UX Job Offer: 90-Minute Portfolio Fix Checklist

A practical, no-drama checklist to stop getting ignored.

If you're stuck in the **UX job loop or feeling the pain of an experienced UX no-job offer**, this is for you.

Core truth: Your case studies lack outcomes and accountability. Hiring panels can't trust the story, even if your design is strong.

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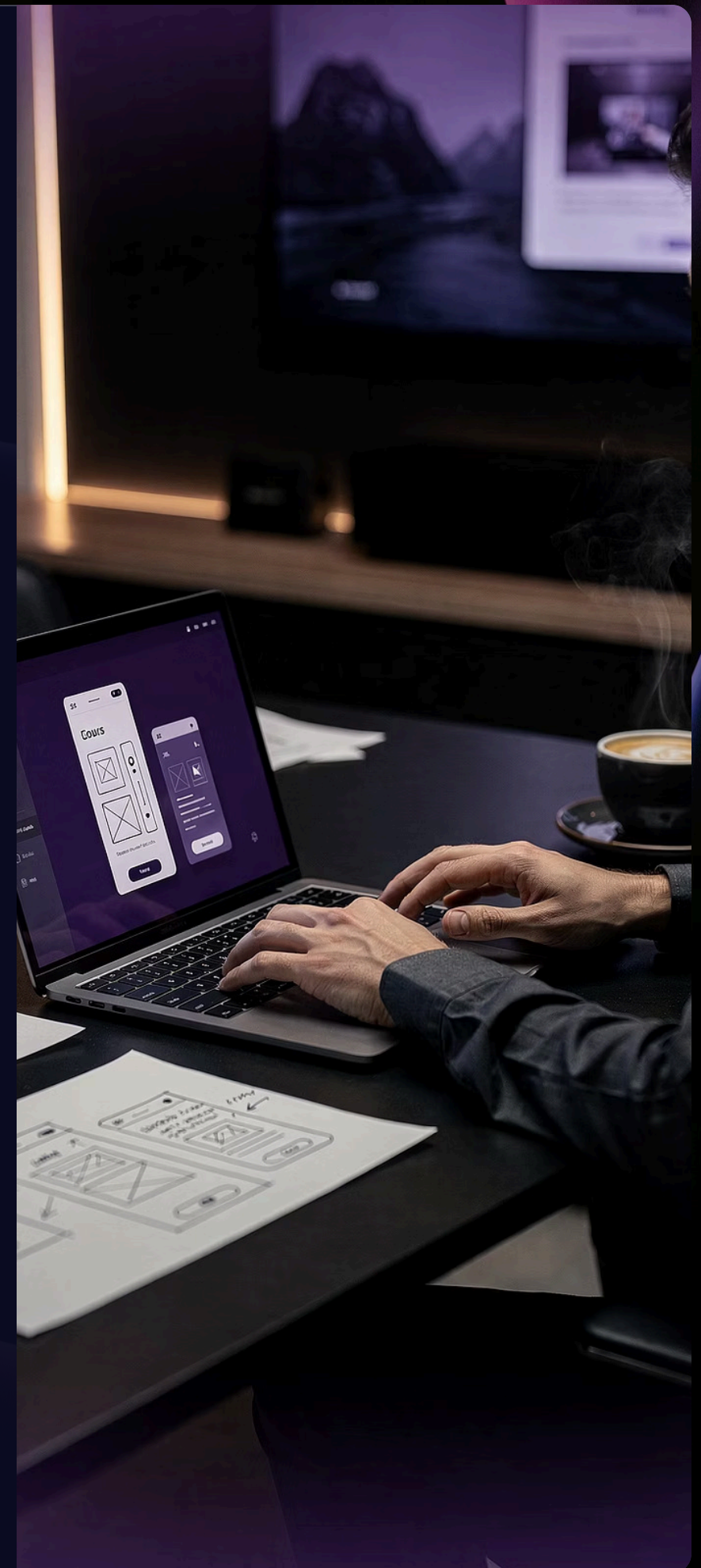
A quick story (why this checklist exists)

I've watched this happen too many times.

