

Personal Websites, Portfolios & Social Media

Career Services Center Workshop



*Why do I need
a Personal Website
& Portfolio?*

- When applying for jobs, internships and transfer schools your audience will require samples of your work also know as a portfolio.
- Schools and employers require that your portfolio be digital, rather than paper work samples.
- Some schools and employers may accept PDF samples of your work.
- It is increasingly common that they would like to see the digital portfolio of your work stored on your personal website.
- It is important to think about your portfolio from the very beginning of your educational experience, so you are not scrambling for content at the last minute. It is a great way to catalog your work.
- Portfolios demand a great deal of time and energy to create. Knowing that potential employers will see your work may help you think about classroom assignments differently.
- Portfolios help you with networking, visibility and business building.

*When do I need
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& Portfolio?*

Job and Internship Timeline

The majority of internship are available in the summer. Very few internship exist in other semesters.

Please have your resume and at least 3 portfolio pieces flushed out by the application deadlines.

Internship Semester	Application Deadline
Summer	October, November
Summer	March, April

*Personal Website &
Portfolio Host Sites*

Personal Website Host Sites

- **Square Space:** <https://www.squarespace.com/>
- **Adobe Portfolio:** <https://www.myportfolio.com/>
- **Wordpress:** www.wordpress.com

Portfolio Host Sites

These are a great way to share your work, but are not replacements for your own personal website.

- **Style Portfolios:** www.styleportfolios.com

*Personal Website
Domain Name*

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Best practice is to use your first and last name.

Some sites provide these, or you can purchase a domain name at sites like <https://www.godaddy.com/>

Fashion Designer

Personal Website & Portfolio Content

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The following information should be contained within a fashion design portfolio:

- **Inspiration**
 - Design, print and color inspiration
 - Include mood boards to show the origin of your ideas and your research process (this can be as simple as a small collage of 4-8 photos)
- **Ideation**
 - Rough hand sketches / sketchbook to show how your ideas evolve
 - Showcase your fabric, color print direction
- **Design**
 - Include digital (Illustrator) fashion flats to show you know AI and understand construction
 - Technically accurate flats in color (black and white versions optional), ok to include back / side / close-ups as relevant

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- **Presentation**

- Include fashion illustrations to enhance visual appeal (hand or digital)

- **Technical**

- Include technical sketches / tech pack snippets to show you know how to spec a garment
- A few samples of construction callouts, close-ups of details, or artwork placement specs

- **Production**

- Include professional looking photos of the entire finished garment, close-ups of detail, or even fabric swatches (can be on a model, mannequin, flat lay, or press pics)

You may want to give each look its own page.

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Employers will look at:

- **Creativity:** Seeing unique creative projects where your individuality, interests and character shine through.
- **Skill and potential:** Showing great drawing or craft techniques using materials that have been rediscovered or repurposed.
- **Attention to detail:** Seeing creativity presented with a love of art and design.
- **Creative process:** Include notebooks and sketchbooks that show your inventiveness through the exploration, experimentation and development of an idea. Showcase how you independently generate and develop ideas and your range of drawing and craft skills.
- **Story Telling:** Your ability to summarize your creative processes from inspiration to execution.

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- **Research skills:**
 - Google is not enough
 - What are subcultures up to, can it be commercialized?
 - Mood boards
 - Tumblr
 - History of design classes good to have
 - Can you use social disparate trends to forecast future trends?
- **Point of view:** Demonstrate diversity of thought.
- **Critical thinking:** How do you solve problems and showcase examples of experimenting with ideas and materials.
- Your final pieces displayed to their best advantage.
- Try to be as unique as possible and avoid using images of clothing created by other designers.

Additional Tips:

- It's far stronger to have 5 quality projects, than 20 projects.
- If you only have two projects, it is not really enough to get a sense of your skills or interests.
- Employers have limited time, and want to do a quick scan of your work. Make sure they can scan through the highlights of the projects quickly and easily. And keep your project descriptions brief and to the point.
- Password Protection: This is a huge turn off to have all of your projects password protection. Only do this is legally necessary. And put the password on your resume.
- Make sure that the design of the website does not overpower the design of the work you are going to showcase.

*Choosing
Your Projects*

Considerations:

Pick a [project / collection / design] that speaks to the customer you want to work for/attract. Show them that you understand their market, customer and aesthetic, and visually show them that you are the right animator for the job.

