



FREELANCE 101: LEVEL UP YOUR PORTFOLIO IN THE GIG ECONOMY

In June 2022, Talentfoot invited three experts to share what makes an effective portfolio in the digital age. The following tips are learnings from that event.

CONTRIBUTORS



**Sue
Bortone**

**Senior Partner,
Client Solutions,
*Talentfoot***



**Larissa
Gerlach**

**Associate Partner,
Talent Solutions,
*Talentfoot***



**Eric
Vasquez**

**Design Director,
Brand Design,
*A&E | History | Lifetime***



How to set up your portfolio

We recommend using these tools to build your portfolio. Create a website without the coding.



DRIBBBLE



QUARESPACE



WIX



CARGO COLLECTIVE



COROFLOT



BEHANCE

- If you use multiple websites to showcase your portfolio, link them so you can maximize your outreach.
- When choosing a format, make it easy to navigate, informative, and aesthetically pleasing.

PORTFOLIO BASICS

1

HOW TO LAY OUT YOUR PORTFOLIO

2

WHAT TO INCLUDE IN YOUR PORTFOLIO

3

PROJECTS AND CAMPAIGNS TO INCLUDE

4

CASE STUDY WORK



1

DESIGN AND LAY OUT

2

PERSONAL INFORMATION

- Your resume and portfolio should have a similar aesthetic. Give your viewer one brand and layout – whether that be professional, personal, or both.
- Include a passion statement that identifies your interests. In addition to showcasing your best work, show the work you want to do and whom you want to do it for.
- Include this information:
 - Your name, email address, city/location, resume, and LinkedIn profile.
 - *Optional: phone number, address, references
 - Link(s) to additional work you would like the viewer to see. If your portfolio is on multiple websites please share that – show your hard work!

PROJECTS AND CAMPAIGNS

3

CASE STUDY WORK

4

- Be intentional with the projects and campaigns you include.
 - Share your top five to ten projects/campaigns.
 - If you have just graduated and only have school projects – start creating projects and campaigns you would like to be hired for.
- Don't let your design speak for itself. Include a case study behind every piece of work.
 - Show your process – beginning, middle, and end. Clearly identify your role in each project.
- Organize your projects and campaigns in a way that allows the viewer to smoothly navigate through your site.
- The case study provides the context in which you are involved in the project.
 - What research did you do?
 - What were your goals for the case study?
 - Was your success measurable?
 - What were your takeaways?

How do you compete for work without big names in your book?

- Do mock-ups and case studies for companies you want to work for; even if the work was not hired show your talent for what you **could** do for the client. Show your creativity as much as you can.
- Highlight your portfolio with your overall brand: whom you want to work for, what content you would like to create, and any links to extra passion projects.
- Include a **Contact Me** tab to list all the services you can provide to the client, so they can hire you!

How can you showcase your work when it is under an NDA?*

- Always ask your clients if you can include their work in your portfolio.
- Share your screen in an interview to showcase your work.
- Provide a password-protected link to the professional work studies.
- Share the work/design once it has been publicly launched (if approved in the signed NDA.)

*You cannot share anything permanently if you have signed an NDA. Err on the side of caution when sharing NDA-signed work. Check with an attorney to make sure you are in compliance.

Once you've worked on several projects, how do you prioritize what to feature in your portfolio?

- Your portfolio is a living and breathing tool. Update it often – people want to see your recent work experiences.
 - Remember, if you add a project, you will most likely need to remove one or two older projects.
- Highlight the jobs you enjoyed creating. Be sure to only show the work you have done. If it is a team effort, be sure to state your role in the process.

Where should creatives level-up? What are companies looking for in freelancers?

- Hiring managers are looking for a clear focus in a candidate's work. The portfolio should feature the candidate's passions, personality, and overall aesthetic.
- Stand out from the crowd! Share any important causes and any organizations you are involved with/in. The more you get involved in something you believe in, the stronger your outreach will be.
- Continuing education – list all the extra skills you have and trainings you have completed.

Questions?

Contact Talentfoot Executive Search & Staffing at
info@talentfoot.com

