

TU Dublin Career Development Centre

# LOVE YOUR CAREER



Carol Kelehan – Career Coach  
– TUDublin City Campus

8<sup>th</sup> February 2021

**Digital Portfolios – how to showcase your  
best work**



# What will we cover?

- Why have a Digital Portfolio and/or Personal Website?
- What to include
- Broad disciplines
- Platforms/hosting
- Key tips to help you stand out

**But, I thought digital portfolios & websites were only necessary in the creative arts**



- **Yes, a digital portfolio or website is really important for certain sectors in the visual arts, like graphic design, interior design, animation and architecture etc.**
- **But, regardless of your discipline, enhancing your digital presence via a portfolio or website can be beneficial and a useful way to showcase your skills and achievements.**
- **Makes it easy to access if all in one place**

# Your Personal Brand

First step - self-reflection:

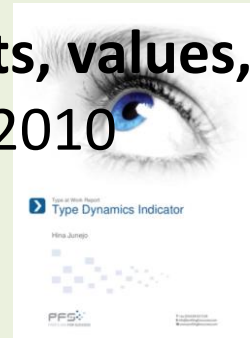
- What professional goals (long-term or short-term) have you identified?
- What skills and experiences are important to help you achieve those goal?
- How can you communicate your aspirations, achievements, values, interests, experiences and skills in a portfolio/ CV / LinkedIn profile etc. to help you achieve those goals?





# Online resources for self awareness

- <https://www.tudublin.ie/for-students/career-development-centre/students-and-graduates/career-decision-making/>
- [www.careersportal.ie](http://www.careersportal.ie) **interest profiler** with links to suggested careers/related qualifications
- [www.careersportal.ie/pdfs/careerskills.pdf](http://www.careersportal.ie/pdfs/careerskills.pdf) **career skills**
- [www.prospects.ac.uk](http://www.prospects.ac.uk) **what job would suit me?** – identify your skills, motivations, interests (matching exercise to types of Jobs A-Z)
- [www.profilingforsuccess.com](http://www.profilingforsuccess.com) **personality, interests, values, learning styles**, etc. Password: tflhe, dublinit, dub2010



# Basic principles

**Understand your audience - will you keep it in digital format for potential employers/clients? - or are you going to publish it online, or**

**Highlight your strongest and most relevant skills**

**Tell a story - autobiographical - Development piece and/or personal project outside of college brief – shows your individualism**

**Simplify the experience**

- Don't compromise imagery - no pixelation

**Use categories**

- Separating your content into specific sections

Always include examples of your **BEST** work – don't include everything you've ever worked on  
However, show how your work has evolved

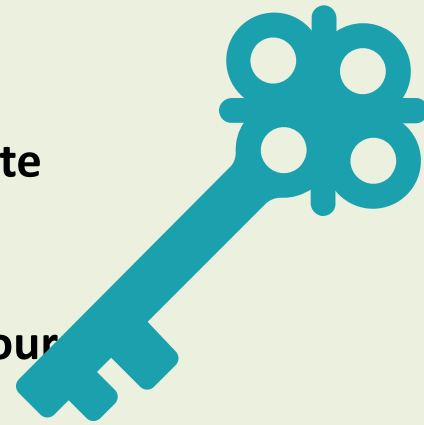


**At an interview, be able to talk about what can't be seen – give an insight into your problem solving process - have a clear project plan that you can discuss,**

- Purpose of the project – what problem are you trying to solve
- Objective
- Approach
- Project duration
- Your role
- Final product overview
- List of features that have to be implemented
- Deadline

# Key Tips

- **Remember Search Engine Optimisation – use key words so your site may show up in searches.**
- **Update regularly – keep your content very current.**
- **Integrate social media (professional only!) such as LinkedIn into your site, and visa versa**
- **Start your personal website /portfolio now! Be ready for final year.**
- **Test it out – friends, family, mentors, grads...**
- **Process & Story – how, why, when thing/ideas/processes happened – not just that it looks nice. Relevant images!**
- **Tailor portfolio for each job. – e.g. Engineering / technical Vs concept development process) and keep broader if online**
- **Rework and re-edit each time your submitting it**



