

Portfolios

As a tool for progression (and landing a job)

*Prepared by Tim Merritt January 27, 2014 with input from:
Principal design manager at P&G, Senior designer at New Balance, Human
machine interface research management at Volkswagen, and direct
experience hiring solution architects and consultants at Siemens IT
Solutions and Services.*

One size fits all?

- No, while the target audience may vary and the form of the “portfolio” may vary, the one common need is for the students to track their progress and communicate to the outside world through documentation of their skills, work, and design experiences.
- Our students have various targets: internships, startup, corporate, small design firm, apps, ?
- Various forms: LinkedIn, Coroflot, Personal portfolio webpage, short pdf, long pdf, CV, etc...

As a tool for progression

- There are skills that students should have and demonstrate, visual communication, problem solving, technology, etc...
- Ongoing process of refinement of their voice and identity as a designer. Revision over the years.
- Reminder to oneself about research, design, methods, communication skills.

Challenges

- Jantelov - students should show their work and not be afraid that they are boasting! It should be considered a communication tool.
- Filling in with missing projects or skills: workshops, photo studio, etc.
- Review and refinement ongoing process
- We need to communicate more with industry

Industry feedback

What do these companies say is important in portfolios or CVs?

- P&G - process, visual materials (storyboard, video, sketch) and basic software skills. **CAR** model, **C-context**, what was happening and why are you doing the work?, **A-Actions**, what did you do?, **R- Results**, what happened because you did your work?
- New Balance - process and direct experience about how the industry works, timelines, issues of scale, sales cycle, etc..
- Volkswagen - ability to design in the physical world and learn quickly, demonstrating direct experience
- Siemens - accomplishments and quantifying value that the employee brings. Can the candidate communicate this?