Etsy

Building a Lasting First Impression

Welcome to your product designer portfolio and case study prep guide at Etsy. Our Product Design Recruiter and Hiring Managers created this guide together to help you prepare for your Product Design interview process.

Below is what we hope to see in reviewing your digital portfolio. If you're selected for the next round, you will walk us through a case study thoroughly during the case study interview.

CASE STUDY 101

Your design portfolio should include at a couple case studies of past work that articulate how you find and approach problems as well as deliver on solutions.

Highlight your end-to-end design process and clearly articulate the user problem and your final design solution, including:

• Your approach in starting and ending a project with a goal and an outcome

• The process you used

• How you solve complex problems

• Results and the impact to the team & organization

• How you measured the outcome

INTROSPECTION TIPS

• Ensure your portfolio is easy to navigate and user-friendly.

• We recommend highlighting your most relevant work for the role you're applying for.

• If your most relevant work is password protected, this is a friendly reminder to share the password.

• Highlighting your approach in translation of quantitative & qualitative insights into your design decisions.

• Show us how you think and work–we would love to get a sense of your point of view.

PRESENT IT WELL

• **Tell a clear story** In the absence of presenting your portfolio in person, ensure anyone can step in and absorb the problem and solution you developed without having questions about how you did it.

• **Highlight your contribution(s) & collaboration(s)** Outline your role, impact in each case study and who you partnered with to make things happen.

• **Show your work** Balance strong visuals and information to reflect your level of craft/UX and research thinking. Consider choosing the deliverable that showcases your work in the most effective way, whether that is through motion animation, low fidelity high fidelity, prototypes or live builds.

• **Alternate text** Choose and share work that reflects your level craft, UX and research thinking. Deliverables can range from low fidelity to high fidelity mockups, prototypes or live builds - whatever communicates your process and goals most effectively.

• **Showcase the end result/outcome** Did your product meet its goals? What worked? What didn't? What did you learn from it?

Thanks for taking the time to review this guide and best of luck with your application!