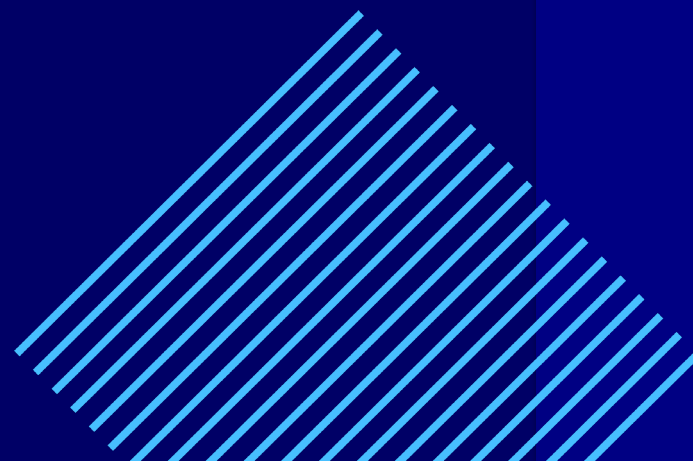


BUILDING A STRATEGIC PORTFOLIO



Index

- 1** Understand what a Portfolio is
- 2** Discover how to start
- 3** Learn how to choose the right projects to include
- 4** Look at some examples

What is a portfolio?

A **portfolio** is a structured collection of work samples, projects, and evidence that demonstrates your skills, experience, and professional style.

Not just a random compilation of work: it is a **strategic communication tool**.

- The perfect asset to complement your CV
- **Can be various formats:** a website, blog, IG account, PDF document, etc.
- Allows employers to assess **key competencies + soft skills** (attention to detail, results-orientation, strategic thinking...)

your resume *TELLS*.

your portfolio *SHOWS*.

Brittany Chiang

Experienced software engineer with a focus on building engaging & accessible digital experiences

Relevant Experience

Lead Engineer - **Upstatement** Mar 2022 — Present
Senior Engineer Sept 2020 — Mar 2022
Engineer May 2018 — Sept 2020

- Build, style, and ship high-quality websites, design systems, mobile apps, and cross-platform digital experiences for a diverse array of clients using technologies such as JavaScript, TypeScript, React, CSS, WordPress, Contentful, and more
- Lead the development and architecture of technical tools like content management systems, REST APIs, and continuous integration pipelines to fulfill business requirements
- Work alongside product & project managers, designers, and other engineers to transform creative concepts into refined digital experiences at an agile (2 week) cadence
- Provide leadership within engineering department through close collaboration, building

brittany.chiang@gmail.com
(914) 960-3665
github.com/bchiang7
brittenchiang.com

Skills

Programming Languages

JavaScript (ES2015+), TypeScript, HTML, CSS, Sass, PHP, GraphQL

Libraries & Frameworks

React, Next.js, Gatsby, Eleventy, Node.js, React Native, Tailwind CSS, Styled Components, Framer Motion, Anime.js, Timber for WordPress

Tools & Platforms

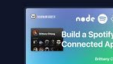
Git, GitHub, Netlify, Vercel, Heroku, WordPress, Contentful, Algolia, Elasticsearch

Brittany Chiang

Frontend Engineer

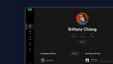
I build accessible, pixel-perfect experiences for the web.

— ABOUT
— EXPERIENCE
— PROJECTS



Build a Spotify Connected App ↗

Video course that teaches how to build a web app with the Spotify Web API. Topics covered include the principles of REST APIs, user auth flows, Node, Express, React, Styled Components, and more.



Spotify Profile ↗

Web app for visualizing personalized Spotify data. View your top artists, top tracks, recently played tracks, and detailed audio information about each track. Create and save new playlists of recommended tracks based on your existing playlists and more.

★ 713

React Express Spotify API Heroku



Halcyon Theme ↗

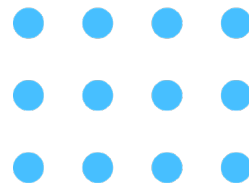
Minimal dark blue theme for VS Code, Sublime Text, Atom, iTerm, and more.