If you have multiple projects in each category you can choose the ones:

- you are the most proud of (if you love it, it will show)
- you learned the most from (mistakes are great, when you can share what you learned from them)
- that are most in alignment with your interests
- that is the most complete: that shows your design process clearly and thoroughly

Fashion Designer

Personal Website Sample

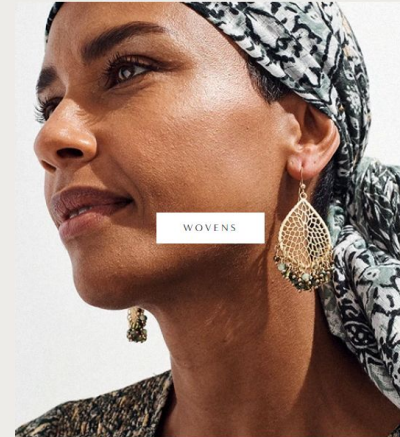
Recommended Sections

- Name
- Title
 - Women's outerwear and wovens designer
- Portfolio of Work
- About Me
- Contact Me



Portfolio

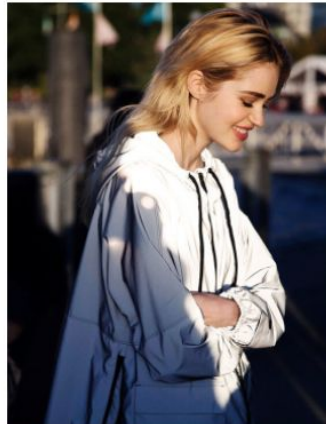
Below, you can find my digital portfolio. I show samples of my process and final product images of women's outerwear and wovens. If you're looking for anything specific, let me know!



Portfolio of Work

Outerwear

Here, you can find my digital portfolio. I show samples of my process and final product images of women's outerwear. With all the thought and detail that goes into creating outerwear, this has become my favorite category to design



Portfolio of Work

Inspiration

Design, print and color inspiration

Presentation

Include fashion illustrations to enhance visual appeal (hand or digital)

Production

Include professional looking photos of the entire finished garment, close-ups of detail, or even fabric swatches (can be on a model, mannequin, flat lay, or press pics)



About

In roughly 3 sentences tell them:

- who you are
- where you are located
- what kind of design you do
- what inspires you and
- your unique skills



Hi, I'm Sheena Schoolcraft!

I'm a senior womenswear designer based in New York City. I've spent over 10 years designing clothes, specializing in outerwear and wovens.

My background includes working with vertical integration, wholesale, licensed brands, and market manufacturers for many well-known global companies.

So how can I help you?

I often travel to places like Morocco and Paris, gathering inspiration within the colors, textiles, art, and vintage finds of these cultures. Blending that influence with current market trends, I design unique, commercial products that create a fresh perspective for your brand. My goal is to always make your design process painless and increase sales!

"Sheena is a focused team player . . . and works hard to foster a collaborative working environment. . . . As a mentor, she always finds time to share her knowledge of technical skills and encourages constant improvement of her direct reports."

— Katie Rehlinger, Designer

With over 16 years of using Adobe Illustrator and Photoshop, I've become a pro. I've even taught working designers via online workshops, from basics to more advanced tips and shortcuts.

If you're a company looking for a designer to streamline your aesthetic and processes, let me know!

HIRE ME

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Contact

Name *

First Name

Last Name

Company *

Email Address *

Subject *

Message *

I'm not a robot



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SUBMIT

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It is important to review the portfolios of others in your field so you know what is expected of you.

Sample Fashion Design Portfolio

- <https://sheena-schoolcraft-32ms.squarespace.com/>

Fashion Stylist

Personal Website & Portfolio Content

A fashion stylist portfolio can be a bit more like a photographer portfolio, where you just show your work in photographs. No need to explain the context. The following information should be contained within your portfolio:

- **Your Name**
- **The Title “Fashion Stylist”**: (so they know you are not a photographer or hair stylist)
- **An “about me”**: Include a small paragraph about you and your work as a stylist.
- **A “contact me”**: Provide a way people who would like to work with you can contact you.
- **Your work**: You can break it into sections if you like: videos, versus stills, versus editorial.

