

Common Pitfalls & Quick Fixes		
	Pitfall (What often goes wrong)	10-Minute Quick Fix (How to fix it fast)
Strategy & Story		
1	"Kitchen-sink" portfolio – Five-plus case studies with overlapping skills.	Pick your top 2-3 projects using the Project-Selection Matrix; hide the rest in an "Archive" folder.
2	Vague problem statement – No metric or user pain.	Add one data point (e.g., "54% drop-off at step 3") from analytics, support logs, or interviews.
3	Wall-of-text intro – Recruiters can't skim.	Convert the first paragraph into a single "Project Snapshot" sentence (≤ 25 words) + 3 bullet points.
Research & Evidence		
4	Method laundry list – "We did surveys, interviews, personas..." with no insight.	For each method, write a one-line finding starting "We learned that ..."
5	Impact claim without proof – "Improved engagement" but no graph.	Paste a GA4 chart, SUS score, or before/after bar — add a caption with % or pp change.
Process & Collaboration		
6	Missing trade-offs – Looks like a straight line from idea to solution	Insert a screenshot of a discarded concept and a 30-word note on why it was rejected.
7	Lone-wolf narrative – No mention of engineers or PMs.	Add a bullet: "Collaborated with PM + 2 devs; held weekly design-dev syncs."
Solutions & Visuals		
8	Inconsistent typography/grid – Feels unpolished.	Apply the 8-pt grid & type-scale tokens from the Visual-Polish Booster Pack; re-export screens.
9	Low-contrast UI – Fails accessibility check.	Run Stark/Axe on a key screen; adjust colours until contrast ≥ 4.5 : 1.
Solutions & Visuals		
10	No reflection – Ends abruptly after results section.	Add a 50-word "What I'd Improve Next" note + one forward action (e.g., A/B test alt variation)