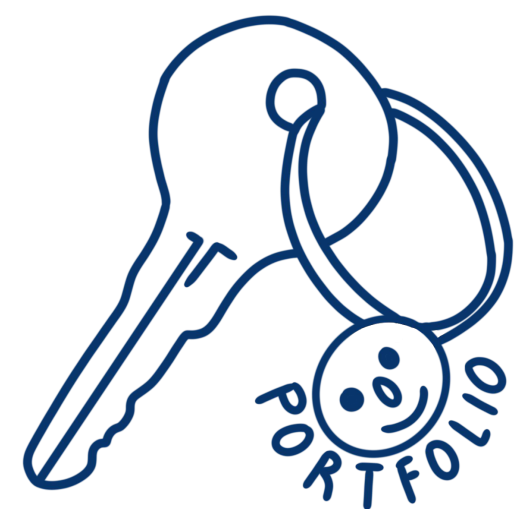


NEXT IN LINE DESIGN

A Chat for Design Grads:
Building the Perfect Portfolio



WORLD DESIGN
YOUNG DESIGNERS CIRCLE

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?

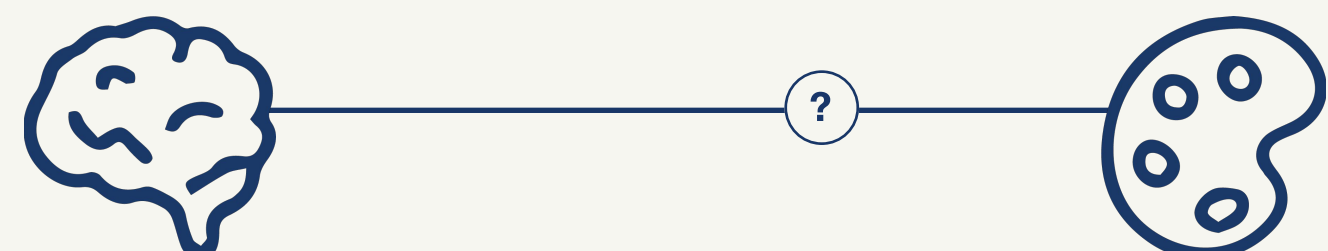


The Artist

- **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?



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.

Tailor Your Portfolio

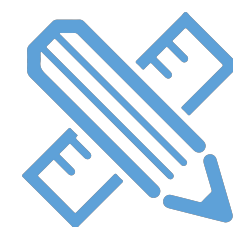
Tailor it depending on...



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?

Meet Arjit Singh

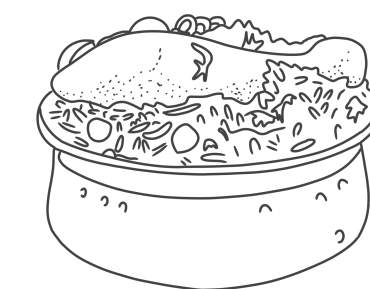
28, Canada

Arjit holds a bachelor's in **industrial design** from Auburn University and a postgraduate certificate in interactive media management from George Brown College. He is a **UX designer** at ITRG and teaches information architecture at GBC.

“The storytelling piece does become that important piece... you don't want just a beautiful portfolio; you want one that shows who you are as a designer.”