# Creative Arts

- Statement piece or project
- Careful attention to details
- Multiple approaches, multiple techniques and key technical strengths
- Depending on the sector, have hard copy folder of A4 pdf to leave with employer
- During conversation keep open on best work and turn it upside down to you so can be seen
- Be able to talk through what can't be seen
- Publish any client testimonials. This will help you to build trust
- Instagram
- Hand sketches really great to see or get you to do at interview
- HDMI cable just in case

# Drama Showreel

- 1-3 mins in duration
- Fast passed, and show range of skills and clips
- Cut ruthlessly....
- Keep it short....
- Start and end well ...
- Think of it as an ad....
- Match your reel to the vacancy/studio....
- Make your role clear....
- Show your workings (separate doc to go alongside it or separate video )
- Keep things simple
- Vimeo/Youtube

# Music

- Video and audio recordings -
- Reviews
- Interviews
- Blog
- Web:
  - Online Store to buy your music
  - Latest news- upcoming events
  - Merchandise
  
- Publish on Spotify or not???
- Youtube??

Squarespace, Wix most popular

***Make sure that your name and what you do is clear***

# Journalism/communications

Blogs, radio, advertising, corporate, TV, magazine, websites, college projects etc.

Range of multimedia - shows your versatility

News, current affairs, features, documentary, sectoral, drama, youth, etc.

# Product/Games Design

- Product design - Good to have videos demonstrating product
- Product pics hyperlinked to process

<https://www.coroflot.com/gokhankeman/Industrial-Design-Portfolio#>

- Blogs and short documents detailing relevant experience
- Video images of games you have worked on, modifications, levels, prototypes
- Anything else related to the game design process.

# IT/Technical

- Links to any projects you've already done, and be able to talk about how to make it better
- Start things that show off your particular interest and skills - e.g. Demos, prototypes, and utility/helper libraries are all great – as you can use these again
- Participation in any hackathons
- Code samples and/or screen shots with description of skills e.g. Ajax, Oracle, Zend Framework
- Think about user perspective



# Employer perspective - IT

- want to know that you can write code that works
- debug code that doesn't work
- They need to know that the way you write code and solve problems is going to mesh well with existing projects and team members
- have a solid grasp of the syntax and standard library in whatever programming language you're using

# What platforms/hosting?

WordPress

Squarespace – music and visual arts –

Wix. Coroflot, Carbonmade, Portfoliobox (very visual), Adobe Portfolio, Fotomat (photographers), Journoportfolio, Behance

## Sharing:

Google sites (all TUDublin students should have this)

Brightspace [https://docs.google.com/document/d/1yXG9AICBfq6Q3vIlypb\\_pGfbJBgrblfTz9RRcTFdoCg/edit?usp=sharing](https://docs.google.com/document/d/1yXG9AICBfq6Q3vIlypb_pGfbJBgrblfTz9RRcTFdoCg/edit?usp=sharing)

LinkedIn – sharing media, blogs etc.

Google domains

# Portfolio Resources/examples

## Visual arts:

- <https://99designs.ie/>
- <https://www.designyourway.net/blog/inspiration/creative-graphic-resume-designs-which-will-amaze-you-53-examples/>
- <https://www.lboro.ac.uk/departments/aed/degree-show-16/graphics/studentcatalogue/lewis-allum>  
- a whole series of visual art portfolios to look through
- <https://www.codeinwp.com/blog/design-portfolios/>

## Music:

- <https://bandzoogle.com/blog/15-of-the-best-musician-website-designs-on-bandzoogle>
- <https://www.duncangardiner.com/>

## Drama:

- Agent will set you up on their website
- Jason Farries showreel: <https://www.youtube.com/watch?v=EoUoKDKZS3g>

## IT:

- Dan Bayer – programming portfolio <https://www.youtube.com/watch?v=03r2WEew7Gc>

## Journalism/communications

- Clippings/Pressfolios

**Féidearthachtaí as Cuimse**  
**Infinite Possibilities**

**Thank You!**

**Visit: [tudublin.ie/careers](https://tudublin.ie/careers)**

**Carol Kelehan**  
**Career Coach**  
**[bevcareers@tudublin.ie](mailto:bevcareers@tudublin.ie)**

