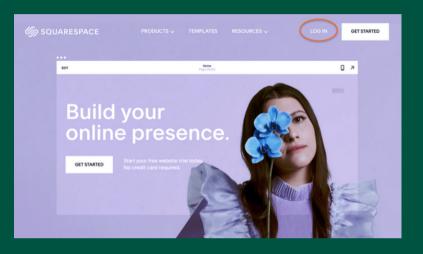
Contact

### **Domans For Online Portfolio**

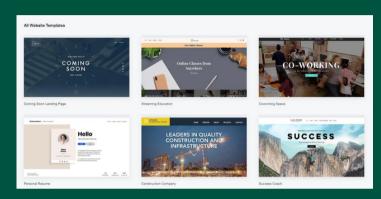
### Weebly



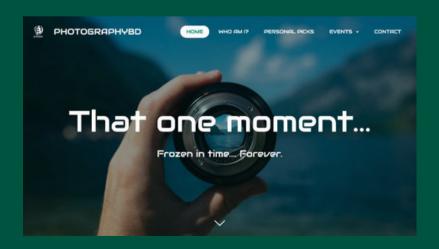
#### **Square Space**



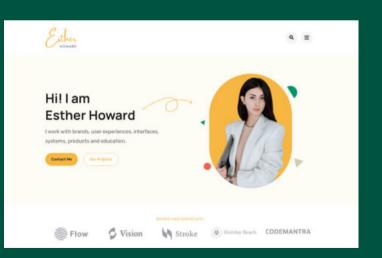
#### Wix



#### Webador



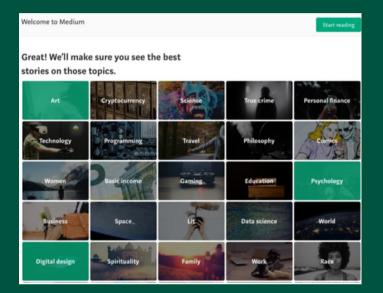
#### Word Press



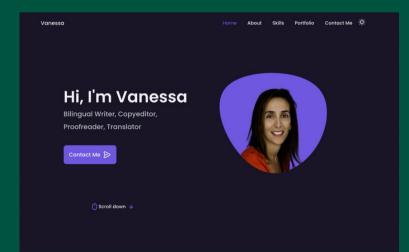
#### Site123



#### Medium



#### Github



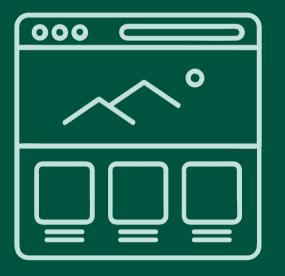


## Main Components



Graphics

#### Color & Format





- Easy to read
- Desktop and mobile friendly
- Organized
- No broken links/pages

- High Quality (PNG)
- You own the rights
- Reflect your mission

#### Wording



NG) hts ssion

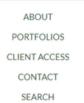
- No misspelling
- Good grammar
- Professional
- Industry Standard

