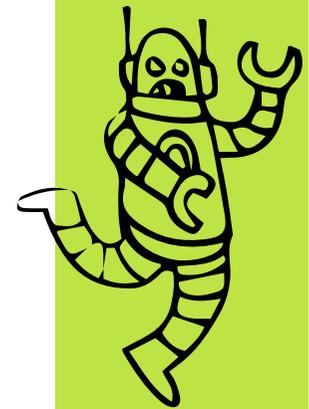




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# INTRODUCTION

Viewing, sending and receiving feedback on 1000s of UX portfolios year on year gives us Zebras a unique oversight of the UX market and the ever evolving expectations of employers.

In 2014, if you are without a portfolio that showcases your UX thinking and execution, you will be extremely lucky to be invited in for an interview. Moreover, it is no longer acceptable to simply show final output that provides little or no context about the design challenge and the thinking process in addition to what's been delivered.

We are fortunate enough to see some great portfolios, however there are still many UX practitioners who are selling themselves short.

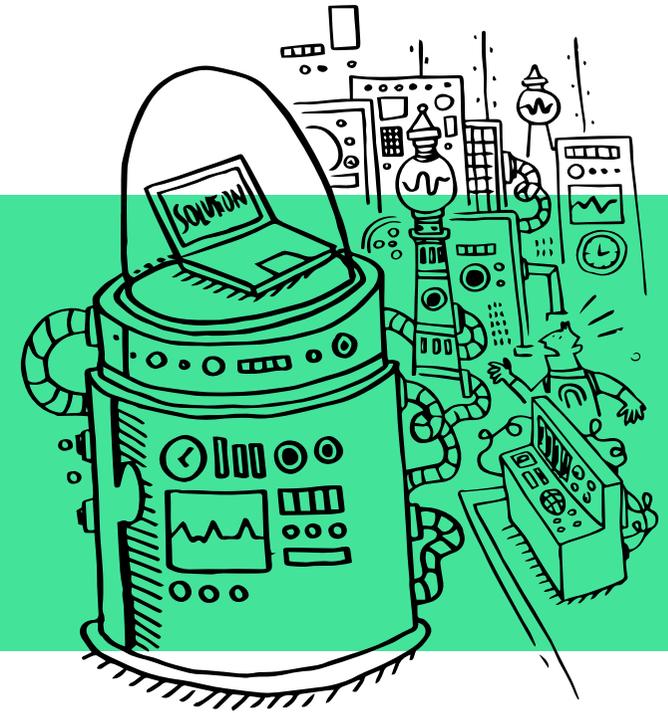
There are some absolutely brilliant and in-depth guides about UX portfolios out there. But our intention with this document is to provide a concise, visual hand book on what to include in your portfolio.

We should caveat there this is no 'one size fits all' solution. We've compiled a lot of research and have been working closely with industry experts to create this document. We hope it will provide the most useful guidance and give you the best opportunity to get in front of the hiring managers.

– Andrew Matlock, specialist recruiter for UX at Zebra People



# THE DESIGN OF YOUR PORTFOLIO



# WHAT THE CLIENT WANTS TO SEE

Always begin your portfolio with a personal introduction.

Then go on to show deliverables covering the four key areas we've identified for getting that interview:

Whether you show all of your skills with just one project or through a selection is entirely up to you.

**You**



**Requirements Gathering**



**Research**



**Concept Design**



**Detailed Design and Specification**



# INTRODUCING YOURSELF

## A portfolio is more than just showcasing deliverables.

Show who you are as a designer: What are your views on design? What do you read? Have you given talks about your work? What kind of a person are you?



 **harmesh chauhan**  
user experience designer

**My approach**  
*Introduction to approach*

## My approach

*I follow a user centered design approach to my work by aligning your business goals and objectives with the needs of your users.*

I work closely and collaboratively with my clients and go through rapid cycles of work, feedback, refinement and validation, so there is much less long-term risk to the end product and we deliver a useful, usable and successful experience for your users and in turn a return on investment for your business.