*Choosing
Your Projects*

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- that are most in alignment with your interests
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Fashion Stylist
Personal Website Sample


Recommended Sections

- Name
- Title
 - Fashion Stylist
- Portfolio of Work
 - Fashion Women
 - Fashion Men
- About Me
- Contact Me


RAVEN ROBERTS
FASHION STYLIST

ENTERTAINMENT
FASHION - WOMEN
FASHION - MEN
E-COMMERCE
STILL LIFE/ FLAT LAY
CAMPAIGNS
PERSONAL
VIDEO
PERSONAL STYLING
SERVICES
ABOUT
BLOG
IMDB
CONTACT


@ f in Share




JAY WILLIAMS




ROBIN THICKE




AMANDA ANISIMOVA - ESPN




ARIELLE CHARNAS




CYNTHIA ERIVO



SERGE IBAKA



FRANCES TURNER



DYLLON BURNSIDE - POSE

Recommended Sections

- Name
- Title
 - Fashion Stylist
- Portfolio of Work
- About Me
- Contact Me



About

In roughly 3 sentences tell them:

- who you are
- where you are located
- what kind of styling you do
- what inspires you and
- your unique skills



About Raven

Raven is a California native living in New York City. As a Freelance Celebrity Fashion Stylist

Raven has styled numerous celebrities and editorials. She has served as the Key Wardrobe Stylist for campaigns, web series, music videos, various feature and short films. Raven's work has been featured in international publications and photography exhibits. She has been seen on [Macy's Next Style Star](#) and [Bare Minerals Beauty Uncovered](#).

Services

Ad Campaigns

Appearances

Editorial

Film

Lookbook

Music Video

Red Carpet

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Contact

Let's Work Together

Name	Email
Message	

Send Message

It is important to review the portfolios of others in your field so you know what is expected of you.

Sample Stylist Portfolios

- <https://www.ravenroberts.com/>
- <https://priscilabarros.format.com/4811736-home>

*Why do I need
Social Media?*

Fashion Stylists and Designers are their own business. You must be able to promote your business. You should post your work where people are looking for inspiration and style guidance on social media!

Have a professional presence on Instagram, TikTok, Pinterest, and even YouTube. A successful social media page is a money generating business within itself. Not sure what to post? Start by checking out the competition, and then carve your own path.

Fashion Stylist
Social Media

Pinterest

- <https://www.pinterest.com/pin/511088257714180964/>



Save

sashabarrie.com

WOMEN'S EDITORIAL MAKE MAGAZINE

Make Magazine | Womenswear Fashion Editorial | Styled by Sasha Barrie | Photographed by Annie Bundfuss. #londonstylist #fashionstylist #fashionstylistportfolio #womensfashioneditorial #womensstyling... [More](#)



SASHA BARRIE | Stylist & Art Director |
London
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SASHA BARRIE | Stylist & Art Director | London saved to
EDITORIAL - WOMEN'S

Make Magazine | Womenswear Fashion Editorial | Styled by Sasha Barrie | Photographed by Annie Bundfuss.
[#londonstylist](#) [#fashionstylist](#) [#fashionstylistportfolio](#) [#womensfashioneditorial](#) [#womensstyling...](#) [More](#)

