Who are we?
Andrea Barros  
Lead UX / UI Designer, TribalScale  
- UX instructor  
- Senior interactive designer at Accedo  
- Previously advertising, exhibition design  
- Undergraduate of York/Sheridan design with focus on branding and print

Tim Ho  
UX / UI Designer, TribalScale  
- Experience designing for emerging platforms  
- Undergraduate of York/Sheridan design with focus on branding and print
About TribalScale

TribalScale is a digital firm specializing in the design, and development of digital products. We have offices across the globe, and we’ve worked on projects with renowned organizations such as NBA, AAA, and PGA Tour.
What do we do?

**Innovation Lab**
We build world-class digital products to businesses.

**Venture Services**
We invest & advise startups to become digital companies.

**Transformation**
We transform companies to think & work like tech industry leaders.
We’ll talk about…

• What is a portfolio?
• Why do you need a portfolio?
• Planning
• What makes a good portfolio?

• Format
• Maintenance
• Examples
• References
What is a portfolio?
A portfolio is...

✓ A collection of projects
✓ A showcase of your relevant work
✓ An illustration of your achievements

A portfolio is not...

✗ a resume
✗ not a cover letter
✗ not a website
Why do you need a portfolio?
Portfolios…

• Grab attention
• Add credibility
• Make intangible tangible
• Represent your potential
• Build confidence
• Are sometimes required …
Required

• “**Must provide** sample portfolio with application”

• “Candidates **must provide** a portfolio of IA deliverables such as site maps, page schematics or wireframes, use-cases, page flow diagrams, competitive audits, and prototypes.”

• “A portfolio, or samples, of work demonstrating experience creating user-centered design solutions **is required** for application”
“Less than 5 percent of designers I know are hired without some kind of portfolio,” said one recruiter I recently interviewed. Your portfolio doesn’t have to be brilliantly amazing, but it must showcase your best work and passion for UX. It should be simple so that your content can shine.”

Nick Morgan
Lead UX Designer, Salesforce
What does it do?

A portfolio should...

- Tell a story about you and your work
- Illustrate that story with examples of your process and outputs
- Be professional, unique, user centered, easy to navigate, personalized
Before compiling your work, first ask yourself who will actually be looking at this portfolio?

- Who are your users?

Why are you making it? What is the goal of the portfolio?

- What do the users want?

What’s the easiest way to get that result to them?

- How will the users want to use it?
What should a UX Portfolio Communicate?

- Link it to the company
- Junior / middle / senior level
- STAR (Situation, Task, Action, Result)
- Potential + experience
- Research + thinking
- Ability + steps
What makes a good portfolio?
1. **Selection of projects**
   - Select a variety of projects to give the user an indication of your knowledge and experience
   - Choose min. 3 projects from the last 3-4 years

2. **Group your work**
   - Organize your work to showcase different skills
   - Make the navigation user friendly
3. **Visuals**
   - 4-5 visuals that showcase the main steps/milestones of the design process for each project

4. **Narrative**
   - Explain the process and the result using words, not just screen shots

5. **Call to Action**
   - Include contact form
Process & Accomplishments

Your portfolio should demonstrate...

• The relationship between your process and your deliverables

• Accomplishments
PAR or STAR

Problem - Action - Result

1. What was the context? What problem were you trying to solve?
2. How did you design the solution?
3. What was the result?

Situation - Task - Action - Result
Redesigning the Evernote Web App

I led a small design team to completely rethink and redesign Evernote's web app. The final product increased engagement and served as an example of what Evernote's note taking experience could be.

View Case Study
A bit of historical context

Circa 2011

When I began working on the web app in 2011, it was a pretty close clone of our Windows app, which meant the user experience didn't feel native to the web, some features were lagging behind, and the UI was in need of an update.
Our primary goals of a redesign

- Create an experience that is consistent with our other award winning apps.
- Be a great landing pad. Many users access Evernote on the web only after using our other apps. This should be a fluid experience.
- Be a great native web app. Take advantage of the platform, which means it is accessible everywhere, and focuses on light interactions.
- Focus on finding things fast and taking a note quickly.
- Speed. The app should load quickly and help people perform a variety of key actions quickly.
tools only show up when you need them, and other insertion tools are tucked away on the right.
The Essence

- Keep it (nav) simple
- Show initial drafts and plans
  - Provide a picture of an annotated wireframe and explain the user journey
  - Show personas you’ve created
  - Take photos of whiteboards with post-its
The Essence

• Explain challenges, setbacks and issues that happened along the way
  ○ #failfast

• Clearly indicate your role vs. “the team”

• Close with an image of the final outcome
How?

- Take **screenshots** of parts of your documentation, photographs or video recordings
- Write concise **narratives** explaining any pictures
- Write concise **summaries** of **projects**
- Capture **who** you worked under, alongside and above
- Store original source files and documents in a decent folder **structure** that you can
UX IS NOT UI

HOW UX WANTS TO BE SEEN
- Field research
- Face to face interviewing
- Creation of user tests
- Gathering and organizing statistics
- Creating personas
- Product design
- Feature writing
- Requirement writing
- Graphic arts
- Interaction design
- Information architecture
- Usability
- Prototyping
- Interface layout
- Interface design
- Visual design
- Taxonomy creation
- Terminology creation
- Copywriting
- Presenting and speaking
- Working tightly with programmers
- Brainstorm coordination
- Design culture evangelism

HOW UX IS TYPICALLY SEEN
- Field research
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Format

Digital
- HTML
- PDF
- WordPress
- Website Builders
  - BeTheme, Pathbrite, Behance,
  Dribbble, About.me, Webydo…

Paper
- Binder
- Other?
Format: Video - Think outside the box
Non Disclosure Agreement (NDA)

- NDAs are common, and hiring managers anticipate that.
- Anonymise work / grey out content in wireframes.
- Employers usually respect and expect mutual confidentiality.
- Work can be password and time protected.
Maintenance

• Add new projects, delete old ones
• Check all links, contact form, images
• Test in recent browsers
• Check site search log
• Modify as needed
• Contribute to the UX community
Recap

- Demonstrate your **THINKING**
- Showcase your **ACHIEVEMENTS**
- Show that you can **SOLVE PROBLEMS**
Examples

http://afroleft.com/portfolio/
http://www.uxrnd.net/portfolio/
http://simonpan.com/
http://ericafirment.com/

http://alanmshen.com/
http://erikbue.com/
http://joshuataylordesign.com/
References

http://www.uxbooth.com/

http://uxmag.com/

http://www.ixda.org/local/ixda-toronto

http://uxpa.org/

http://uxpamagazine.org/

http://iainstitute.org/

http://www.uxmatters.com

http://www.usabilitycounts.com

https://groups.google.com/
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