

Product manager portfolio framework

How to build a portfolio that gets you hired

A strong portfolio is often the deciding factor between two similar product manager candidates on paper – it's proof of impact, not just a list of job titles.

This framework breaks down what to include, how to structure your case studies, which tools to use, and the pitfalls to avoid.

1. What to include in your portfolio

Your bio	A short, human introduction: who you are, the kinds of products and industries you've worked in (B2B, consumer, fintech, platform, etc.), and what kind of PM you are – a 0-to-1 builder, a scaling specialist, a technical PM. Add a photo, too. It makes you memorable rather than another name in a pile of applications.
Core PM skills	A quick-scan list of your strengths – roadmapping, discovery, stakeholder management, A/B testing, technical fluency. This lets a hiring manager check you've got what the role needs before they dive into your case studies.
Case studies	The core of your portfolio. Aim for two to four, showing a mix of project types – for example, a 0-to-1 launch, a growth or optimization project, and something that involved a tricky stakeholder or technical challenge. See section 2 for how to structure each one.
Impact, quantified	Pull your best numbers into a highlights section near the top – years of experience, products launched, team size, or headline metrics from your case studies. This gives recruiters a fast read on your seniority and

	scope.
Testimonials	A short quote from a manager, cross-functional partner, or exec – ideally one that speaks to how you work, not just what you shipped. Especially useful for senior PMs, where a lot of your value (influence, alignment, judgment) doesn't show up neatly in a case study.
Extras	Side projects, mentoring, community involvement, conference talks, or a product you've built on your own time. These help show initiative and genuine interest in the craft.
Contact information	Email, LinkedIn, and a calendar link if you're open to quick chats. Don't make a recruiter dig for how to reach you.

2. How to structure each case study

For every case study you include, walk through these six steps:

The problem	What wasn't working, and why did it matter? Include the business or user context – don't assume the reader knows your company or product.
Research and insights	How did you figure out what was really going on? Mention specific inputs – customer interviews, competitive analysis, data, support tickets, sales feedback – rather than just saying "we did research."
The solution	What did you and your team decide to build or change, and why that approach over the alternatives?
How you got it done	This is the part PM portfolios often skip, and it's usually the most interesting part to a hiring manager. How did you influence stakeholders? Manage dependencies? Work with design and engineering? Handle a resourcing gap or a conflicting priority?

Challenges	Be specific about what got in the way and how you handled it. A case study with zero friction reads as fiction.
Results	Quantify the outcome wherever you can – NPS movement, adoption numbers, revenue impact, retention, cycle time. If you can't quantify it, describe the qualitative shift as concretely as possible.

Where you can, link out to the actual artifacts – a PRD, a roadmap, a Figma prototype, a launch deck, or a dashboard (redact anything confidential first).

3. Tools to use

You don't need to be a designer to build something that looks credible. A few solid options:

Notion	Clean, fast to set up, and lets readers skim at a glance before clicking into detail. Good default choice for most PMs.
A personal website	Tools like Webflow, Framer, or even a simple Next.js site (if you're technical) give you the most control and the most polished result – worth it if you're targeting senior or staff-level roles.
Canva	Good for a slide-deck-style portfolio you can also export as a PDF to send directly.
Google Slides	Fine in a pinch, but it can feel clunky for a reader browsing multiple case studies – better as a fallback than a first choice.

4. Common pitfalls to avoid

Listing outputs instead of outcomes	"Shipped a new onboarding flow" tells a hiring manager nothing. "Redesigned onboarding, cutting drop-off by 18%" does.
Skipping the how	The process and the influence work are often what separates a mid-level PM from a senior one – don't leave that part out
Over-designing	A slick portfolio with vague content still reads as vague content. Substance first, polish second.
Letting it go stale	Screenshot your work and save it locally – links to old decks and dashboards break, and a portfolio full of 404s undermines the whole thing.
Sharing too much	Redact anything commercially sensitive. If in doubt, ask yourself: would my former company be comfortable seeing this on a stranger's screen?