Six Essential Sections for Every UX Case Study

Create a portfolio website that stands out

A strong portfolio doesn't just show your work. It shows your thinking, your impact, and your personality.

This template will walk you through the essential sections of a UX case study, with tips for what to include (and what to leave out).

Use it as a guide — and make it your own!

-Maria

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1. Background & Context

Purpose: set the stage.

Text:

- What was the project about?
- What was your role, and with whom did you collaborate?
- Timeline and key constraints.

Visuals:

- Final product screenshots.

Tip:

- Keep this section short (3–4 sentences max).

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2. The Problem

Purpose: Define the "why"

Text:

- What problem were you solving?
- Why did it matter to the users or the business?

Visuals:

- "Before" screenshots.
- Problem statement slides.
- User quotes.

Tip:

- Be concise — 1–2 clear sentences.

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3. Discovery

Purpose: Show how you understood the problem

Text:

- How did you onboard to the project? (Research, stakeholder interviews, etc.)
- What 3–4 key insights or pain points did you uncover?
- How did you collaborate with cross-functional teams (product, engineering, stakeholders)?
- *If you did discovery research, share a brief overview (who, what, how) — but focus on the insights.*

Visuals:

- Research synthesis slides.
- Screenshots of sticky notes, spreadsheets, and research notes.
- User quotes.

Tip:

- Highlight the *impact* of your discovery work, not just the activities.

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4. Design & Iteration

Purpose: Show your process

Text:

- What were your design priorities, and why?
- How did you explore and iterate on solutions?
- How did you collaborate with your team?

Visuals:

- Early wireframes, flows, sketches.
- Zoomed-out Figma exploration screens.
- Information architecture diagrams.
- Photos of whiteboards, sticky notes, or sketches.

Tip:

- Show *messy* work — it shows your thinking, not just the polished final product.

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5. Testing & Further Iteration

Purpose: Prove that you listened and adapted

Text:

- Who did you test with (users, internal team, stakeholders)?
- What feedback did you receive?
- How did you incorporate that feedback?
- *If you conducted usability or concept testing, share a brief overview (who, how many, where).*

Visuals:

- Before/after design comparisons.
- Research insights and synthesis documents.
- Prototype walkthroughs.
- User quotes.

Tip:

- Focus on a few key feedback points and changes — you don't need to list every single tweak.

6. Impact & Outcomes

Purpose: Close the loop

Text:

- What was the outcome of the project?
- How did it impact the users, team, or business?
- What did you learn from the project?
- *If you left before the launch, focus on the handoff or feedback you received.*

Visuals:

- Before/after final product comparisons.
- Quotes from stakeholders, clients, or users.
- Screenshots of success metrics dashboards (Amplitude, Tableau, Google Analytics, etc.).
- Final prototype walkthroughs.

Tip:

- Tie your impact back to the original problem and project goals.

!! Final Notes:

Make it Scannable: Use headers, bullet points, and visuals to break up text.

Tell a Story: Guide the reader step-by-step ("First I did this... Then I...")

Be Selective: You don't need to show everything — just enough to convey your process and impact.

About me

I'm a product design leader with a background in UX design, research, and facilitation. I've forged my own path to success, moving beyond the traditional career ladder to focus on authentic and impactful leadership that aligns with my values.

I love mentoring designers as they explore their unique journeys, whether redefining career goals, transitioning to a new role, or landing their dream job.

If you're ready to take the next step in your career and build a future you're excited about, I'd love to support you!

I offer one-off and ongoing mentorship services. You can find more details at the link below.

✨**EXPLORE MENTORSHIP**✨

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