### Design process

1. Inform
2. Define
3. Collaborate
4. Design
5. Validate

*Deliver > Test > Learn > Refine*



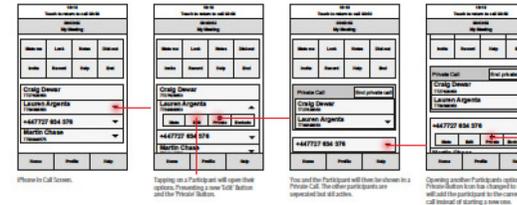
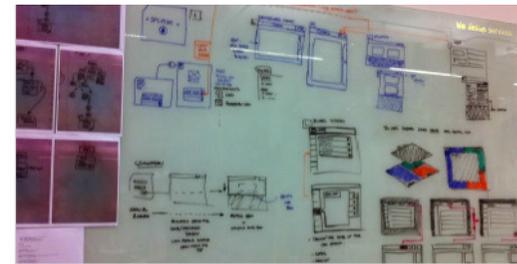
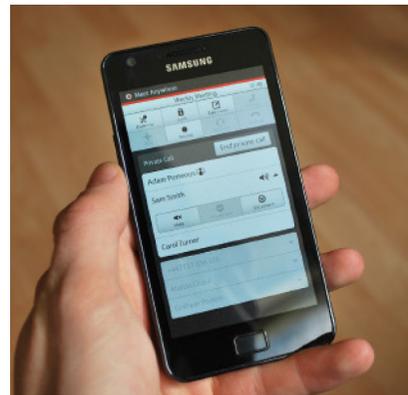
Fig 1. My design process

# PRESENTING YOUR WORK

Stick to a simple template that makes reading your portfolio easy. Remember, you're a designer. **Communicate visually.**

When showing a project, it's useful to provide the following context:

- Project Summary
- Your Involvement
- Project Outcomes



## Meet Anywhere for Vodafone



Vodafone Meet Anywhere allows employees to manage, initiate and participate in conference calls. The aim was to improve on the existing experience on the iPhone whilst developing the service for release on multiple other platforms.

Firstly I worked on building the requirements of the existing service. I combined this with results from expert user testing to develop improvements to the service. Finally, I adapted the service to provide the right experience on other platforms, through development of flows, wireframes and visual design.

- Strategy development
- UX design
- Visual design
- Prototyping
- Industrial design
- Project leadership
- Implementation support

# UX DELIVERABLES

CLIENTS WANT TO SEE



# REQUIREMENTS GATHERING

Show that you can facilitate workshops, gather requirements and plan your work to understand the user and business needs. Mention project management styles you worked with like Agile or Lean.

## What you could show:

- Photos from workshops you ran or were part of
- Screenshot of a backlog you used
- A project plan you made
- A visualisation of the project
- A screenshot of a project management tool you used



# RESEARCH

Across your portfolio, show a range of different research methods you are familiar with. Always provide context on how the research influenced your design and what role it played in a project.

## What you could show:

- Personas
- Photos from research sessions
- Outputs from ethnographic research
- Day-in-life studies
- Card sorting
- Research tools you created
- Assets, photos or videos from usability testing
- Screenshots from surveys you did



