

Digital Portfolio Development Guide

Show what you can do through a small collection of work

A portfolio gives readers evidence beyond a list of skills. Start with two to four relevant samples you can explain confidently. LinkedIn's Featured section can display external portfolio links and uploaded media as well as posts and articles. [1] The selection and workflow below are suggested practice, not a LinkedIn requirement.

Choose an audience and purpose

Identify a target role or field, then choose samples that demonstrate its main skills. A research role might need a clear briefing and analysis; a design role might need process and finished work. A student portfolio can include coursework when it is accurately labelled.

Possible graduate portfolio items

- **Business or administration:** An event plan, process map or spreadsheet with non-sensitive sample data.
- **Research or public policy:** A literature review extract, data visualisation or short policy briefing.
- **Marketing or media:** A campaign concept, writing sample or edited video, clearly labelled as coursework if applicable.
- **Technology or engineering:** A documented prototype, code sample, design project or test report.
- **Education or community work:** An activity plan, resource or reflection on a volunteer project.

Build a consistent project record

- **Title and date:** Give a descriptive title and identify whether it was coursework, employment or independent work.
- **Context and goal:** Explain the problem, intended audience and relevant constraints.
- **Your contribution:** Distinguish your work from the team's work.
- **Process and tools:** Explain the important decisions and methods.
- **Output and learning:** Show the result, evidence and limitations, and identify what you learnt.
- **Access:** Link to a viewable sample with a clear description.

Prepare and publish your portfolio

A simple workflow

1. Select two strong samples that match your direction.
2. Write a short project record for each.
3. Remove private data and obtain any required permissions.
4. Put the samples in a readable PDF or an organised web portfolio.
5. Test the links and viewing permissions as a visitor.
6. Add your best samples or portfolio link to Featured and include appropriate links in your contact information.

Sample project record

Student careers event coordination - University club project

Goal - Coordinate rooms and volunteer cover for a one-day event.

My contribution - Prepared the schedule, confirmed room bookings and updated volunteers when timings changed.

Tools - Shared spreadsheet and email.

Output - Final schedule and a short handover checklist.

Learning - Confirming owners and deadlines early made coordination clearer.

Sample - An anonymised schedule using fictional attendee details.

Quality and permission checks

- ☐ The title and summary explain what the sample demonstrates.
- ☐ My contribution is clear, and team members receive appropriate credit.
- ☐ I have permission to share any employer, client, participant, or jointly owned material.
- ☐ No personal details, confidential information, or restricted assessment material appear.
- ☐ Images and text are readable, and the file has a meaningful name.
- ☐ Links work for the intended audience on mobile and desktop.

My first two samples and the skills they demonstrate

What I need to edit or obtain permission for

Review the portfolio after significant new work. A small, well-explained collection is easier to assess than an unfiltered folder of files.