

# How to Create a Digital Portfolio

Creating a digital portfolio will differentiate you and can provide a competitive advantage over other candidates when applying to any job/internship or contacting a professional. Please note that not all jobs will require a portfolio. Nevertheless, many technical and creative art jobs ask for a personal portfolio.

A resume should list your experiences and skills, while a portfolio should demonstrate your skills. A portfolio would help your application stand out as it will elevate your skills.

What is a portfolio? The goal of a portfolio is to show examples of your work as well as your process for solving professional problems. The project on your digital portfolio could be from school projects, volunteer experiences, minimum-wage service jobs, internships, personal projects, etc. **If you add work to your portfolio from a previous employer, make sure you are legally allowed to share any internal information, as you should not be sharing sensitive information from a company.**

Depending on your goals, your digital portfolio could take many forms. A personal website or blog can be highly effective but takes more time to create.

Your digital portfolio can be a Google Slide presentation, however, using Google Slides as a portfolio can be limiting. Using other mediums can help flesh out your projects and showcase your wide range of skills.

You can add a hyperlink on your resume that will direct the recruiter to your digital portfolio. The hyperlink should be listed next to your contact information on your resume. An example:

**FIRST NAME LAST NAME**

CITY, STATE, ZIP CODE | PHONE NUMBER | EMAIL ADDRESS | [LINKEDIN URL](#) | [PORTFOLIO URL](#)

However, sometimes the job application will ask for a portfolio link, as you should provide a portfolio link when asked.

**If you have a collection of work and do not know where to keep it online, here are a few examples.** You can have one or multiple digital portfolios, just make sure they are all listed on your resume, or you could utilize a [linktree](#).

## Examples of digital portfolios:

### [Instagram](#)

If you are an artist, fashion designer, graphic designer, makeup artist, or photographer, you can use Instagram to display your art, projects, paintings, or photos. You should have a dedicated Instagram account that focuses on and highlights your artwork, projects, or photos.

### [YouTube](#)

If you are studying digital media, animation, videography, or video editing, YouTube is a suitable place to keep all your videos and school/personal projects. You can make your videos private and only viewable to certain individuals.

### [GitHub](#)

If you have a background in coding, you can use GitHub to present a collection of your work. Make sure your coding projects are well-polished and completed. Your portfolio should be able to show off your technical skills and problem-solving abilities and can include school/personal projects.

### [Blogger](#)

Students who have an interest in writing or journalism can utilize Blogger to show off their skills. Example to blog about: explore local coffee shops and rate their menus as you enter your food critic era.

### [TikTok](#)

If you are a student who is interested in content creating, social media management, or PR and have a background in marketing or communications: TikTok will be a great portfolio medium to show off your writing, campaigns, or presentations.

### [Tableau](#)

Tableau is a great tool for interactive data visualization for individuals who work with a lot of data projects. If you would like to pursue a career in the data analytics field, having a few completed visualizations, that are easy to interpret, is important.

### [Behance](#)

Behance is a popular platform for architects, as the website allows users to display their creative work, such as 3D models and project descriptions. Behance is also great for graphic design, photography, illustration, UI/UX design, motion capture, crafts, game

design, music/sound producing, and 3D art. Behance is also a job board, with most applications focusing primarily on creative art careers.

### [Squarespace](#) or [Google Sites](#)

If you have a background in web design, using Squarespace or Google Sites to design a webpage is a wonderful way to show off your skills. You can make a website about your resume and highlight other skills that you have.

### [Linktree](#)

Linktree is a customizable tool that is designed to list all your social media platforms and promote all your portfolios and skills all in one webpage. However, you can also use Squarespace or Google Sites to create a linktree.