↓ 100k+ Installs



brittenchiang.com (v4) ↗

An old portfolio site built with Gatsby with 6k+ stars and 3k+ forks



Crafting a strong portfolio

Too many projects, no clear focus



4-6 projects: less is more here!

Unclear role in each project



Shows **how you think**, not just what you *did*

No results or measurable impact



Demonstrates **impact and results**

Too much text



Tells a clear and compelling **story**

Not tailored to the role



Is tailored to a **specific role or goal**

 If *everything* is included, *nothing* stands out. **Focus on quality over quantity!**

How to start

1 Define the purpose of your portfolio:

- What do I want my portfolio for?
- What do I want to convey as a professional? (your positioning; even if still evolving!)

2 Define the style of your portfolio

- Is it going to be written, images or video?
- What type of companies am I targeting? What style would they expect?

3 Choose the platform you are going to use

Website	Safe bet for any field. Takes some time to set up, but then you can share the link once and update the website whenever.
Github	Common for technical roles (software engineers, data scientists, etc.)
PDF	Easy to customize for applications to different kinds of roles (instead of creating multiple different websites)
Blog	Useful for explaining projects or for sharing thought leadership & opinions. Make sure you update it; an inactive blog can look bad.
Instagram	Best for visual roles (graphic designers, photographers, etc.) A website is still recommended; IG can be a supplement.

An effective portfolio should include...

INTRO ABOUT YOU

- Quick welcome to your portfolio
- Who are you?
- What describes you as an individual?
- Professional strengths
- Career Interests

Source: www.jessicahischeis.com



FOR NEARLY 20 YEARS I'VE HAD THE pleasure of collaborating with amazing clients—creating custom lettering artwork for established brands, classic books, postage stamps, and so much more. I've travelled the world speaking at creative conferences and colleges, and I've befriended innumerable internet strangers while navigating the depths of social media. I cut my creative teeth in Philadelphia and Brooklyn but am now (and forever) based in beautiful downtown Oakland, California. When I'm not drafting letterforms, manipulating beziers, writing kids books, building [Studioworks](#), or noodling on all of my printmaking devices, I'm doing my best to help others find the same happiness and fulfillment that I've found in my work.

SELECTED CLIENTS

Adobe	Facebook	Papyrus
American Express	The Gap	Penguin Books
Alaska Airlines	Harper Collins	Pinterest
Apple	Hallmark	Random House
The Atlantic	Hershey's	Samsung
Bath & Body Works	Honda	Target
Beringer	HP	Tiffany & Co.
Bon Appetit	The LA Times	The New York Times
Barack Obama	Kellogg's	UNICEF
Burton	Macy's	USPS
CAA	Mailchimp	Urban Outfitters
Chronicle Books	McSweeney's	Vanity Fair
Clairol	Neimann Marcus	Victoria's Secret
The Criterion Collection	New York Magazine	The Washington Post
Dansko	Nike	Wes Anderson
Dave Eggers	NPR	Wired Magazine
Etsy	Old Navy	

An effective portfolio should include...

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- Career Interests

SOME PROJECTS

- **Project context:** what was the situation?
- **Challenge:** what needed to be solved?
- **Your specific role:** what did you do?
- **Methodology/Process:** how did you think/work?
- **Results or Impact**
- **Reflection or learning**

Source: www.jessicahische.is

Most Recent
ADVERTISING

Most Recent
BOOKS & FILM

Most Recent
EDITORIAL

Most Recent
MISCELLANY

Most Recent
PRODUCTS



Featured Project

Live Laugh Love 3D

In the Spring of 2022, I decided to try my hand at learning 3D and specifically Blender. I created new pieces as well as bringing older pieces to life in a new dimension. Live Laugh Love is obviously a common phrase in hand-lettered home goods and I had fun creating this goth version—first in illustrator and then in 3D in Blender. I also created a laser cut version of the art for earrings.



[VIEW PROJECT ▶](#)

Selected

LOGOS

Southern Living

jenie's

EatingWell

RetailMeNot

MailChimp

GoodeCo.



