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# Portfolio Site Checklist

**Build it the Human, AI, Human way.** You start with your own thinking. AI partners with you: it interviews you, asks questions and helps you shape it. You finish it in your own words.

## Before you start

- ☐ An AI tool (Claude, ChatGPT, Gemini or Copilot)
- ☐ Your resume as a PDF or Word file
- ☐ 3 to 5 pieces of your best work
- ☐ A headshot with good light and a clean background
- ☐ A few sentences on the job you want and what you want to be known for

## Human, AI, Human: every section of your site

- ☐ I wrote my own notes or first draft before opening the AI
- ☐ The AI interviewed me and asked follow-up questions before it wrote anything
- ☐ I told the AI not to add anything I didn't say
- ☐ I rewrote the final version in my own voice

## On your site

- ☐ Headshot, headline and three words at the top
- ☐ About section that sounds like you
- ☐ 3 to 5 case studies, each with a headline, challenge, approach and results
- ☐ Work shown, not just described: images, decks, posts or video
- ☐ Blog page with at least one post in your own voice
- ☐ Contact section with a working email or LinkedIn link
- ☐ Short note on your About page about how you built it with AI

## The human check

- ☐ Every claim is true and every number is right
- ☐ No typos (I read it out loud)
- ☐ Every link and button works
- ☐ Every image has a description, and the text is easy to read
- ☐ It looks good on my phone
- ☐ A real person reviewed it: a professor, mentor or friend

## Online

- ☐ Live on Netlify
- ☐ Connected to my own name, or working toward it
- ☐ In my class? Live link pasted into the Canvas assignment

Step-by-step guide with copy-and-paste prompts: julesmorrisphd.com/teaching/marketing-465/personal-branding-portfolio/ai-build-guide