A designer sends a portfolio. It looks clean. The UI is nice. The process is written properly.

Still... no calls. No offers.

Not because they're "not talented." Because the portfolio reads like a school project, not like someone who shipped work, made decisions, and moved outcomes.

> Hiring teams skim fast. They don't have time to decode you. Eye-tracking research on hiring materials is well-known for showing that recruiters form quick first impressions within a few seconds.

So this checklist is built for one thing: **Make your portfolio feel safe to interview in 90 minutes.**

What "fixed" looks like

After 90 minutes, your portfolio should have:

- ✓ A **strong first screen** (clear role + problem + outcome)

- ✓ Only **2–3 strongest case studies** are visible and easy to reach

- ✓ Every case study starts with an **Impact Box**

- ✓ Clear **ownership** (what YOU did)

- ✓ 3–6 **decision moments** (tradeoffs + why)

- ✓ Proof: numbers OR believable evidence

- ✓ A clean, scan-friendly structure (no walls of text)

Hiring managers consistently say they want the story behind the work, not just final mockups, and they want clarity on impact and your role.

Before you start (2-minute setup)

You need:

- A timer (90 minutes)
- Your portfolio open (Notion / Webflow / PDF / Behance / anything)
- One doc to paste text quickly

Pick ONE target case study

Choose the one where you can show the strongest proof. Not the prettiest. The most believable.

The rule for this sprint

You are not redesigning your portfolio today. You're rewriting it for trust.

Minute 0–10: Fix the first screen

Hiring teams scan. Your first screen must answer these in seconds:

> ▢ **Paste this at the top of your homepage (or case study page)**
>
> **Headline:** I design UX that moves outcomes.
> **Subhead:** I help teams reduce friction, increase adoption, and ship with clarity.
>
> **1-line credibility:** [__ years] in UX • [domain] • shipped [type of products]

Add a "3-tile Proof Strip."

Outcome:	Scope:	Proof:
[ex: reduced drop-off / improved activation]	[what you owned]	[metric/test result/evidence type]

If your homepage doesn't show outcomes, the panel assumes there are none.

Minute 10–25: Add an Impact Box to your top case study

This one change alone can improve your interview rate.

> 🗒 **Copy-paste Impact Box template**
>
> **Impact (What changed):**
>
> - Baseline: [before]
> - Change: [after]
> - Evidence: [analytics/usability/support logs/stakeholder approval]
> - Timeframe: [over 2 weeks / 1 release / 1 month]
>
> **My ownership:**
>
> - I owned: [flow/feature]
> - I decided: [3 bullet decisions]
> - I partnered with: [PM/dev/data]
> - Constraints: [time/tech/compliance]
>
> **Why it mattered:**
>
> - User pain: [1 line]
> - Business cost: [1 line]

If you don't have numbers, write evidence honestly. Don't fake metrics. Use what you really have.

Minute 25–40: Replace "process paragraphs" with decision moments

Panels don't reward long process essays. They reward judgment.

NN/g advice on portfolios repeatedly emphasizes showing how you approached projects and how you think, not just what you made.

Add 3 Decision Cards (copy-paste)

1	2	3
Decision 1: I chose ___ instead of ___ **Why:** ___ (evidence) **Tradeoff:** ___ **Result:** ___	**Decision 2:** I removed/simplified ___ because ___ **Risk:** ___ **Mitigation:** ___	**Decision 3:** I prioritized ___ because ___ **What I said "no" to:** ___ **Why:** ___

This is where your portfolio starts sounding senior.

Minute 40–55: Fix role clarity (kill the "we did" fog)

One of the fastest ways to lose trust is unclear ownership.

Hiring managers want a clear story and your contribution, not just a collage of screens.

