

# The Senior UX Case Study Audit Checklist

**Subtitle:** Stop getting rejected. Start getting hired. A 10-minute reality check for your portfolio.





## The Reality Check

Recruiters  
spend about  
6 to 30  
seconds on  
your  
portfolio.

If they don't see value immediately, they click "Next." This checklist isn't about making your portfolio "pretty"—it's about making it **hireable**.

Open your best case study. Go through these 4 sections honestly. If you can't check the box, that is your gap.

# Phase 1: The "6-Second Scan" (First Impressions)

*Can I understand the value without reading a single paragraph?*

## **The "Outcome" Headline:**

Does your title describe the *result*, not just the app name?

- *Bad:* "Food Delivery App Case Study"
- *Good:* "Reducing Order Cancellations by 12% for a Local Delivery App"

## **The Hero Image:**

Does the first image show the final solution on a real device? (Avoid generic collages or messy wireframes at the top).

## **The Summary:**

Do you have a summary block at the start?

- *Role:* (e.g., Lead UX)
- *Timeline:* (e.g., 4 Weeks)
- *Outcome:* (e.g., Launched MVP, User Satisfaction +20%)

## **The "Why":**

Do you clearly state the *business goal* in the first 100 words? (e.g., "The client was losing revenue because...")

# Phase 2: The "Business Logic" Check (The Money Maker)

*Do you understand how design impacts business? This is what Senior Managers look for.*

## Metrics Over Feelings:

Did you define success metrics *before* you started designing? (e.g., "We aimed to decrease support tickets by 15%.")

## The "Pivot" Moment:

Did you show a moment where you were *wrong*? Did user research force you to change your initial idea? (Perfection looks suspicious).

## Real Constraints:

Did you mention technical or budget constraints?

*Pro Tip:* Mention a feature you cut because it was "too expensive" or "too complex" for the developers. This proves you are industry-ready.

# Phase 3: Process vs. Fluff (The Efficiency Test)

*Are you showing a real process, or just copying a bootcamp template?*

## No Generic Diagrams:

Did you remove the generic "Double Diamond" stock image? (Show *your* messy process, not a textbook diagram).

## Actionable Research:

Instead of just pasting 3 personas, did you quote a specific user insight that directly changed a design feature?

## AI Integration (2026 Bonus):

Did you mention using AI tools? (e.g., "Used ChatGPT for rapid user persona generation" or "Midjourney for mood boarding" to save time).

# Phase 4: Visuals & Outcomes (The Closing Argument)

*Does the final result justify the effort?*



## Before & After:

Do you have a side-by-side comparison of the "Old Version" vs. "Your Redesign"? (This is the most powerful visual proof you can offer).



## Annotated Screens:

Do you use arrows/text to point out exactly *why* a design decision was made? (e.g., "Moved button here for thumb reachability").



## The Retrospective:

Do you end with "What I would do differently next time"? (e.g., "I would have tested the checkout flow earlier...").



## Score Your Portfolio

1

2

3

0-5 Checks: Junior / Student Level

Your case study is likely too generic. It needs a major rewrite to focus less on "process" and more on "problems and results."

6-10 Checks: Mid-Level Potential

You have the pieces, but the storytelling is weak. Focus heavily on the "Business Logic" section to stand out.

11+ Checks: Senior Mindset

You are ready for high-level interviews. You speak the language of ROI, outcomes, and business impact.

# 🚀 Want to Move from "Junior" to "Senior" Faster?

If you realized you are missing the **Business Strategy** and **AI Efficiency** parts of your portfolio, that is exactly what we fix in the **AI-Driven UX Mastery** program at UXGen Academy.

I don't just teach tools. I teach you how to think like a Lead Designer who gets paid for outcomes, not just pixels.

[Link to AI-Driven UX Mastery Course](#)