## DEBRA DIAZ

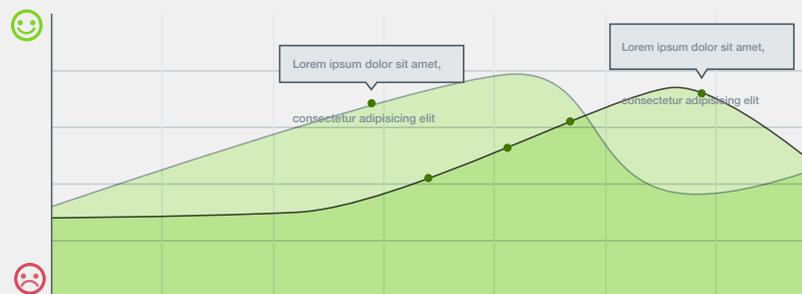
BUSINESS EXECUTIVE

*"Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat".*

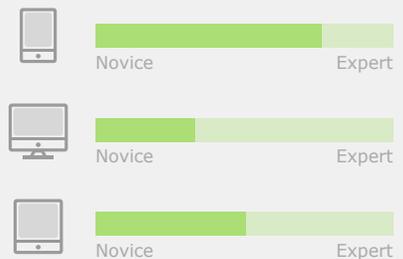
### PROFILE

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### BEHAVIOUR



### DEVICE USAGE



### GOALS

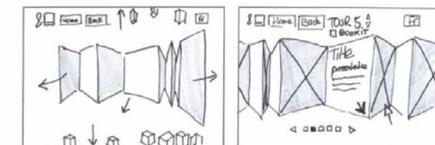
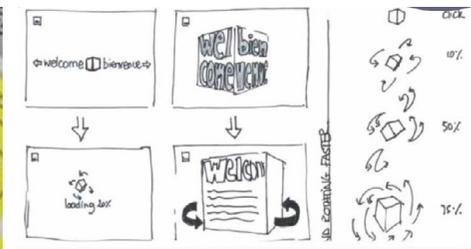
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- Ut vel dictum sem, a pretium dui.
- In malesuada enim in dolor euismod, id commodo mi consectetur.

# CONCEPT DESIGN

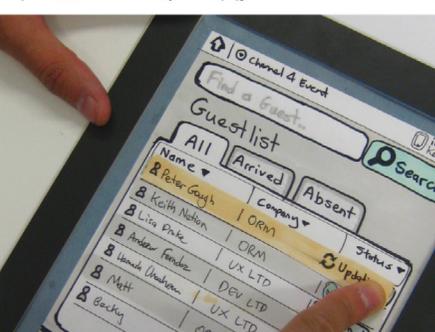
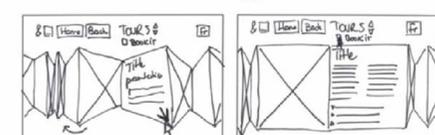
Show your concept design skills through different kinds of sketching styles and prototyping methods. You might even want to include a video or interactive prototype in your portfolio.

## What you could show

- UI sketches
- Storyboarding
- User flow sketches
- Information hierarchies
- Mockups
- Paper prototypes
- Animation mockups
- Video sketches
- Wireframes



At this moment, the camera focus on the selected item, other ones will move up or down to disappear from the screen. The selected cube will open.



# DETAILED DESIGN AND SPECIFICATION

Show you're able to specify your design work down to the last detail by producing usable documentation.

## What you could show

- UI sketches
- Storyboarding
- User flow sketches
- Information hierarchies
- Mockups
- Paper prototypes
- Animation mockups
- Video sketches
- Wireframes

**Annotations**

This is the wireframe for the Search Results page when the user has clicked 'My job alerts' and the user has previously accepted App permissions for both basic info and email.

Note: a user must first accept the App permissions to set up job alerts.

**1 My job alerts**

This panel is displayed if the user has clicked the link 'My job alerts' (and has previously accepted the App permissions for basic info and email).

It will include a list of departments. All items will be listed with a checkbox. The user may select multiple departments.

- **Save** - users will now receive a daily summary

**1. Jobs in the department:**

- All departments
- Airport Operations & Services
- Cabin Crew
- Cargo
- Commercial
- Corporate Communications
- Corporate Services
- Engineering

**Save** or **Cancel**

**2**

**Dubai city guide**

Short description lorem ipsum en salista nteridum volgus videt, est ubi pecca.