> 🗒 **Paste this "Role Clarity Block"**
>
> **My role:** [Product Designer / UX Designer / UX Lead]
>
> **I was responsible for:**
>
> - [bullet]
> - [bullet]
> - [bullet]
>
> **What I personally delivered:**
>
> - [research synthesis / flows / prototypes / specs / experiment plan]
> - [stakeholder alignment/dev handoff]
> - [validation/iteration]
>
> **Team context:** PM (**) • Dev (**) • Data (**) • Stakeholders (**)

If your story reads like the whole team's work, the panel can't score you.

Minute 55–70: Add proof fast (even without analytics)

If you HAVE metrics (use them)

- Conversion/activation/retention

- Task success rate

- Error reduction

- Time-on-task

If you DON'T have metrics (still show proof)

Pick 2–3:

- Usability test results (before vs after)

- Support ticket themes reduced

- Stakeholder decision shifted (what changed and why)

- Fewer steps / fewer errors (with examples)

- QA findings reduced (fewer confusion points)

📝 **Paste this "Proof Sentence" format**

"Before, users ___ (evidence). After the change, ___ (evidence). We validated this through ___."

Short. Believable. Panel-friendly.

Minute 70–80: Make it skimmable (this is portfolio UX)

Hiring managers repeatedly say they want portfolios that are easy to follow, and some recommend just 2–3 case studies.

Break long paragraphs into 2–3 line chunks

Add headings every 1–2 scrolls

Use bullets instead of essays

Put captions under visuals

Remove repeated "design thinking" text

Put outcomes near the top, not at the end

📝 **The "10-second test."**

Ask a friend to open your case study and answer:

1. What was the problem?

2. What did you own?

3. What changed?

If they can't answer in 10 seconds, fix the top section again.

Minute 80–90: Add Accountability (the missing senior signal)

This is the part most designers skip. It's also the part senior panels love.

Paste this Accountability Block

What I learned:

- I assumed ___, but the evidence showed ___.

What I'd do next (if I had 2 more weeks):

- I would measure ___ because ___.

What I'd do differently:

- Next time I would ___ earlier to avoid ___.

This proves you're not just making screens. You're thinking like a product partner.

The 15-minute emergency version

If you're applying today, do this:

01

Add an **Impact Box** to one case study (5 min)

02

Add **Role Clarity Block** (4 min)

03

Add **2 decision moments** (4 min)

04

Add **Accountability Block** (2 min)

That's it. That alone can lift how "senior" you sound.

Case Study Opening (copy-paste)

[Case Study Title]

Problem: [specific problem]

Users: [who]

Goal: [success metric]

Constraints: [time/tech/legal]

My role: I owned [scope]. I worked with [team].

Outcome: [metric/evidence] over [timeframe].

Key decisions:

- [decision 1]

- [decision 2]

- [decision 3]

The "Proof Library" (use these phrasing lines)

Use one line per case study. Don't overdo it.

"We reduced steps from ** to **, which removed the biggest friction point."

"In usability testing, ** out of ** failed before; after the change, ** out of ** succeeded."

"Support tickets tagged __ reduced after release."

"We improved clarity by rewriting microcopy and error states, not just UI."

"We shipped V1 with __ and documented what we'd validate next."

The scoring check (Are you interview-ready?)

You're interview-ready when:

- ⊘ Your first screen shows **problem + role + outcome**

- ⊘ Every case study starts with an Impact Box

- ⊘ You show decisions and tradeoffs.

- ⊘ You show proof

- ⊘ You show accountability

If not, you're still in the danger zone where "experienced ux no job offer" happens.

Why UXGen Academy teaches it this way

At UXGen Academy, we don't train people to create portfolios that look nice.

We train people to create portfolios that **are well scored** by hiring panels.

That means:

- outcome-first case studies
- senior decision-making (tradeoffs, constraints, ownership)
- proof and measurement thinking
- interview storytelling that sounds real

Because the **ux job** market doesn't reward effort. It rewards proof.

