Graphic Design Portfolio Examples to Inspire You + Important Tips

Newly graduated? Actively seeking employment in the field? Super comfortable in your current position?

No matter what your status, the Go Media team suggests you regularly work to keep your design portfolio up-to-date.

Seasoned designers, we know that this task may seem daunting. However, in order to show beautiful work, you simply have to put the time in. Being methodical about adding work is far easier and more effective, in our view. Slow and steady always wins the race.

We have launched a couple blog posts about what your design portfolio should include. They are:

How to Have the Best Graphic Design Portfolio on the Block: 3 Tips and
How to Create a Graphic Design Portfolio

Here are five of our most important tips.

1. Only show your very best work. Your portfolio should be well curated. Less is often more.
2. Cover all of your bases. If you have excellent work in branding, print, web, illustration, show us. Well-rounded designers are few and far between.
3. Tell us a story. We love case studies! Show us your thought process from start to finish. Include illustrations, notes and various rounds. Address failures & successes along the way. We love to see how designers move throughout the design process. No matter what the outcome, we will respect you for guiding us

along your path.

4. Put as much time into your portfolio as you did completing the project. If you took eight hours to create a logo for a client, take roughly eight hours to work on that respective portfolio item. Dedicate yourself to mocking the logo up on multiple templates until they look perfect. Write, rewrite, proofread the copy to go along with your portfolio item. Construct a thorough case study as referenced above. If your logo appears in a store, restaurant or other location, go out and photograph it! Take time editing the photos so that they are professional in quality. Gather testimonials on your work if possible. Don't stop until you're proud.
5. Show that you can work with clients & meet deadlines. Students, this one is for you. If you have not yet had experience in the field, ask your friends and family if they need any design work. This will get you some freelance work in the door and show us that you have experience, no matter how minor, working for clients. Get ready to illustrate the work you've done in your portfolio, as well as discuss how you communicated with them and managed to meet important deadlines.

Here are some portfolios that have inspired us with notes about why we enjoy them.

Ekaterina Oloy
Los Angeles Based Illustrator, Artist and Visual Storyteller
What We Love: Katia's Portfolio is instantly spellbinding. Each project is accompanied by a full case study or accompanying materials that help you relate to Katia's work. This is the standard that all other portfolio's should be judged against.

Skinny Ships
Design and Illustration by Richard Perez and Jennifer Derosa
What We Love: The cleanliness and fun spirit of the work. It makes you want to work with them.

Hom Sweet Hom
Hand Lettering by Lauren Hom
What We Love: High-quality, vibrant work that hits you in the face!
Great brand consistency

Ron Draper
Artist and Designer living in the UK
What We Love: Nice high-quality, bold imagery. Some portfolio items tell a story of Ron’s process.

Jordan Metcalf Studio
South African Graphic Designer
We love Jordan’s copy. As you know, we love a story and it gives more substance to his work.

Chuck Anderson
No Pattern Studio – Chuck Anderson
Artist, Graphic Designer, Photographer, Creative Director
What We Love: Chuck’s Portfolio is filled with over-sized, juicy imagery.
The quality of his presentation, in our opinion, is simply on another level.

Kate Moross
Designer
What We Love: Kate’s bold and captivating presentation

Erik Marinkovich
Lettering Artist and Designer
What We Love: Clean and crisp overall. The work is breathtaking! Copy is simple and straightforward.

Creative Mints
A Boutique Human-Centered Design Agency from Prague

specializing in Branding, UI and Illustration
What We Love: Creative Mints shows a beautiful variety of work in their portfolio

Go Media’s Online Portfolio

We couldn’t let you leave without bragging about our own graphic design portfolio!

Here at our Cleveland Graphic Design and Web Development Firm, we love showing off the work we do in the areas of not only design and web, but print, illustration and web marketing.

Our Rich Wonder portfolio item is a great example of one of our case studies. We used illustration to help us explain our thought process through the project.



We hope you enjoyed this post and it inspired you to add to your portfolio today!

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