

Tailor Your Portfolio

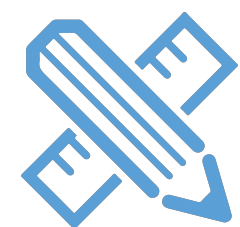
Tailor it depending on...



Audience

Who is your portfolio intended for? An HR recruiter, a fellow designer, or a client?

Tailor your content to match their background and what they're looking for.



Industry

What field or industry are you applying to?

Are you showcasing projects that match the industry, or ones that demonstrate transferable skills?



Purpose

Why are you sharing this portfolio?

Is it for a job application, a live interview, teaching role, or personal visibility?

Balancing Your Portfolio



The Storyteller

- **Lead with narrative**
What problem were you solving? Who was the user?
- **Curate your journey**
Show your process, challenges, and decisions.
- **Make it human**
What did you learn? What do you care about?

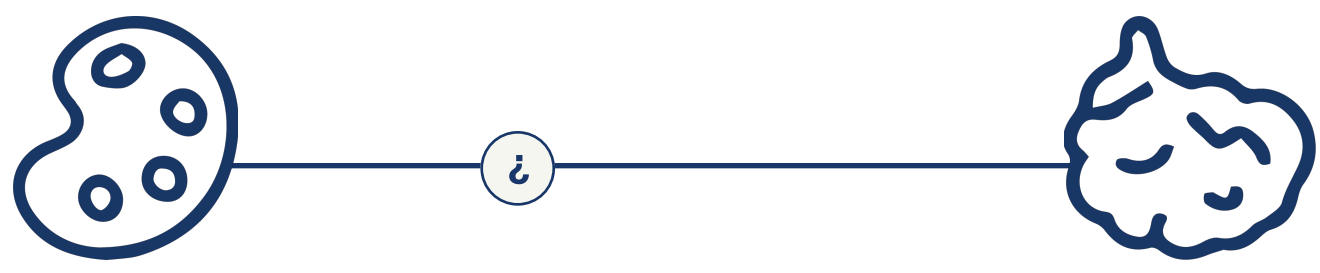


The Artist

- **Grab attention**
Make your strongest work pop in the first 5 seconds.
- **Consistency**
Align visuals across your CV, website, and socials.
- **Design that speaks**
Your layout, colour palette, and typography should reflect your creative voice.

"A beautiful portfolio can only take you so far"

How do you balance your portfolio?