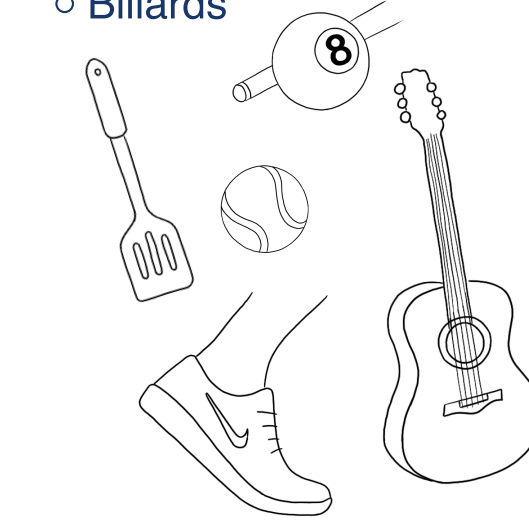
Favourite food

Biryani



Hobbies

- Tennis
- Running
- Guitar
- Cooking
- Billards

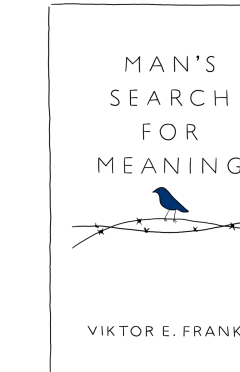


185 cm



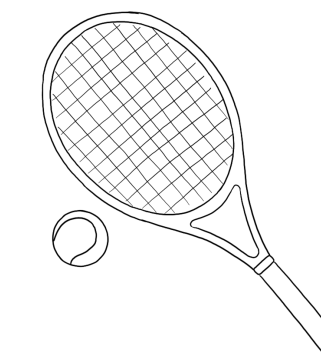
Favourite book

Man's Search for Meaning by Viktor Frankl



Favourite sport

Tennis



Guests' recommendations

Arjit

Who to follow

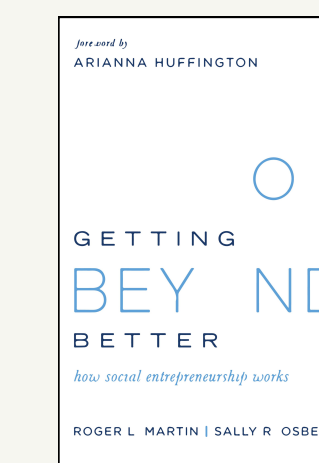
Sheng-Hung Lee, Ph.D

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



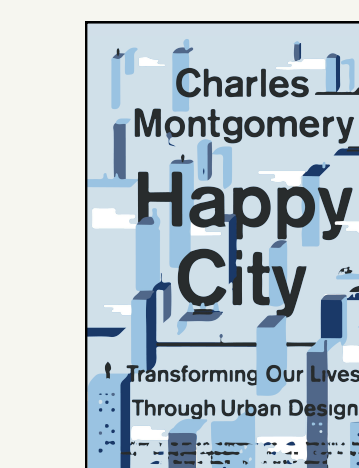
Architecture that's built to heal
Michael Murphy

In search for human scale
Jan Gehl

What to read



Habitar
by Juhani Pallasmaa



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

Meet Verónica Albarrán

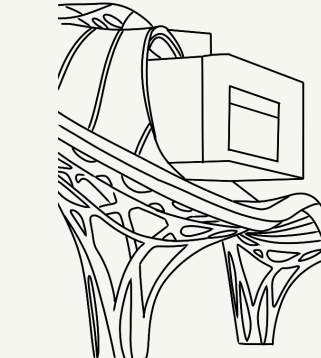
32, México

Verónica studied **architecture** at Tecnológico de Monterrey and specialized in **projects for urban development** at Universidad Iberoamericana. She later completed a **PhD in design**, focusing on human geography, and is currently working as a **Research Associate** at Cardiff University (Wales).

“At the beginning it is your fingerprint, and in this day and age, it is your digital fingerprint. So it is very, very important to have it curated.”

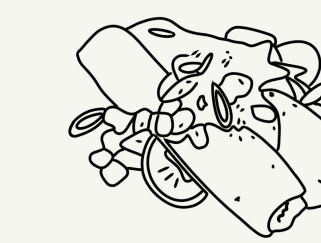
Favourite designer

Shigeru Ban



Favourite food

Enchiladas



Hobbies

- Reading
- Wandering through cities

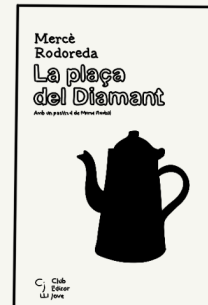


163 cm



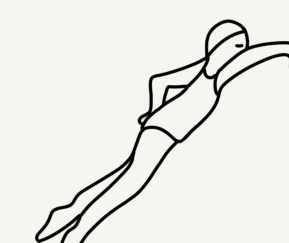
Favourite book

La Plaça del Diamant by Mercè Rodoreda



Favourite sport

Swimming



Pet

Haku



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!



@worlddesignorg



@worlddesignorg

LISTEN NOW!

Creators:

Natalia Enriquez Martinez
Başak Onbaşıoğlu
Andrea Robredo Cernicchiaro