Eventbrite.

DirtyVine



✦ Good Ventures

Huntington.

Studio Neat

The General.

Guitar.com

chatbooks

Bright

Gowalla

Choosing the right projects

Before selecting projects, ask yourself:

- **What is my portfolio for?** (internships, career change, freelance...)
- **What type of roles am I targeting?** (use job descriptions to identify common skills, tools, etc.)
Example: Software Engineer vs Data Analyst
- **What company/industry am I targeting?** (include at least one project that connects with the company's context, challenges, or users).
Example: Telefónica vs Santander
- **What skills do I want to showcase?**

Evaluate each project using these criteria:

- ✓ **Relevance:** Is it aligned with the type of job that I want?
- ✓ **Impact:** Does it show clear results? (data, improvements, learnings)
- ✓ **Clarity:** Can it be easily explained?
- ✓ **Personal contribution:** What exactly did I do? (you can include team projects, but make sure you can pinpoint what you did)
- ✓ **Differentiation:** Does it add something unique compared to other candidates?

Note: *If a project scores low on several of these, it probably shouldn't be included.*

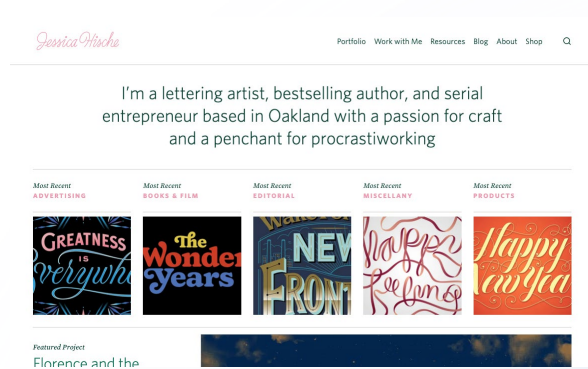
Key takeaways

- ✓ Your Portfolio should tell a **coherent professional story**.
- ✓ It should be **aligned with your CV**
- ✓ **Quality over quantity!** Choose the best and most relevant work for the role AND the particular company.
- ✓ Don't just state the project that you did. Briefly describe the **process, the decisions you made, and the impact it had**.
- ✓ If you have doubts about a project, **leave it out**.
- ✓ Pay attention to **spelling and grammar** (no typos!)
- ✓ **Keep it updated**



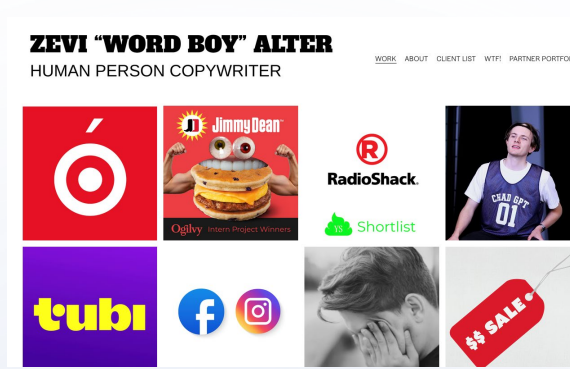
SOME EXAMPLES

Comms & Digital Media Profiles



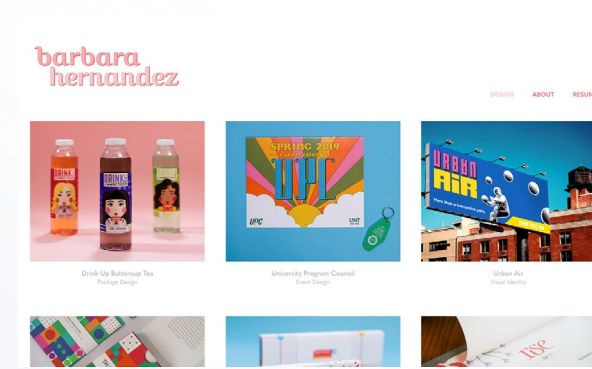
www.jessicahische.is

Illustration, logo & graphic design.