sashabarrie.com



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Instagram

- <https://www.instagram.com/stylistravenroberts/>

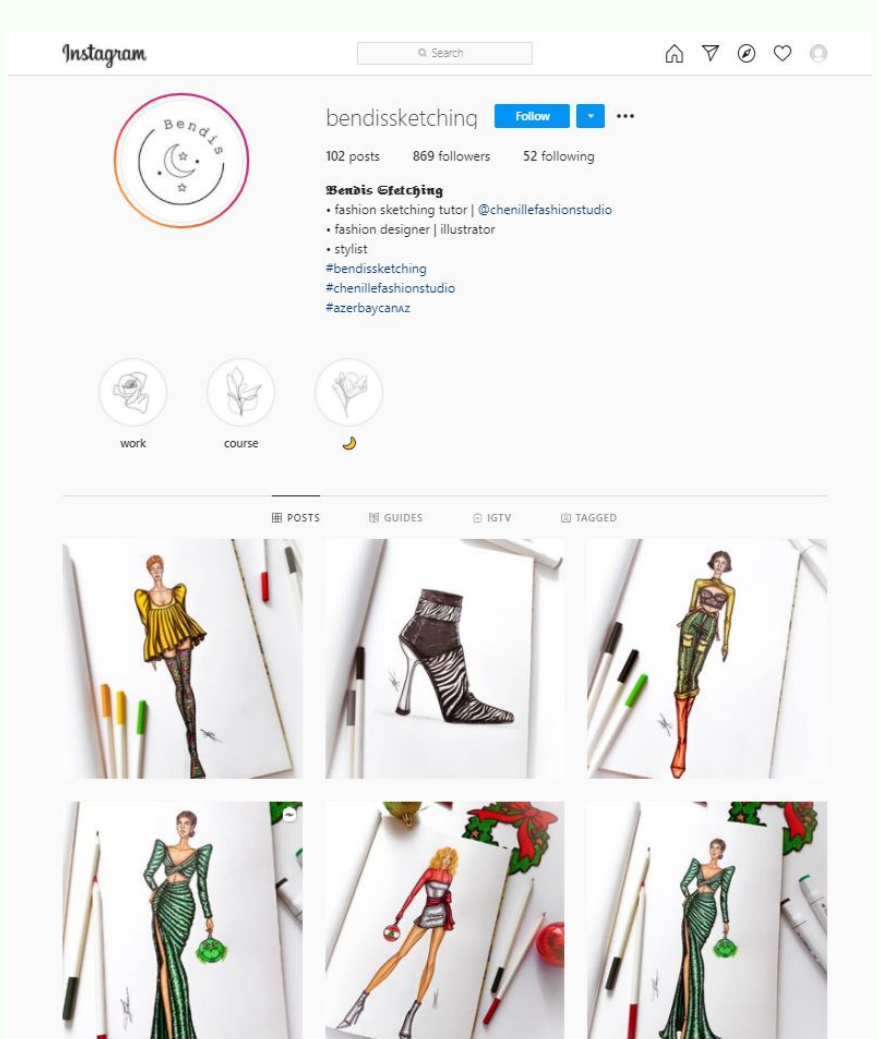
The screenshot shows the Instagram profile for **stylistravenroberts**. The profile picture is a woman with dark curly hair wearing a bright yellow jacket. The bio identifies her as a Fashion Stylist in NYC, specializing in Celebrity, Editorial, Commercial, and E-Commerce work. Her account is a personal one, and her website is listed as www.ravenroberts.com. The profile has 250 posts, 690 followers, and is following 253 accounts. Below the bio are four category icons: Men, Women, Video Work, and Still Life. The main content area is set to 'POSTS' and features a grid of six images. The first image shows a man in a military-style jacket on a rocky shore. The second is a group of women in colorful, bohemian-style clothing. The third is a close-up of a woman's face with red sunglasses and blue lighting. The fourth is a magazine cover featuring Arjelle Charnas, with headlines like 'Loças x Goico y su estilo' and '29 influencers para inspirarte'. The fifth is a woman in a black polo shirt with 'Rising Star Chef Sorshanna Akiyama' text, with a sub-headline 'THE NEW POWER SUIT'. The sixth is a woman wearing a blue surgical mask and a colorful headwrap.

Fashion Designer

Social Media

Instagram

- <https://www.instagram.com/officiallheaven/>
- <https://www.instagram.com/bendissketching/>
- <https://www.instagram.com/tug.dur944/>



Support @ SMC

Classroom Support

FASHN 21: Digital Fashion Portfolio

This advanced course addresses the skills necessary to produce a well-organized and thoroughly planned portfolio, both virtual and printed, to be presented on job interviews. Students will be expected to have completed a body of work, prior to taking this course, from which to build a portfolio.

Career Services

Phone: 310.434.4337

Email: careerservices@smc.edu

Webpage: <http://smc.edu/careercenter>

Instagram: <https://www.instagram.com/smccareercenter/>

YouTube channel: https://www.youtube.com/channel/UChad0JT9Mzqip03jTmL8_zg/playlists?view_as=subscriber

Academic Counseling

For information on the program, assistance creating your educational plan, or exploring transfer preparation visit the SMC Counseling Center:

<http://smc.edu/student-support/academic-support/counseling/contact.php>

There are different counselors and programs available to serve all needs. Once on the web page, you can make an appointment or see a counselor on a drop-in basis by clicking on:

- The General Counseling & Transfer Services link or
- The link to any special programs that you are a member of.

Thank you.