

PUTTING TOGETHER AND PITCHING A DIGITAL PORTFOLIO THAT LANDS YOU WORK

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DIGITAL PORTFOLIO CHECKLIST

Putting together a portfolio site can be stressful. But don't get so caught up in choosing the right samples that you forget to check off one of these important boxes:

The Basics

Easy-to-remember, customized domain name

Even if you're using WordPress or Cargo to build your site, it's crucial to buy a domain. Your actual name is ideal, but you also can choose a short, creative title.

Complete contact information

You'd be surprised how many designers neglect to include a current email address or phone number on their website. Make it easy for potential hiring managers or clients to find you.

Flawless spelling and grammar

Even if you're looking to land a design versus copywriting gig, you still need to present yourself professionally. A typo or grammatical error might knock you out of the running.

The Technical Details

Reasonably fast page load times

Hiring managers are busy. If they have to wait too long for your samples to load, they might just click over to the next candidate's portfolio.

Looking for more portfolio tips?

Visit the TCG Blog at

blog.creativegroup.com.

Easy navigation

Don't make time-pressed creative directors hunt for your best work. It should be as fast and easy as possible for prospective employers to browse your samples.

Mobile-friendly design

Your dream employer might be browsing candidate portfolios on the go. How does your site appear and function on a tablet or smartphone? Check major browser compatibility, too.

Your Personality

A brief bio

Once you've won them over with your samples, employers want to know a little bit about the person they may be hiring. Include a brief and personable bio summarizing your career accomplishments and interests.

A headshot

It's a no-no for resumes and official job applications, but on your website, a photo can help build an instant connection. Choose an image that reflects your personal brand.

ABOUT THE CREATIVE GROUP

The Creative Group specializes in placing a range of highly skilled interactive, design and marketing professionals with a variety of firms on a project and full-time basis. For more information, visit creativegroup.com.

SHOULD I INCLUDE THIS SAMPLE IN MY DIGITAL PORTFOLIO?

