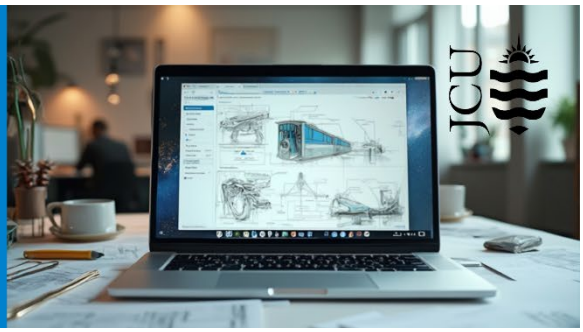
Building your portfolio

Turning projects into proof



Want to stand out to prospective employers for internships or graduate positions? A digital portfolio can help you demonstrate your skills, experience and potential by *showing*, rather than *telling*, employers what you can do. A portfolio can provide evidence of:

- Real-world application of knowledge
- Technical and professional skills
- Problem-solving ability
- Stakeholder engagement
- Teamwork and communication
- Initiative and creativity
- Evidence of learning and improvement

Portfolios can be particularly valuable in fields where employers are keen to see evidence of projects, practical skills, research, analysis or professional experience. This may include:

- Information Technology
- Engineering and STEM disciplines
- Business and marketing
- Research and scientific fields

Your portfolio can showcase work completed through:

- University assessments
- Personal projects
- Volunteering
- Internships or vacation programs
- Extra-curricular activities as hackathons, datathons, design sprints and coding or innovation challenges

Platforms

Choose platforms that allow you to present your work in a format that aligns with your target industry. Examples include:

Platform	Useful for	Best suited to
GitHub or Bitbucket	Hosting code repositories, technical projects, documentation, version control history and collaborative development work.	Information Technology, software engineering, data science and technical STEM disciplines
Notion	Organising and presenting projects, case studies, research, reflections and supporting evidence in a visually structured and easy-to-update format.	Business, marketing, research, technology and multidisciplinary projects
ResearchGate	Sharing research outputs, conference posters, publications, literature reviews and research experience.	Honours, postgraduate and research-focused students
University ePortfolio systems such as PebblePad	Showcasing coursework, placements, reflections, evidence of learning and professional development over time.	Students whose programs include placements, professional accreditation or portfolio assessments
LinkedIn Featured section	Highlighting project work, presentations, reports, publications, portfolio links, videos and other professional achievements directly on your LinkedIn profile.	All disciplines
A personal website	Creating a central location for projects, achievements, skills, CV information and contact details. Provides flexibility to present work in your own format.	All disciplines

Many students use a combination of platforms, such as GitHub to host technical work, LinkedIn to increase visibility within their professional network, and a personal website or Notion portfolio to bring everything together in one place.

Building your portfolio and documenting your evidence

Tailor your portfolio to the roles you are targeting. Select projects and examples that demonstrate the skills, knowledge and attributes most relevant to your employment goals.

Before including university, industry, internship or client-based work in your portfolio, ensure you have permission to share it. Do not publish confidential, proprietary or commercially sensitive information. If restrictions apply, consider using de-identified examples or describing your contribution without disclosing protected details.

Evidence of your work might include:

- Screenshots
- Photographs
- Video demonstrations
- Designs and prototypes
- Project plans
- Marketing campaigns or content samples
- Dashboards and data visualisations
- Code repositories
- Research reports
- Scientific posters
- Presentations
- Publications or articles
- Other relevant technical, analytical or professional documentation

A strong portfolio does more than display completed work. It helps employers understand the problem, process, outcome and value of your contribution. Include details such as:

- **Project title**
- **Context** – What problem, challenge or opportunity was being addressed?
- **Stakeholders and collaboration** – Who did you work with? How did you communicate findings, recommendations or project outcomes?
- **Your contribution** – If the work was completed as part of a team, what was your role? What decisions did you make? Which aspects of the project did you lead or contribute to?
- **Tools, technologies and methodologies** – What software, equipment, programming languages, analytical tools, frameworks or methodologies were used?
- **Results and outcomes** – What did the project achieve? Include measurable outcomes where possible such as improved efficiency, increased engagement, successful project delivery, research findings or stakeholder impact.
- **Reflections / learning** – What skills did you develop or strengthen? What challenges did you overcome? What would you do differently next time?

Final tips

Quality matters more than quantity. Three to five well-explained projects that clearly demonstrate your skills and impact are often more effective than a large collection of work with limited context or explanation.

Review and update your portfolio regularly as your experience grows and your interests or employment goals evolve.

- Feature your strongest and most relevant work first
- Tailor showcased projects to the types of roles you are seeking
- Check that links, images and demonstrations function correctly
- Remove outdated or duplicated content.

Include the link to your portfolio on your resume and reference it in your cover letter when applying for opportunities within your industry. Also share your portfolio link on your LinkedIn profile, email signature and other professional materials to help your professional network understand your capabilities. Career opportunities often arise through professional connections, so it is important to make it easy for people to learn more about your work.