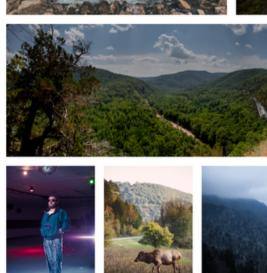
## Main Components

#### • About/Mission Statement

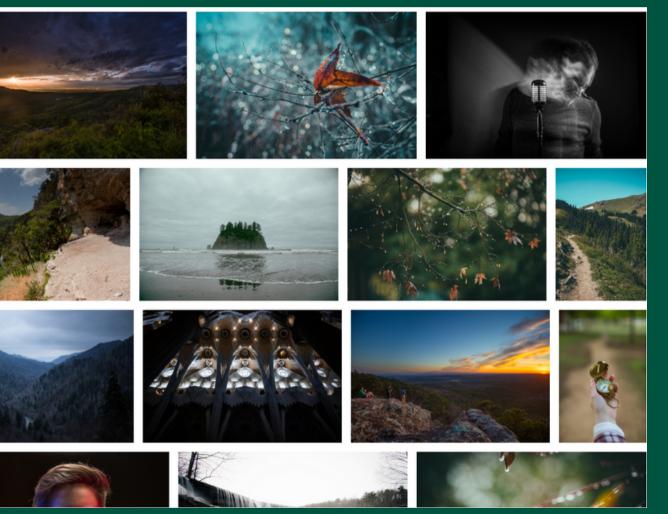
- Resume
- Past Work
- Contact





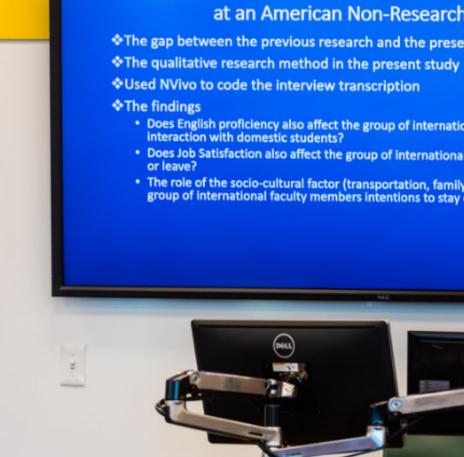


Ø ¥



## Showcasing Your Portfolio

- Resume
- LinkedIn
- Email Signature
- Discuss during interviews
- Business cards



#### Simple Life in Rural America: An Investigation of International Faculty Members Classroom Interaction and Migration Motives at an American Non-Research University

- The gap between the previous research and the present study.

 Does English proficiency also affect the group of international faculty members classroom. Does Job Satisfaction also affect the group of international faculty members intentions to stay

 The role of the socio-cultural factor (transportation, family, and culture) has played in the group of international faculty members intentions to stay or leave.

Presented by Chenyu Liu

## Adding to Your Resume

### Yushia Thao

479-968-0278 | yushithao7@gmail.com

https://www.linkedin.com/in/yushia-thao-9a4639180/

https://www.yushiathao.com

Dardanelle, Arkansas

#### **EDUCATION**

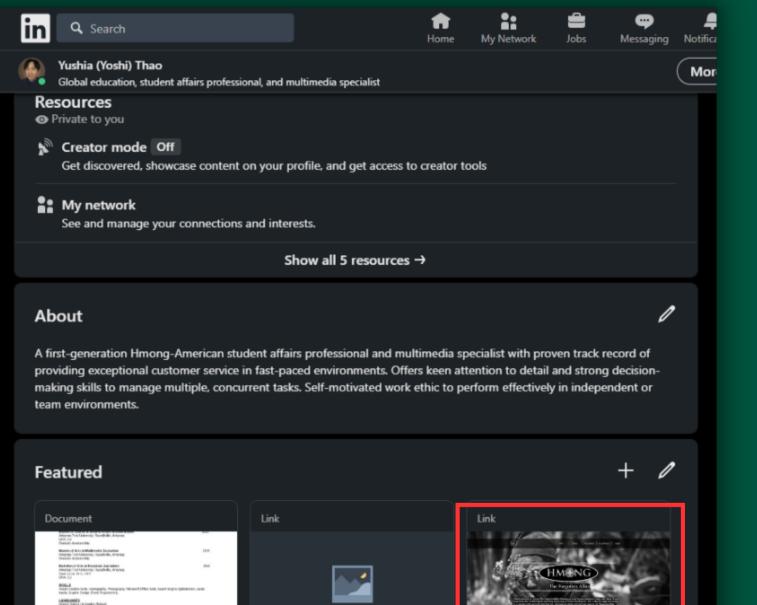
**Masters of Science in Student Affairs Administration** Arkansas Tech University, Russellville, Arkansas GPA: 3.6





May 2022

## Adding to Your Linkedin



Yoshi

Page

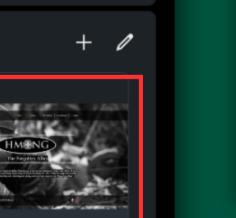
Yushia Thao CV.pdf

My 2023 updated CV.

instagram.com

(@kiyomiyoshi.photography) •...

Photography and Videography



The History of the Hmong Mysite Mysite My final portfolio I did for my first graduate degree.



#### Allen Kenneth (آلن) Schaidle (He/Him) · 1st

International Education | International Development | Cultural Diplomacy Through Educational Programing

ATU Arkansas Tech University

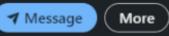
University of Oxford

Little Rock Metropolitan Area - Contact info

www.akschaidle.com

683 followers · 500+ connections

Brandon Wright, Ph.D., Tahmid Shantanu, and 55 other mutual connections





## Thank you



<u>Kylia Stewart</u> **Employer Relations Coordinator** kstewart20@atu.edu



Kristen Merritt Beck Assistant Dean kbeck12@atu.edu



<u>Yushia "Yoshi" Thao</u> Career Counselor ythao1@atu.edu





## Visit our Website





