S9: Produce and maintain a portfolio of creative digital work

Overview of Experience

Throughout my degree, I have actively built and maintained a professional portfolio showcasing my development in creative digital design. This portfolio serves not only as evidence of my academic progress but also as a tool to communicate my skills, style, and areas of expertise to future employers, collaborators, or clients.

Portfolio Development

I began building my portfolio in **Year 4**, focusing on foundational projects such as logo design, wireframes, and UI layouts using Adobe XD and Figma. As I progressed, I added more complex and applied work, including immersive designs, AI avatar video content, and social media assets, reflecting a growing range of technical and conceptual skills.

In **Year 5**, my work from modules like **UX200** and **IMM200** included interactive prototypes, user journeys, and immersive media elements created using tools like Spline, Skybox, and Adobe Aero. These projects demonstrated not only technical proficiency but also user-centred thinking and accessible design practices.

In **Year 6**, I added more independent and professional pieces to the portfolio. This included content created for my personal business, **Groove with Sooze**, such as my website, brand identity, and AI avatar videos produced with Synthesia. I also included research and concept development from **PRP300** and **CRP300**, giving insight into my process as well as final outcomes.

Portfolio Maintenance and Presentation

I regularly update and curate my portfolio to reflect my latest and strongest work. I use both **online platforms** (Google Sites) and offline formats (e.g. PDFs for submission or printed summaries) to present it professionally. I tailor the content depending on the intended audience, for example, focusing on educational video design for subject matter experts including technical UI case studies for colleagues in the design sector.

Each project is clearly described, with context, objectives, tools used, and a reflection on outcomes. This helps communicate not only *what* I created, but *why* and *how*, making the portfolio a narrative of my creative development.

Application in Practice

My portfolio has already been useful in demonstrating my design and communication skills in both academic settings and when promoting my own business. As I continue to grow professionally, I plan to maintain this portfolio to support job applications, freelance work, and creative collaborations. It's also a personal record of my learning journey, a reminder of how far I've come, and a motivator to keep improving.

Evidence by Academic Year

Year	Focus Areas	Tools Used	Key Projects in Portfolio
Year 4	Foundational design and layout	Adobe XD, Figma, Illustrator	DPP100 – Design Practices & Processes
Year 5	UX design, immersive media, prototyping	Figma, Spline, Adobe Aero, Skybox	UX200 – UX/UI Design, IMM200 – Immersive Media
Year 6	AI video content, branding, and independent research	Synthesia, IONOS, Premiere Pro, Photoshop	PRP300 – Personal Research Project, CRP300 – Critical Research Project