If this checklist helped, do the next step properly:

Download companion PDFs:

1. **Outcome-First UX Case Study Template**
2. **UX Portfolio Scoring Rubric: What Hiring Panels Score**
3. **Senior UX Interview Story Bank**

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.
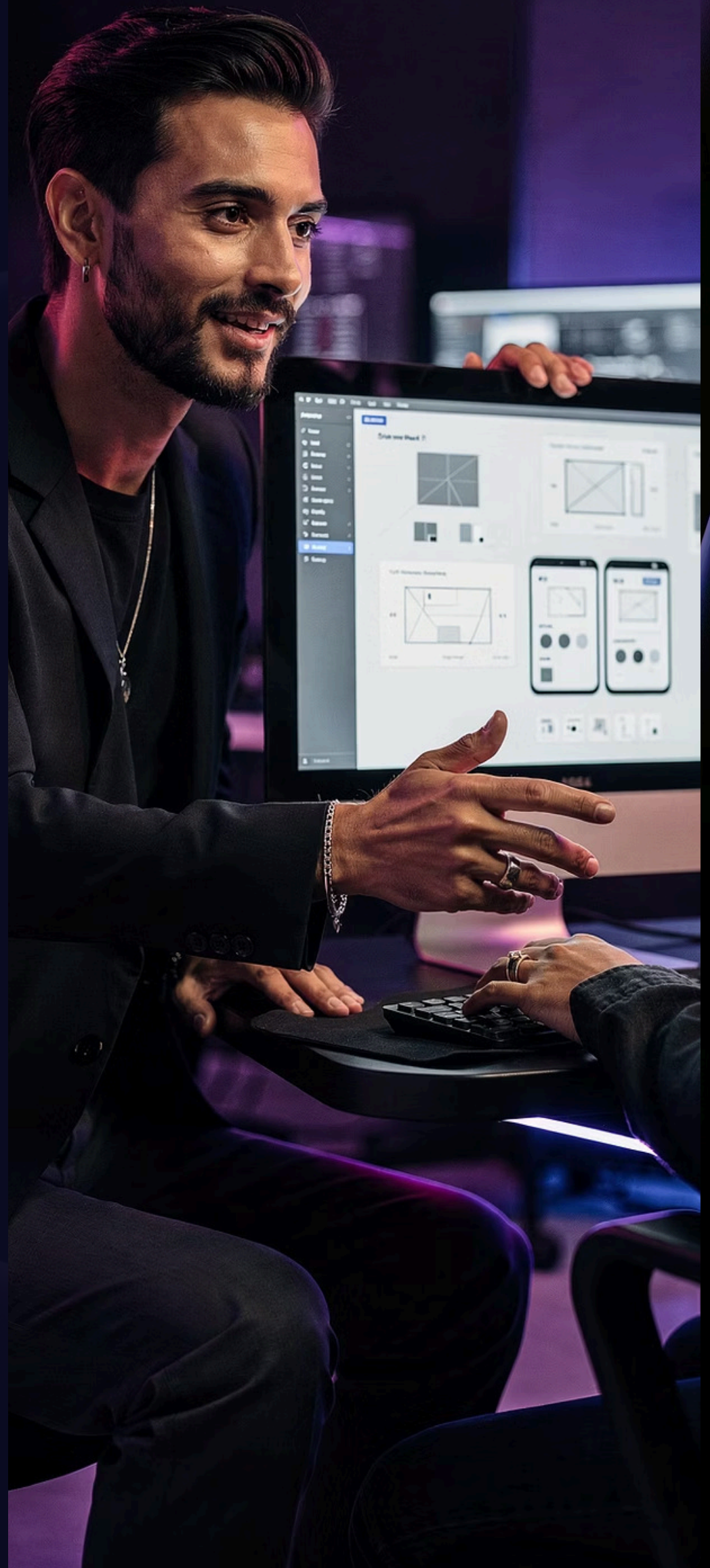
About UXGen Academy

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**
WhatsApp / Call: **+91 97185 40053**

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**

📧 Email us: **info@uxgen.academy**

📞 WhatsApp / Call: **+91 97185 40053**

📍 Based in Gurugram, India - we work with learners globally.

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