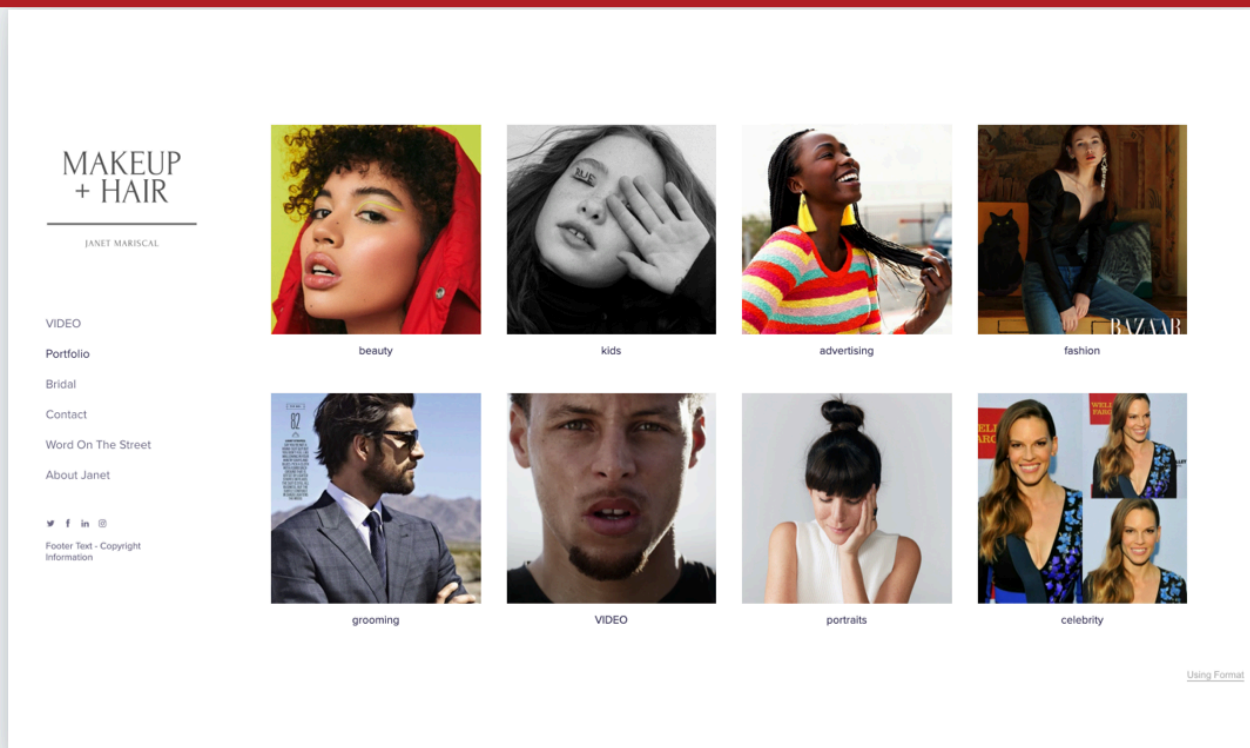


Making A Portfolio

A portfolio (a digital or online portfolio) is a collection of your best work that shows your skills, experiences, and accomplishments. It can be a website, blog, or shared link that highlights what you've done, not just what you say you can do.

A portfolio helps you:

- Show how you think, create, and solve problems
- Stand out in competitive job or internship searches
- Bring your resume to life with real examples
- Build your personal brand and professional story



Who Typically Uses Portfolios?

Creative & Visual Fields

- Graphic Design
- Animation / Film / Media
- Photography
- Fashion / Interior Design

Tech & Digital Fields

- Computer Science / Software Development
- UX/UI Design
- Web Development
- Data Analytics

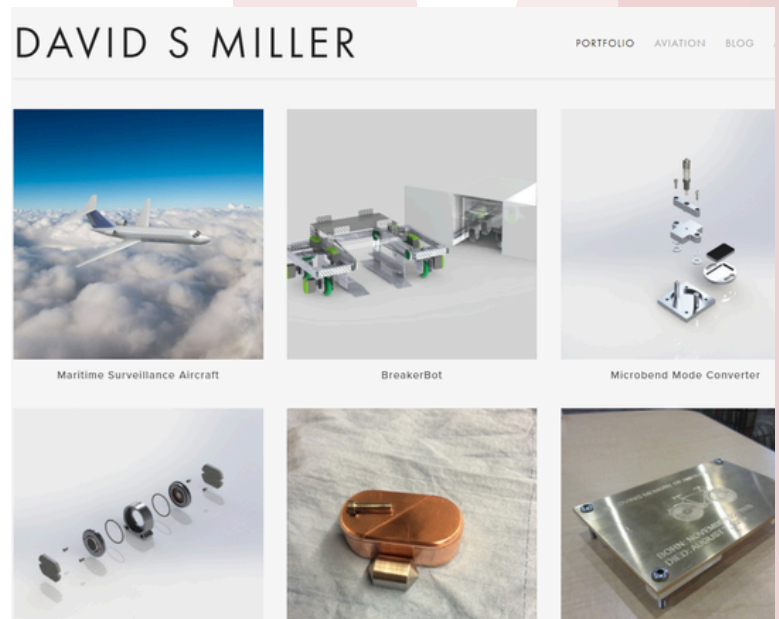
Business & Communications

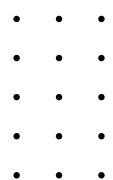
- Marketing
- Advertising
- Public Relations
- Entrepreneurship

Writing & Research Based Fields

- English / Journalism
- Communications
- Research or Academic Programs

Any student who has completed projects, presentations, research, or experiential learning can benefit from creating one. Portfolios are flexible and can be tailored to highlight a wide range of skills





What Should Be Included?

