UX Portfolio Self-Assessment Checklist

A practical refresh guide for experienced UX professionals

Does your portfolio reflect the work you do today? Check what's true, see what needs attention, and start with the changes that matter most. You don't need new projects to tell a better story.

1 Positioning + Audience

- I make it clear what I do, at what level, and for whom.
- I write for the audience I want to reach now—not the one I targeted years ago.
- I show my scope and influence right from the homepage.
- I highlight the kind of work I want to do next, not everything I've ever done.

2 Case Studies + Storytelling

- I lead each case study with the challenge, my role, and the outcome.
- I make key decisions and results easy to skim, with details for readers who want them.
- I explain why I made decisions, including the tradeoffs.
- I describe leadership and strategic impact where they're part of my role.
- I separate my contributions from the team's work.

3 Results + Business Impact

- I put meaningful results where readers will notice them.
- I label estimates and directional findings instead of presenting them as facts.
- I use metrics that matter when I'm allowed to share them.
- I connect design decisions to user needs and business goals without overstating cause and effect.
- I show credible evidence of value even when I can't share numbers.

4 Credibility + Confidentiality

- I have the approvals I need to share work, metrics, and testimonials.
- I protect confidential details without making my work sound vague.
- I give enough context to show my expertise without revealing sensitive information.
- I keep titles, dates, responsibilities, and credits accurate.

5 Usability + Accessibility

- I make my portfolio easy to navigate and skim on a phone.
- I check contrast, keyboard access, alt text, and descriptive links.
- I make images readable and explain what they show when needed.
- I make it easy to contact me or take the next step.
- I fix broken links, outdated details, and distracting clutter.

6 Writing + Relevancy

- I use articles or blog posts to share my thinking without exposing confidential work.
- I write from the perspective I have today, not just the one I had when a project launched.
- I give readers something useful—not just an update.

- [ ] I make it easy to explore more of my work or stay in touch.

My Refresh Priorities

What's already working well?

_____

What three changes would make the biggest difference?

_____

What's one improvement I can make without adding a new project?

_____

Optional Score

Checked: _____ / 27.

This isn't a grade. Focus on the gaps that matter for your audience and career goals.