



UX Portfolio Checklist

Before you send your portfolio to a recruiter, check these.





01

Homepage

- ☒ Can I understand who you are in 5 seconds?
- ☒ Is your UX/Product Design role clear?
- ☒ Is there a clear CTA to view your work?
- ☒ Is your contact information easy to find?



02

Case Studies

For every case study:

- ☑ Problem — What were you solving?
- ☑ Context — Why did it matter?
- ☑ My Role — What exactly did I own?
- ☑ Users — Who were you designing for?
- ☑ Research — What did you discover?
- ☑ Insights — What changed because of the research?
- ☑ Exploration — What options did you consider?
- ☑ Decisions — Why did you choose this direction?
- ☑ Iterations — What changed and why?
- ☑ Final Design — Show the outcome.
- ☑ Impact — What improved?



03

Show Your Thinking

Don't just show:

❌ Wireframe → Final UI

Show:

✅ Problem → Evidence → Thinking → Decision → Outcome

Recruiters don't just want to see what you designed.

They want to understand:

“Why did you design it this way?”



04

Make Your Role Obvious

Avoid:

❌ “We redesigned the app.”

Instead:

✅ “I led the UX research and redesigned the onboarding experience with the product team.”

Make it clear:

✅ What did you do?

✅ Who did you collaborate with?

✅ What decisions did you influence?

✅ What constraints did you work with?



05

Show Impact

Don't stop at:

❌ “The final design looked better.”

Look for:

- ✅ Conversion
- ✅ Completion rate
- ✅ Task success
- ✅ Engagement
- ✅ Retention
- ✅ User satisfaction
- ✅ Business impact
- ✅ Qualitative feedback

No metrics?

Show what changed and explain how you know it improved.



06

Remove the Noise

Before publishing:

- ☑ Remove unnecessary screens
- ☑ Remove repetitive mockups
- ☑ Remove giant paragraphs
- ☑ Remove irrelevant process steps
- ☑ Keep only work that supports the story

Your portfolio is a case study, not a Figma file dump.



07

Final UX Check

- ☑ Mobile responsive
- ☑ Fast loading
- ☑ Links work
- ☑ Images load correctly
- ☑ Typography is readable
- ☑ Navigation is obvious
- ☑ No broken sections
- ☑ Case studies are easy to scan
- ☑ Contact/Resume links work

Your portfolio is itself a UX project.



Final 5-Second Test

Ask someone who doesn't know your project:

Can they tell...

- ☑ What problem you solved?
- ☑ What YOU contributed?
- ☑ Why you made your key decisions?
- ☑ What changed because of your work?

If they can't — Your portfolio needs another iteration.



SAVE THIS BEFORE YOUR NEXT APPLICATION.

The strongest UX portfolio doesn't just display your screens.

It makes your design thinking impossible to miss.