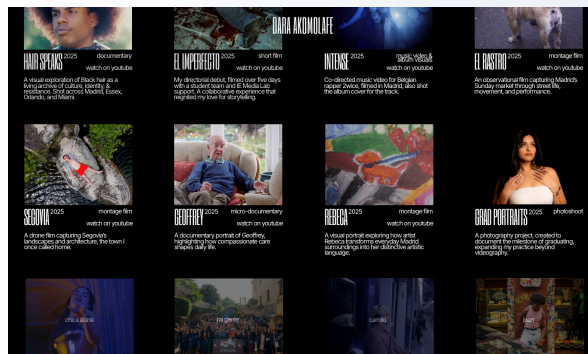
www.zevalter.com

Advertising copywriting.



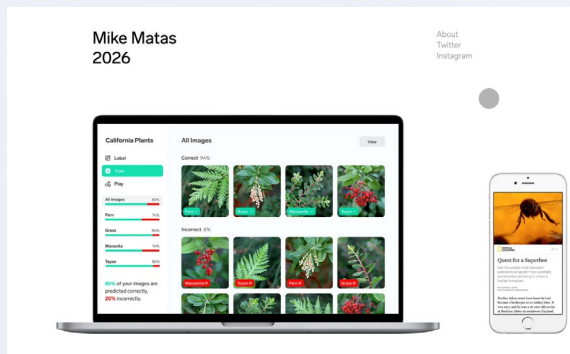
www.barbara-hernandez.com

Graphic design & brand identity.



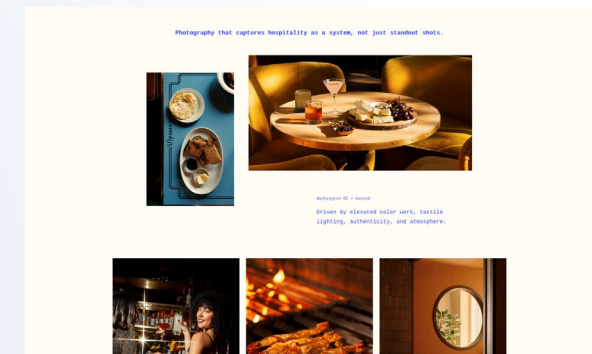
www.daraakomolafe.com

Videography.



www.mikematas.com

Interface designer.

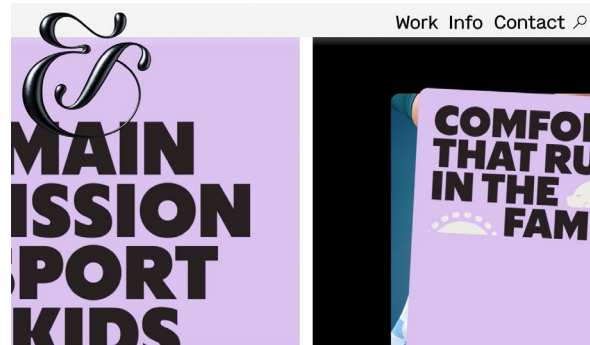


www.sophiemacphoto.com

Hospitality photography.

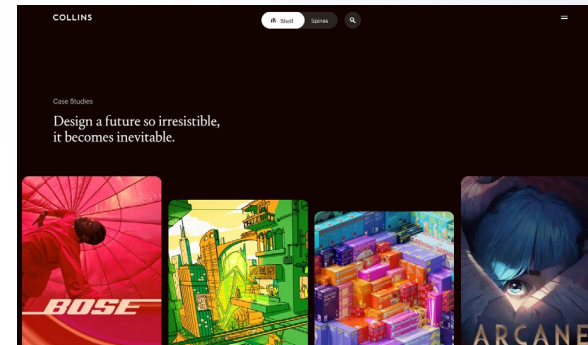
SOME EXAMPLES

Comms & Digital Media Studios



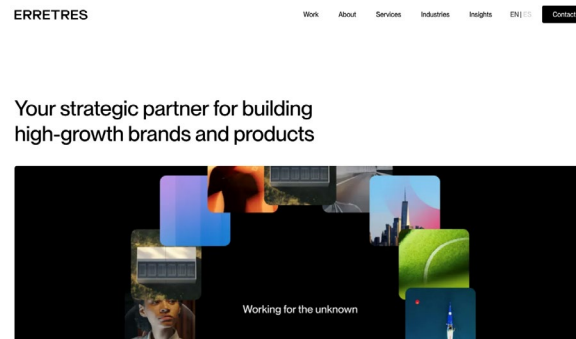
www.andwalsh.com

Branding & advertising agency.