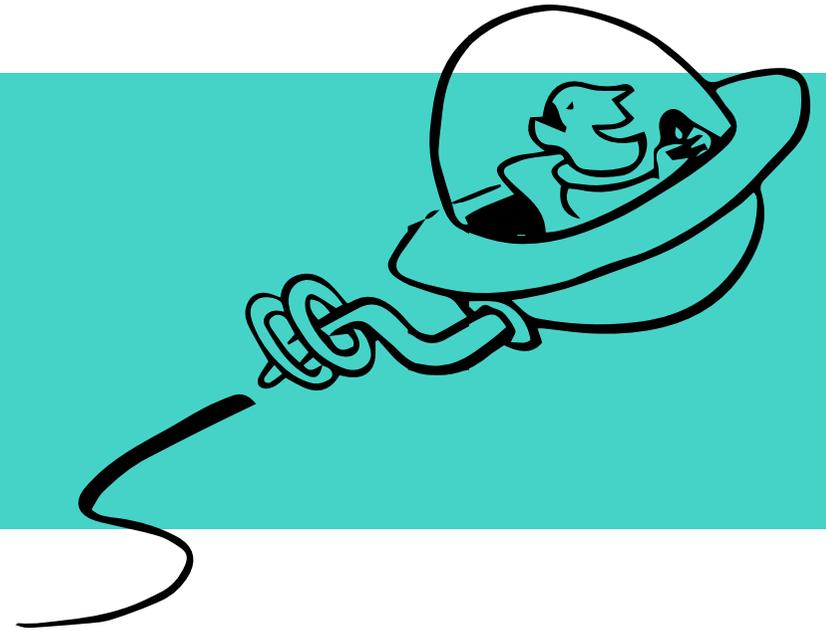
**Dubai City guide** | People & languages | Money & taxes | Accommodation | Schools

**2 Life in Dubai**

A blend between the cultural aura of the east and western influences make Dubai one of the most cosmopolitan cities in the Middle East.

With a perfect climate for 8 months of the year, Dubai's beaches are an unending attraction while its hotels, sport and leisure facilities and exceptional shopping and dining offers something for everyone.

# FINAL THINGS TO REMEMBER



# TIPS

Think of your portfolio as a user-centred design project. Make it user-friendly.



Your folio is a teaser, show your skills through a range of projects but keep it concise.



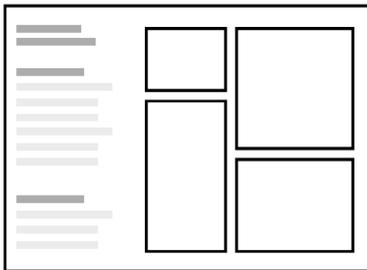
Know your audience and tailor the content to them.



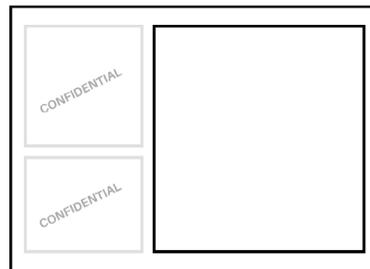
It's not only about the end product. Show your UX thinking.



Use your skills to communicate visually.



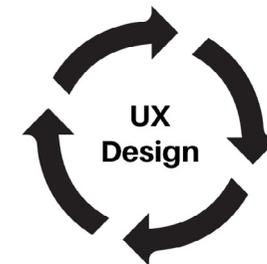
White label/anonymise projects or show personal work.



Show breadth across platforms and industries.



Show you know your way around the full UX lifecycle.



# ABOUT ZEBRA PEOPLE

We're a specialist digital recruitment agency who bring together the smartest digital talent and the best-loved brands, leading agencies and innovative start-ups.

User Experience, Creative, Client Services, Project Management, Technical – whatever area you're in or looking to recruit for, we'll listen to your requirements and work with you from start to finish to ensure the recruitment cycle is seamless and enjoyable.

We're also the proud hosts of our not-for-profit event UX People: a one day practical learning UX conference offering practitioners hands-on workshops and presentations from leading consultants and academics. But that's enough about us, we want to hear all about you.

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**A big thank you to all the contributors for their help with creating this guide:**

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