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# DESIGN & RESUME PORTFOLIO REVIEWS

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# OVERVIEW

Overview of a portfolio review and why it is important.

# OVERVIEW

## Why are Design Portfolios Reviews Important?

Design portfolio reviews are very important in that you want to make sure your candidate is qualified, has the design experience your client requires and matches the job description.

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### First

I carefully read the job description

### Second

I read and review the candidates resume

### Third

I review the portfolio and design samples and whether or not their work is good and current.

If a candidate has the experience and portfolio samples, they are approved. If the candidate's resume and work samples are nothing like the job description and they do not have the skills and experience, those candidates are not approved. If a candidate has used templates as their own work, they are not approved. Graphic River, Themeforest and Creative Market are a few places Designers can buy affordable templates.

The main thing with design is, "Don't just tell me, **SHOW ME!**" If a candidate cannot show their work that is a huge red flag.

# CONCEPTS OF GOOD UI/UX

What makes a good User Experience?

# UX & UI DEFINITIONS

## WHAT IS UX DESIGN?

UX design is the process used to determine what the experience will be like when a user interacts with your product.

## GOALS OF UX:

The goal of UX design in business is to “improve customer satisfaction and loyalty through the utility, ease of use, and pleasure provided in the interaction with a product.

UX design is the process of designing a solution that considers all the needs of the user.

UX design is about delighting users by anticipating their needs and giving them something they didn't think to ask for.

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## WHAT IS UI (User Interface) DESIGN?

User Interface Design is difficult to answer because its wide ranging variety of interpretations. While User Experience is an amalgamation of tasks focused on optimization of a product for effective and pleasant use, User Interface Design is the look, feel and interactivity of a product. But like UX, it is easily and often confused by the industries that employ UI Designers.

For example if you look at job posts for User Interface Design, you will find interpretations of the profession that are akin to graphic design. Sometimes including branding design and front-end development, etc.

In the simplest of terms UI Design is what you see and User Experience Design is behind the design that you don't necessarily see.

# UX Honeycomb Model

## FACETS OF USER EXPERIENCE





# FUNCTIONALITY ISSUES

WHEN WEBSITE DON'T WORK PROPERLY

# FUNCTIONALITY ISSUES

## FUNCTIONALITY ISSUES

When I review a portfolio and the web site doesn't work, that is a problem.

If a candidate is searching for a job, their portfolio should be in order and work correctly.

If a candidate has time to search for a job, they should have made the time and taken the time to make certain their portfolio is working correctly.

What client wants to deal with work that can't properly see or review?

# RWD - RESPONSIVE WEB DESIGN

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## WHAT IS RESPONSIVE WEB DESIGN?

Responsive Web design is the approach that suggests that design and development should respond to the user's behavior and environment based on screen size, platform and orientation. The practice consists of a mix of flexible grids and layouts, images and an intelligent use of CSS media queries.

## The Concept Of Responsive Web Design

Responsive Web design is the approach that suggests that design and development should respond to the user's behavior and environment based on screen size, platform and orientation. The practice consists of a mix of flexible grids and layouts, images and an intelligent use of CSS media queries.

[Ethan Marcotte](#) wrote an introductory article about the approach, Responsive Web Design, for A List Apart. It stems from the notion of responsive architectural design, whereby a room or space automatically adjusts to the number and flow of people within it:

“Recently, an emergent discipline called “responsive architecture” has begun asking how physical spaces can respond to the presence of people passing through them. Through a combination of embedded robotics and tensile materials, architects are experimenting with art installations and wall structures that bend, flex, and expand as crowds approach them. Motion sensors can be paired with climate control systems to adjust a room's temperature and ambient lighting as it fills with people. Companies have already produced “smart glass technology” that can automatically become opaque when a room's occupants reach a certain density threshold, giving them an additional layer of privacy.”

# NDA'S

Possible ways to work around these.

# NDA's

## NONDISCLOSURE AGREEMENTS

Most Designers have to sign NDA's in order to work on projects for company's.

If you have a candidate that has an NDA and can't show any work that is a problem.

In their free time they should come up with other work to show or have previous work to show .

Is this one piece of work that they have an NDA for the only thing they can show you . . . but then they can't show it? That is ridiculous. - Huge Red Flag!

I understand NDA's as I signed 36 of them last year alone but I also understand not upsetting my clients, so when I show my portfolio, it's work I can show and some of the projects are work I did to show my skills that are not an actual project or product.

The main thing with design is, "Don't just tell me, **SHOW ME!**" If a candidate cannot show their work that is a huge red flag.

# LIVE PORTFOLIO WALK-THROUGH

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## 01

Jasinder Singh - <http://www.jasninder.com> - Really good UX portfolio.

## 02

Eric Padilla - <http://www.erickpadilla.com/> - Really Good UX Portfolio

## 03

Nancy Daniels - <http://nancydaniels.crevado.com/digital-design> - Older design samples

## 04

Simon Lacy - <http://www.mysleekdesigns.com> - I did not care for this portfolio as the designs were very old.

## 05

John Chin - <http://johnpchin.com/portfolio/> - No design in his portfolio just talking about UX Design.

## 06

Dawa Riley - <http://www.dawaux.com> - Good UX Researcher but not a good UX Designer.



# RED FLAGS

What to Watch Out For

# RED FLAGS

## PDF PORTFOLIOS FOR WEB AND MOBILE DESIGN

If you are a print designer PDF portfolios are fine but if you are a true web, mobile or digital Designer, a PDF portfolio is a **HUGE RED FLAG!**

## FREE WEBSITES & FREE PORTFOLIO SITES

This is a **HUGE RED FLAG!** because a Designer should be able to have their own web space to show their work. Wix and several other sites offer “free web sites” Hosting your own web site is not that expensive.

## NO WEB PRESENCE

If a Designer does not have a web site or web presence but they are allegedly a phenomenal Web Designer? That is a **HUGE RED FLAG!**

## TEMPLATES

Any Designer using templates as their own work. This is a **HUGE RED FLAG!** because a Designer should be able to design and not just edit someone else's designs.

## I COULD SAY I AM AN ASTRONAUT - DOESN'T MEAN IT'S TRUE

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# INSPIRATIONAL DESIGN LINKS

Inspirational Design Links | Reference

# LINKS

## Inspirational Links:

### Companies:

- <https://dribbble.com/invisionapp> - FAVORITE
- <https://dribbble.com/creativemints>
- <https://dribbble.com/Creativedash>
- <https://dribbble.com/Radium>
- <https://dribbble.com/cuberto>

### Individuals:

- <https://dribbble.com/virgilpana>
- <https://dribbble.com/owltastic>
- <https://dribbble.com/lobanovskiy>
- <https://dribbble.com/designlcc>
- <https://www.behance.net/designlcc>

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