



Instructional Design Portfolio Checklist

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Work through the phases in order. Check items off as you go. Print this and keep it next to your keyboard until your portfolio is live.

Phase 1: Choose your 2 to 4 projects

You need one flagship project, one to two supporting projects, and, if you have it, one real-client project. Run every project idea against the right list below.

Flagship project criteria

- ☐ Starts from a specific performance problem, not a topic
- ☐ Names a defined audience with a real job context
- ☐ Built in Storyline 360 or another tool employers in your target roles actually use
- ☐ Requires the learner to make decisions, not just click next
- ☐ Includes at least one scenario or practice activity with feedback
- ☐ Big enough to show process, small enough to finish in weeks, not months

Supporting project criteria

- ☐ Shows a different skill than the flagship (a different tool, format, or audience)
- ☐ Finishable in one to two weeks of focused work
- ☐ Still tied to a performance problem, even a small one

Real-client project criteria

- ☐ You have written permission to show the work or a sanitized version
- ☐ You can name the problem, your role, and the result without breaking confidentiality
- ☐ The work meets your current quality bar (if it does not, redo it as a sample)

Your project shortlist

Write in every idea, assign it a slot, then cut until 2 to 4 remain.

# (1-6)	Project idea	Slot (Flag/Supp/Client)	Keep? (Y/N)
1			
2			

3
4
5
6

Cut rule

if two projects show the same skill in the same tool, cut the weaker one. Hiring managers scan; duplicates cost you attention without earning credit.

Phase 2: Flagship build sequence

Follow these steps in order. Do not open your authoring tool until step 6.

- ☐ 1. Write the performance problem in one sentence: who is failing to do what, and what it costs
- ☐ 2. Define the audience: role, environment, and what they already know
- ☐ 3. List the observable actions the learner must perform by the end
- ☐ 4. Draft the outline and script: scenes, decisions, and feedback for each choice
- ☐ 5. Storyboard the experience and get at least one round of outside feedback
- ☐ 6. Build in Storyline 360 (or your chosen tool), starting with the core interaction
- ☐ 7. Add the scenario branches, feedback, and results logic
- ☐ 8. Test every path yourself, then have someone else break it
- ☐ 9. Publish for the web
- ☐ 10. Host it and confirm the live link works on desktop and mobile

Hosting note

you can host published projects free on devlin.host, the hosting built into devlin.ai. Full disclosure, devlin.ai is my product. The Starter plan (\$9/month) adds a custom domain if you want your own URL. Any static host works; the requirement is a link that loads instantly for a hiring manager.

Phase 3: Pick one AI project

One strong AI project beats three rushed ones. Compare the options, pick one, and finish it.

Option	What you build	Effort (Low/Med/High)	Best if
Custom GPT	A conversational coach or job aid for a specific role, with instructions and knowledge you author	Low	You want fast, credible proof of AI fluency

Embedded AI simulation	A voice practice conversation built in devlin.ai and embedded inside a Storyline or Rise course, with AI scoring against your rubric	Med	You want to show AI integrated into real eLearning, not bolted on
Claude-built interactive	A custom interactive web activity or tool you design and ship by working with Claude	Med	You want to show you can spec and ship working web deliverables

- ☐ Pick exactly one option and write it into your Phase 1 shortlist
- ☐ Define the performance problem it solves before touching any AI tool
- ☐ Write the evaluation criteria or success behavior first, then build to it
- ☐ Test it with at least two people who are not you

Voice tip

if you build the simulation option, build it voice-first. Voice is what makes the practice feel real, and it is what makes the project stand out in a portfolio review.

Phase 4: Website must-haves

Your site has one job: get a hiring manager to a project in under ten seconds.

- ☐ Hero: your name, title, and one line stating who you help and how
- ☐ Featured projects: a thumbnail, a one-line summary, and a working link for each
- ☐ About: a short section covering your background and why you do this work
- ☐ Contact: an email link or form that you have personally tested
- ☐ Mobile check: every section readable and every button tappable on a phone

Cut list: skip these

- ☐ Cut the blog (an empty or stale blog hurts more than no blog)
- ☐ Cut skill meters and percentage bars (they invite skepticism)
- ☐ Cut a services page unless you are actively freelancing
- ☐ Cut testimonial placeholders (add testimonials only when you have real ones)
- ☐ Cut stock photos of laptops and lightbulbs (use your own project screenshots)
- ☐ Cut a duplicated resume page (link a PDF resume instead)

Phase 5: Pre-launch QA and write-ups

Project write-ups

Every project needs a short write-up. For each one, confirm:

- ☐ The performance problem is stated in the first two sentences
- ☐ Your process is summarized: analysis, design decisions, tools
- ☐ The result or intended outcome is stated plainly
- ☐ Your specific role is clear (critical for team or client work)
- ☐ It reads in under two minutes

Final QA pass

- ☐ Every link on the site opens the right destination
- ☐ Every project loads within a few seconds on desktop and mobile
- ☐ All audio and video plays with working controls
- ☐ Spelling and grammar checked on every page and inside every project
- ☐ Contact method tested end to end (send yourself a message)
- ☐ One person outside your household reviewed the whole site and gave feedback
- ☐ You clicked through the entire site on your phone, start to finish

No slop rules

for any AI-assisted work, apply these before launch. Read every AI-generated sentence aloud and rewrite anything you would not say yourself. Fact-check every claim the AI made. Delete generic filler that could appear in anyone's portfolio. Test every AI-generated interaction until you cannot break it. Never publish unedited AI text or images. If a hiring manager can tell a machine wrote it, it is costing you interviews.

When every box above is checked, launch. Then send the link to three people in the field and ask what confused them. Fix that, and start applying.

Have any questions? Email me at devlin@devlinpeck.com