# Need Help With Your UX Journey?

## We're Here to Support You

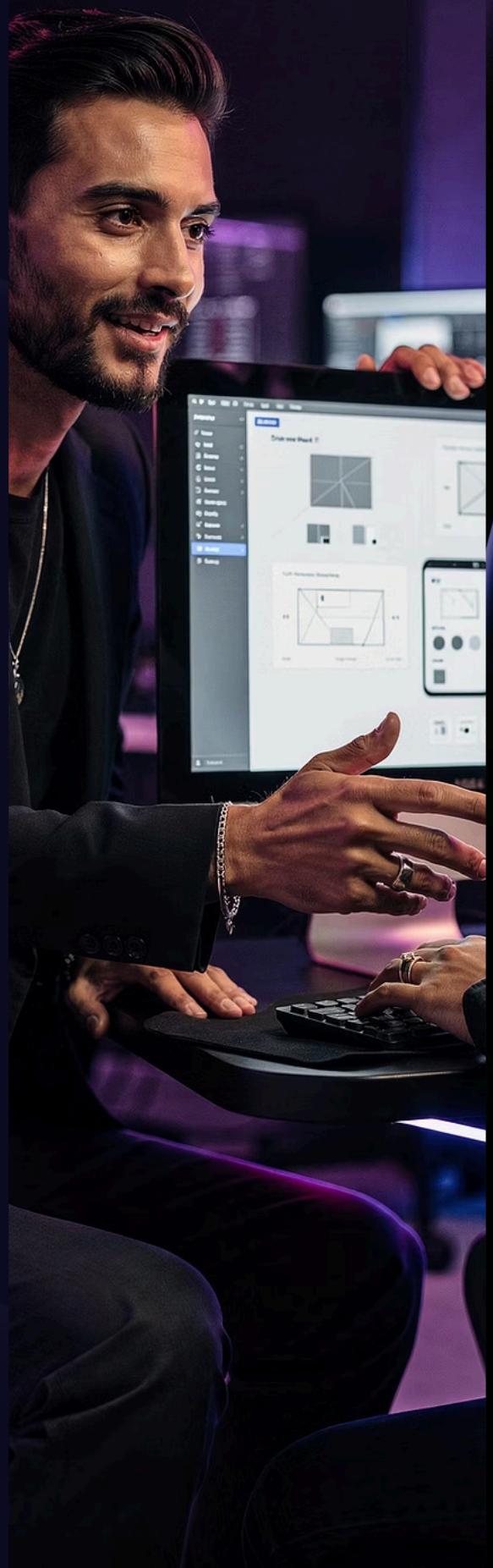
Learning UX research is a powerful first step. But real confidence and career progress often come from guided practice, real feedback, and expert mentorship. At UXGen Academy, we help learners like you transform theory into real skills — whether you're a beginner, switching careers, or upskilling for growth.

### What We Offer

Our programs are designed to be practical, hands-on, and career-oriented, led by experienced UX professionals who've worked with global brands:

- **Industry-Focused UX & UI Courses** — Learn research, design, prototyping, usability testing, and more with real projects.
- **Live Mentor Support & Portfolio Guidance** — Improve your work with direct feedback from experienced UX practitioners.
- **Weekend & Flexible Learning Options** — Study without quitting your job or disrupting your routine.
- **Career & Career-Switch Support** — Build a portfolio, prepare for interviews, and gain the confidence to succeed.

Whether you're just starting out or preparing to level up your UX career, we're here to make that transition smoother and more effective.





# About UXGen Academy

At UXGen Academy, we don't teach UX like a checklist of tools. We teach UX like a business skill.

Our curriculum is built around:

- job-ready outputs
- outcome-first case studies
- real-world constraints and stakeholder thinking
- measurement mindset (even when data access is limited)
- interview communication that sounds senior, not rehearsed

**If you're tired of feeling stuck in the ux job market, start by fixing the only thing hiring teams trust: proof.**

# How UXGen Partners With You.

## 👉 Academy + Studio Experience

At UXGen, learning isn't just theoretical — it's practical, connected to real industry practice. Here's how we support **your growth as a UX learner and practitioner** at every stage:

### Strategic UX Learning & Skill Building (Foundation + Real Practice)

- Structured UX research training
- Hands-on usability testing & interview practice
- Understanding Churn and retention from a UX lens

### UX Audit to Action

- Prioritised UX actions
- Roadmaps aligned to product goals
- Design system & UI improvements

### Implementation Support. From Classroom to Real Projects

- Guided UX design and prototyping
- Collaborate like a pro with product & engineering teams
- Ongoing measurement & optimisation mindset

# Why UXGen Academy?

At UXGen Academy, we don't just teach UX theory — we prepare you to think and act like a real UX professional. You'll learn how to solve product problems with **clarity, data, and human insight** so you transition from student → confident practitioner.

Here's what you gain from learning with us:



Business-aligned UX Thinking



Actionable priorities that move KPIs



Faster impact with structured UX frameworks



Hands-on collaboration with product teams

## Quality & Job Oriented UX Mentorship & Portfolio Review Session

As a part of your learning journey with **UXGen Academy**, we're offering a **complimentary 30-minute 1-to-1 UX guidance session** - designed to help you move from *confusion to clarity* in your UX path.

This is not a sales call. This is a **mentor-led support session**

**Book your FREE session now**

## Let's Build Better Experiences - Together

UX isn't just a skill - it's a way of thinking. If you ever feel stuck, curious, or ready to accelerate your career, we'd love to hear from you.

### UXGen Academy

Where learners become confident UX professionals.



## You can also connect with UXGen Studio

for UX services, strategy support, and professional consulting that helps teams and products improve user experiences with measurable results.

Email: [business@uxgenstudio.com](mailto:business@uxgenstudio.com)  
WhatsApp / Call: [+91 97185 40053](tel:+919718540053)



## Ready to Take the Next Step?

If this guide helped you, imagine what structured mentorship and real-world practice can do.

👉 Visit UXGen Academy: <https://uxgen.academy>

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