Core Sections

- About Me (your story, goals, strengths)
- Projects / Work Samples (your BEST work only)
- Resume
- Contact Information

Platforms You Can Use

- [Canva](#)
- [Wix](#)
- [WordPress](#)
- [Adobe Portfolio](#)
- [Google Sites](#)

Example Content Ideas

- Class projects or presentations
- Writing samples or reports
- Marketing campaigns or case studies
- Designs, photos, or videos
- Lesson plans or teaching materials
- Coding projects or GitHub links
- Awards, certifications, or recommendations

You can include a picture on your Portfolio, but don't add a picture to your resume unless your industry requires them!

Each item in your portfolio should serve a purpose: to demonstrate a specific skill or competency. Rather than uploading assignments without explanation, take the time to provide context for each piece. Explain the goal of the project, your role in completing it, the skills you used, and the outcome or results.

Hi, I'm Grace, a creative freelancer specializing in video editing, graphic designing, and illustrating. I help individuals and businesses bring their ideas to life with visually captivating content and storytelling.

With a passion for design and attention to detail, I take pride in delivering high-quality projects that meet my clients' unique needs. Whether it's crafting stunning visuals, editing videos that engage audiences, or creating custom illustrations, I'm dedicated to turning concepts into impactful outcomes.



Contact

+123-456-7890

hello@email.com

123 Anywhere St. Any City

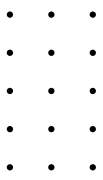
Socials

Facebook: Grace Sample

Instagram: @gracedigitalsco

YouTube: @gracedigitalsco

Twitter: @gracedigitalsco



How to Build Your Portfolio

Idea

- Who is your audience? (employers, grad schools, clients)
- What do you want them to learn about you?
- What work best represents your skills?

Design

- Plan your layout (simple is best!)
- Use clear sections like: About, Work, Contact
- Make it easy to navigate

Build

- Upload your projects with descriptions
- Explain:
 - What the project was
 - Your role
 - The outcome/results
- Use clean, high-quality visuals

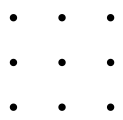
Test

- Check for spelling, clarity, and organization
- View on mobile + desktop
- Ask for feedback (professors, Career Center, peers)

Deploy

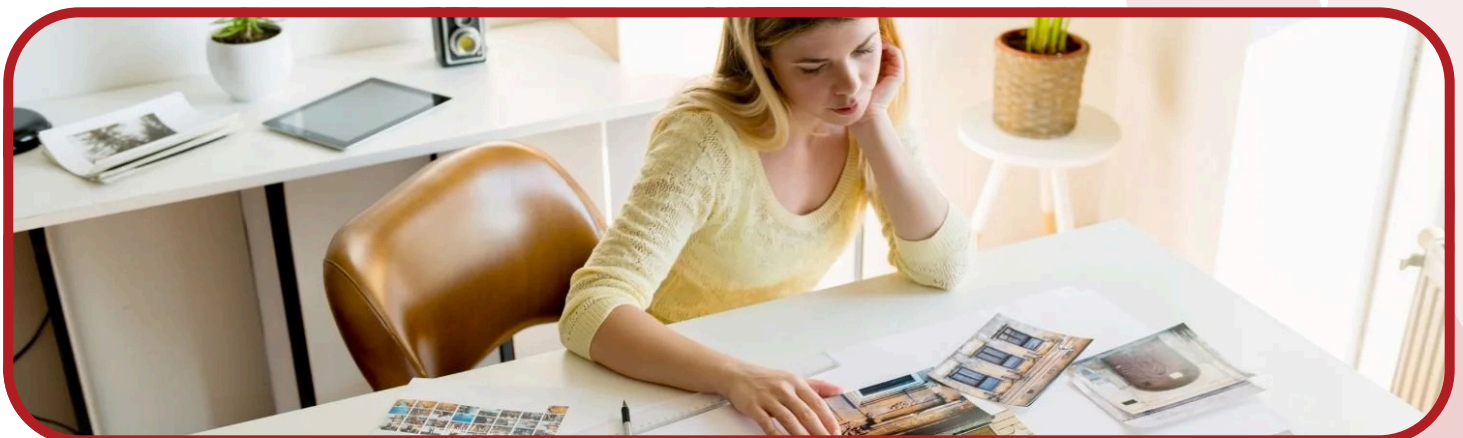
- Publish your portfolio
- Add the link to:
 - Resume
 - LinkedIn
 - Email signature
- Update it every semester or after major projects

Building a portfolio is not a one-time task. It's an ongoing process that evolves throughout your college experience and beyond. Start by gathering your work and identifying pieces that align with your career goals. As you gain new experiences, continue refining and updating your portfolio to reflect your growth.