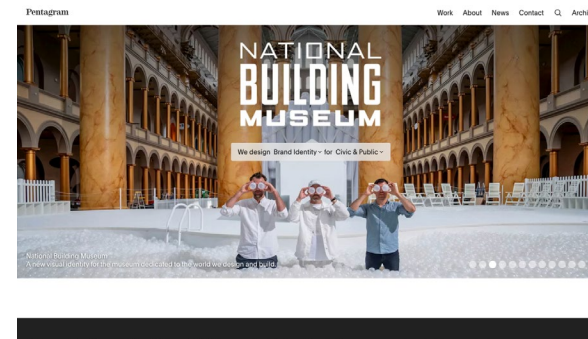
<http://www.wearecollins.com/>

Advertising agency.



www.erretres.com

Strategic branding.

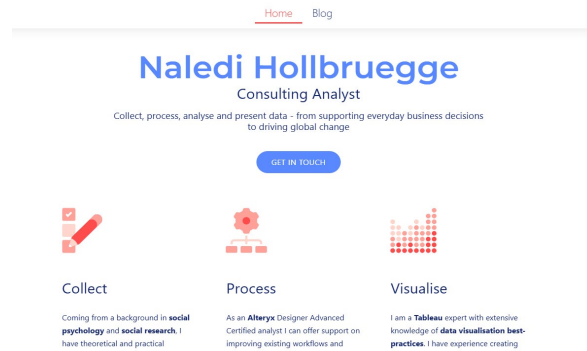


www.pentagram.com

Brand identity.

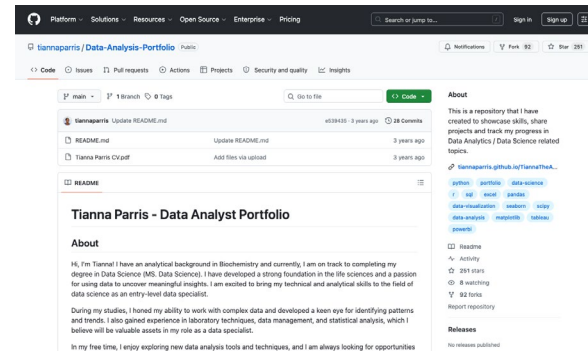
SOME EXAMPLES

Tech Profiles



www.naledi.co.uk

Data analyst.



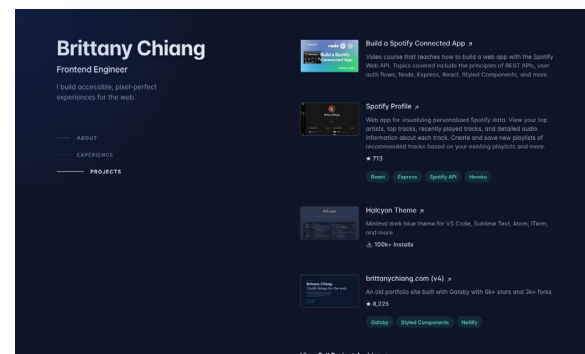
www.github.com/tianaparris...

Data analyst.