Guests' recommendations

Arjit

Who to follow

Sheng-Hung Lee, Ph.D

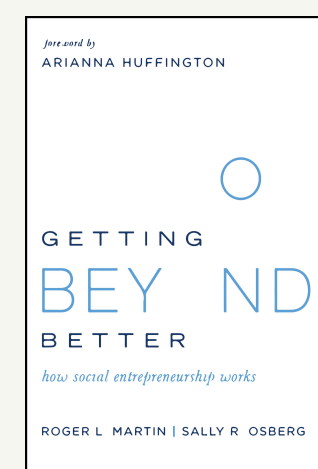
What to listen



Greenlights

by Matthew McConaughey

What to read



Getting Beyond Better

By Roger L. Martin and Sally Osberg

Verónica

Who to follow

@gehlpeo

What to watch



Architecture that's built to heal

Michael Murphy

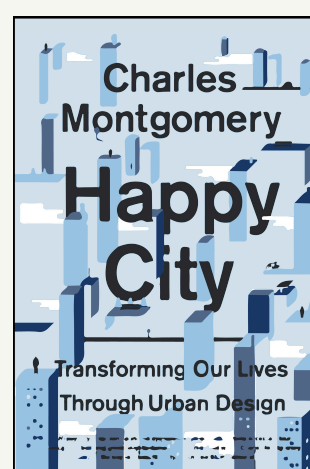
In search for human scale

Jan Ghel

What to read



Habitar
by Juhani Pallasmaa



Happy City: Transforming our lives Through Urban Design
by Charles Montgomery

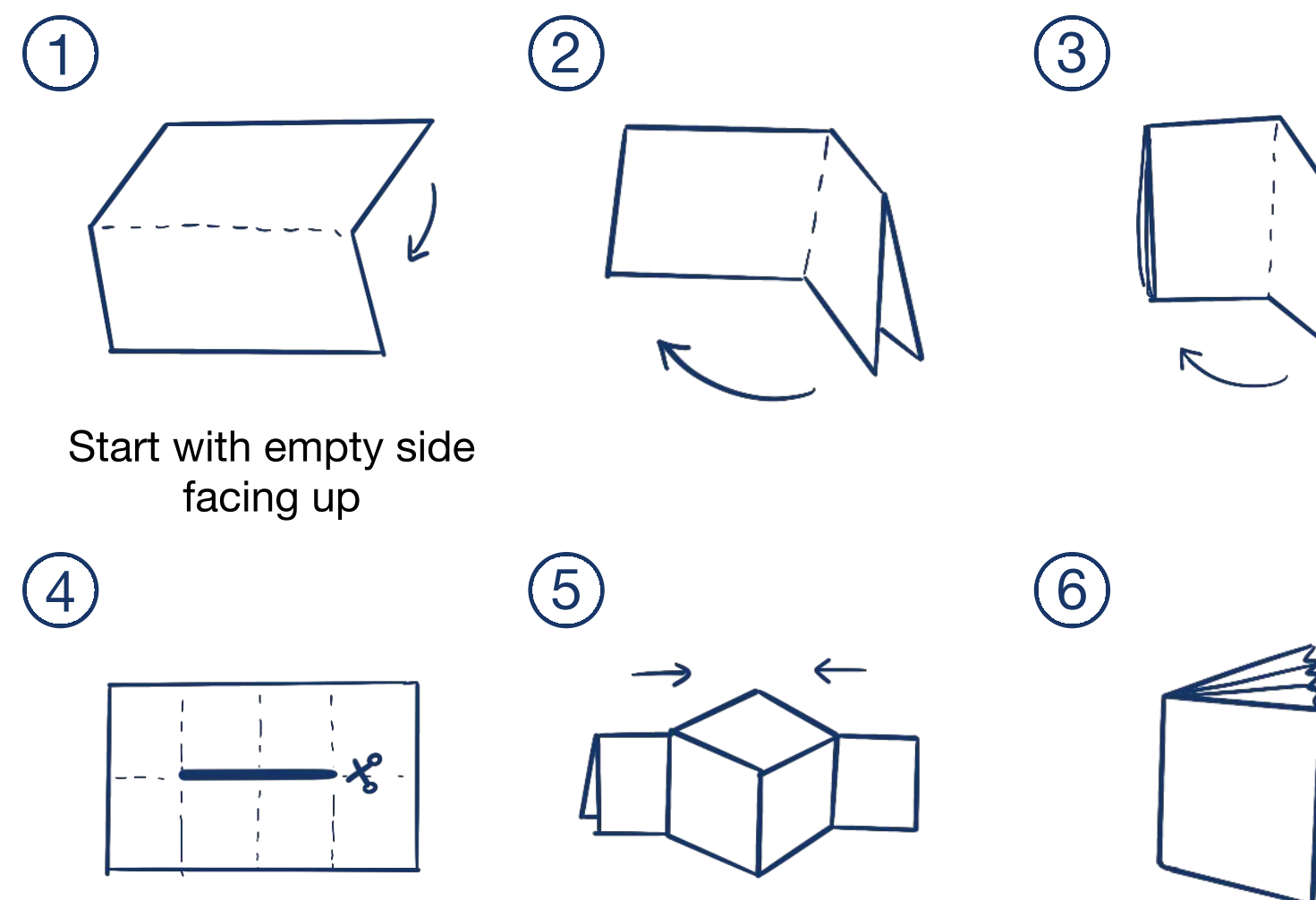
We want to **hear from you!** Look out on social media for updates to stay engaged.

Tune in to the **Next in Line** podcast to join the conversation!

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FOLDING INSTRUCTIONS



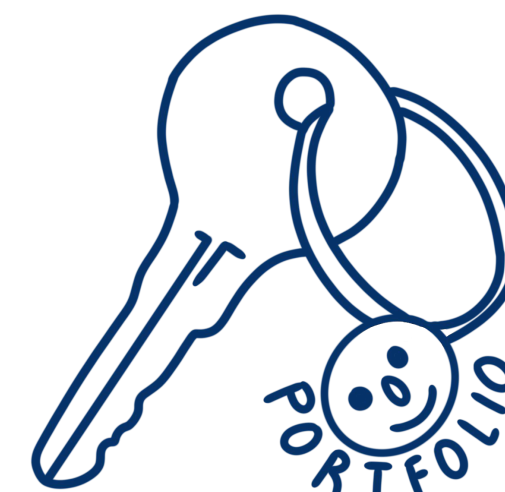
Creators:

Natalia Enriquez Martinez
Başak Önbaşıoğlu
Andrea Robredo Cernicchiaro

In this episode, our YDC members discuss...

- Balancing personal branding and storytelling when building a strong portfolio.
- **Tailoring portfolios** for different contexts: online presence, applications, and live interviews.
- Adapting content for different industries and audiences while **highlighting transferable skills**.
- Understanding the portfolio as a designer's "digital fingerprint" especially early in their career.

A Chat for Design Grads:
Building the Perfect Portfolio



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