

INTERVIEWING: Portfolios

A work portfolio is a curated collection of a job candidate's best work. Portfolios are a way for job seekers to showcase their work. They can develop their own portfolio websites or use a third-party site like LinkedIn to collect their samples. Some might want to use a paper portfolio if that better showcases their work.

Things You Should Know About A Portfolio



If your job search includes certain careers, you will need a portfolio. For instance: writing, advertising, photographer, architect, fashion design, computer programmer, website designer, graphic designer. A portfolio **organizes, highlights, and documents** your experience and skills.

Your portfolio should be used as a marketing tool to highlight what you are capable of. **Have both a hard copy and a online copy.** An online portfolio can be emailed with job applications, be put on a website for the masses, or it can be linked on your resume for recruiters to access easily.



Portfolios may consist of advertisements you created, modeling images, websites you crafted, or videos/audio that you captured. The key is to **know your niche, your skills, and your talents.** Your own personal highlight reel.



If you're expected to produce creative work in a new job, your employer will seek to **review and assess** your previous project performance via a portfolio.



If you aren't sure if you need a portfolio, **reflect on your field** and consider the tangible items you've produced across the span of your career.

Anything you've created which **reflects well** on your creative/developmental capacities should be a part of your portfolio.