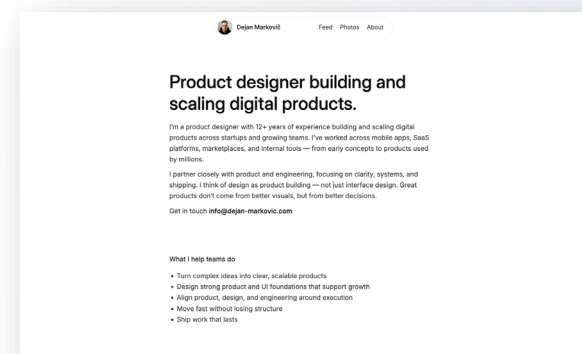
www.alextheanalyst.github.io

Data analyst.



www.brittanychiang.com

Frontend engineer.

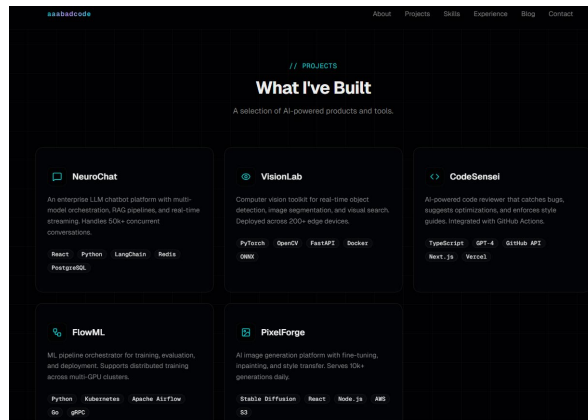


www.dejan.works

Product designer.

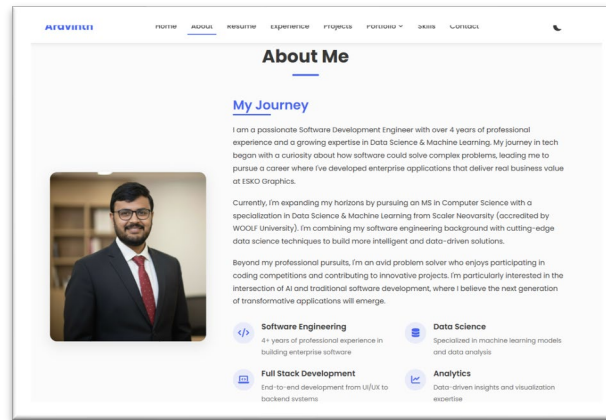
SOME EXAMPLES

Tech Profiles



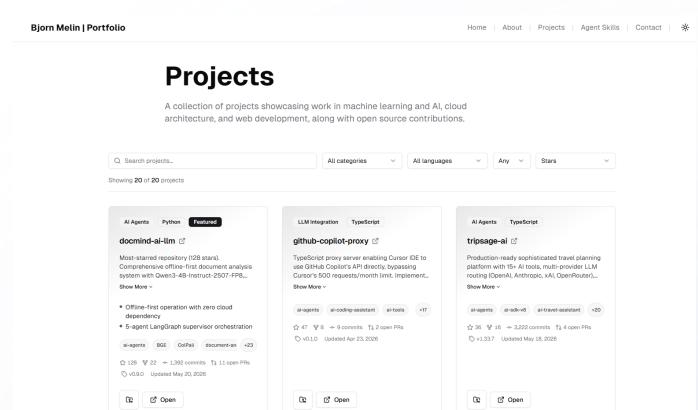
aaabadcode.com/#projects

AI Engineer



aravinthvr.github.io/portfolio

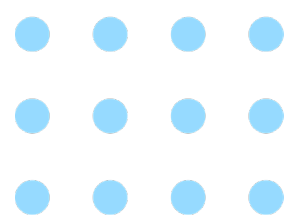
SW dev & Data Scientist



bjornmelin.io

Data Scientist and AI Engineer

Some resources



Programs/platforms to use:

- [FORMAT](#) - visual portfolios for creative professionals
- [PORTFOLIOBOX](#) - similar to the above
- [AdobePortfolio](#) - included with Adobe Creative Cloud
- [GitHub](#) - code-hosting platform for tech/data profiles
- [Notion](#) - can be used for a simple portfolio; good for case studies & writing
- [Carrd](#) - simple, one-page sites
- [Canva](#) - has lots of pre-designed templates for simple portfolios

THANK YOU!