TIPS for a Strong Portfolio

1. **Curate your work:** Include only your strongest and most relevant projects, and make sure all visuals are clear and high-quality.
2. **Make a strong first impression:** Use clean, impactful visuals at the beginning and maintain a polished, positive tone throughout.
3. **Know your audience:** Tailor your portfolio to the job, industry, or organization by showcasing work that aligns with their needs.
4. **Keep it cohesive and easy to navigate:** Use clear sections, simple layouts, and organized tabs so viewers can quickly find what they need.
5. **Include key information:** Make sure your portfolio has your contact details, resume, bio, and any relevant links (like LinkedIn or other work samples).
6. **Get feedback:** Ask professors, peers, or career advisors to review your portfolio and provide constructive suggestions.
7. **Regularly update your content:** Revisit your portfolio often to keep it current and reflective of your latest skills and experiences.
8. **Show your growth:** Include examples or context that demonstrate how your skills have developed over time, not just final results.
9. **Stay current with trends:** Keep an eye on industry standards and other portfolios to ensure your design and content feel up-to-date.
10. **Promote your portfolio:** Share your portfolio link on your resume, LinkedIn, email signature, and other professional platforms to increase visibility.



Review & Support

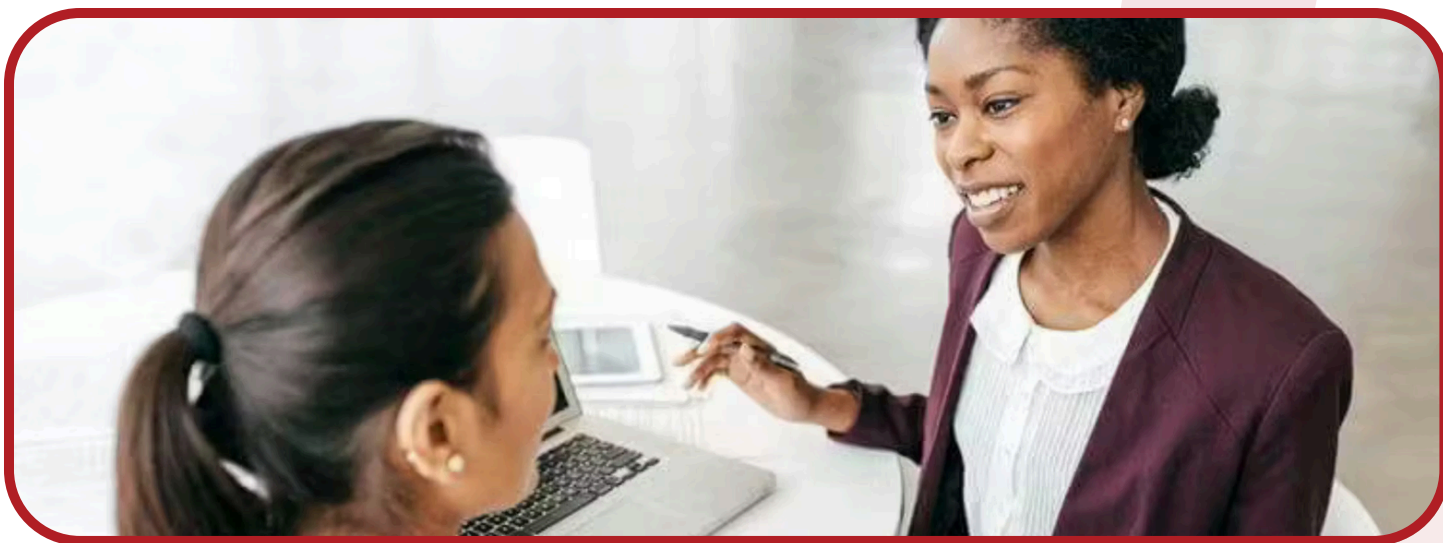
Before sharing your portfolio, it's important to get feedback. Reviewing your work with a fresh perspective can help you identify areas for improvement in both content and design.

WKU Career Development offers support to help you:

- Refine your content and project descriptions
- Strengthen your personal brand
- Ensure your portfolio aligns with your career goals

Taking advantage of feedback ensures your portfolio is polished, professional, and ready to make a strong impression.

[Schedule an appointment](#) with your career coach to get further help or to review your portfolio!



Your portfolio is a living document that grows with you throughout your time at WKU and into your career. By taking the time to build and maintain it, you are investing in your future and creating a tool that can open doors to new opportunities. Whether you are just getting started or refining an existing portfolio, the WKU Career Development team is here to support you every step of the way.



Making A Portfolio

CONNECT WITH US
ON SOCIAL MEDIA



<https://linktr.ee/wkuacdc>



careerhelp@wku.edu