**Eportfolio Design**

The best way to describe an ePortfolio is to compare it to a combination of a LinkedIn profile and one-page resume. Both a one-page resume and a LinkedIn profile offer a brief glimpse of a candidate’s personal brand (i.e., story) and work experience because there is limited space to execute this task. On the other hand, an ePortfolio platform has unlimited space to complete this same task.

Since there is no space limitation, designing this page on paper first to get the most appropriate format is paramount. Just like any Disney movie, the design process starts on a storyboard. Anything that can be completed in Microsoft Word or another program before putting it on the ePortfolio platform would greatly benefit the student. The design must be envisioned before any text is added to it.

An added benefit to creating an ePortfolio is that students start creating their online presence. All employers and recruiters are going to look up a prospective candidate on LinkedIn first if they are interested in a student for a position. Having no online presence or a negative one automatically puts the prospective candidate, regardless of interest in the resume’s content, at the bottom of the pile.

The content needs to contain the three core competencies (i.e., teamwork, communication, and leadership). They have to be addressed in everything on the ePortfolio in some way. This is what employers and recruiters look for.

For the reasons stated above, this is why an ePortfolio is best described as a platform to showcase a student’s complete story to market themselves in today’s world to obtain internships and jobs. The paper describes how to design and create an ePortfolio to offer employers and recruiters the best story to increase the chances of getting an interview.

**Profile Page Instructions**

The profile page can be set up in many ways. Regardless if the text is written is wrapped around a picture or pictures, the essential information must be there. Since this is the first page anyone sees when accessing any ePortfolio, it should be no surprise that this page needs to be perfect at best, or inviting or welcoming to continue to peruse through it at least. It should say, “I want to read more about this student.”

**Contact Information**

The contact information contains a minimum of the country of origin and email. A cell phone number and social media links (e.g., Facebook, Instagram, Snap Chat, and LinkedIn) are optional but helpful.

If one's major (e.g., marketing, social media marketing, and communication and media studies) involves social media, social media links are a must. This information can be in the same text box, or the social media can be a separate textbox.

**Story**

The student's story begins with the name along with a nickname or adopted name, country of origin, other countries resided in, and major(s) and minor(s).

Past experiences can also be included.

The second part is a short summary of the resume. This should be one-to-two paragraphs unless there is a specific reason to make it longer. There is a separate whole page (i.e., Professional Preparation/Resume) dedicated just to this.

Research interests come next. This includes any topics in the major(s) and minor(s) to anything discussed in classes. This part is very important because it shows how much a student pays attention to topics related to his or her major(s) and minor(s).

This is followed by goals. Goals can include future education, future certifications, and anything personal that makes a student stand out from everyone else. However, personal information should still be treated and viewed as being professional. The goal is to stand out not to give a detailed life history. Instead, it should be about summarizing one’s future education goals and career decisions as seen at the present time.

Where do I see myself after I graduate with the highest degree?

What future job would I like to hold?

The final section of the page is dedicated to personal interests and hobbies. This is another thing that can distinguish one student from the rest. Travel experiences, languages, sports, among others, are a great way make this section look great. It is even better if these can be tied in the major(s) and minor(s).

**Professional Preparation/Resume Page**

The Professional Preparation/Resume page is serves as an online resume, showing one’s experience. There are differences between the one-page resume and the resume for the ePortfolio.

The difference major between a one-page resume and the resume section for the ePortfolio is that the resume section of the ePortfolio has a different length. There is no limitation on space with an ePortfolio. For this reason, everything that would be omitted for a one-page resume can, and should, be included on this page of the ePortfolio.

Company’s logos and pictures highlight the text. It also brightens up the page design. They break up the text into manageable chunks, which make it easier on the eyes to read.

All jobs and internships listed on the resume file and the resume page must relate to the three core competencies. The three core competencies are communication, leadership, and teamwork.

Extracurricular activities are a great addition to a resume. Clubs and organizations, in general, show a student has interest in a particular major and minor. Having a position (e.g., treasurer, president, vice president, and secretary) in a club offer leadership and teamwork skills. Clubs, such as Lubin’s Pace Toastmasters International, offer all three core competences.

Jobs, volunteer work, and internships with titles held of supervisor, shift leader, and manager address teamwork and leadership. The bullets should contain an action verb, duty performed, and quantifiable result if it is possible. Also, the length of each bullet should not exceed more than one line.

Class projects demonstrate skills and knowledge within a major and minor. They also can give a student leadership and teamwork skills. If a student is a group leader, that is considered part of leadership skills. Also, working in a group signifies teamwork skills.

**Academic Materials Page**

The Academic Materials page houses an unofficial transcript and assignments that highlight skills. Skills can be broken down into the three core competencies and other skills that are essential to the majors and minors.

**Other Optional Pages**

Beside the three main pages, other pages can be added for showcasing a particular event or series of events (e.g., conference presentation).