

# Creating Your Digital Portfolio: The Essential Guide to Showcasing Your Design Work Online

Ian Clazie

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**Creating Your Digital Portfolio**This comprehensive manual gives you all the knowledge and skills you need to build and present a digital portfolio that packs a punch. *Creating Your Digital Portfolio* covers everything from web hosting and uploading content, to personalizing and presenting your work to clinch that job. Exemplary portfolios, both well-constructed and unique, reveal the how, what, and why of putting together an effective digital portfolio, and leading art directors, graphic designers, and illustrators give their professional advice on making a good impression and avoiding common pitfalls.If you are making the leap to presenting your work digitally or online, or simply wanting to improve your online presence, *Creating Your Digital Portfolio* will prove indispensable.

**About the Author**Ian Clazie has worked as an interactive designer and art director in Sydney and San Francisco for fifteen years. After studying illustration and graphic design at RISD and Art Center in the early 1990s, he worked in web design in Silicon Valley during the formative days of the worldwide web. His career has seen him work on projects as diverse as an award-winning cycling travelogue and the official website for Disney China. Most recently he managed the creative department of Razorfish Australia, where he design-directed digital projects for the likes of Pepsi, Ikea, Xbox, PO Cruises, and Johnnie Walker. Now based in San Francisco, Ian specializes in user experience design, visual design, information architecture, design direction, and, of course, reviewing portfolios.