HOW TO USE YOUR

UGC PORTFOLIO TEMPLATE

A step-by-step walkthrough to get your portfolio live and looking professional.

YOUR CANVA LINKS

Portfolio Template (view-only): https://canva.link/32r3umus5db80kf

Rate Card Template (view-only): https://canva.link/wmgq076u9qou9sx

Both links are view-only. You must make a copy before editing. Instructions below.

STEP 1 — MAKE YOUR COPIES (DO THIS FIRST)

The portfolio link is view-only. Before you touch anything, you need to save two copies to your own Canva account.

Copy 1 — Your Master Template

1. Open the portfolio link
2. Click File in the top menu
3. Click Make a copy
4. Rename it: MY MASTER PORTFOLIO TEMPLATE
5. Save it to your Canva account

> This master copy is your safety net. If you ever mess something up, lose access to the original link, or want to start fresh — this is what you come back to.
> Never edit this copy directly.

Copy 2 — Your Working Portfolio

6. Open your Master Template
7. Click File → Make a copy again
8. Rename it: MY UGC PORTFOLIO (or your name)
9. This is the version you will actually edit and send to brands

Any time you need a fresh start, just duplicate the master again. You'll never lose your clean base.

STEP 2 — TURN OFF AUTOPLAY VIDEOS (IMPORTANT)

Before you start editing, go into your Canva settings and turn off video autoplay. This prevents videos from playing automatically when a brand opens your portfolio — which looks messy and unprofessional.

10. Click your profile picture in the top right corner of Canva
11. Go to Settings
12. Click the Accessibility tab

13. Find Autoplay Videos and turn it OFF

> ⚠️ **Heads up on this setting:**
> This usually works but occasionally Canva glitches and videos still autoplay. If that happens, you can manually disable autoplay on each individual video by clicking it and toggling the autoplay off in the video settings panel. If it's still not working — that's a Canva issue, not a template issue.

STEP 3 — FILL IN YOUR INTRO SECTION

The top of page 1 is your first impression. Keep it clean and direct.

- Your name — how you want brands to address you
- Your title — UGC Creator, Content Creator, or niche-specific (e.g. Beauty UGC Creator)
- Your email address
- A short bio blurb — 1–2 sentences on what you do and who you help. Adjust the existing text to match your voice.
- Your profile picture — drag and drop your photo into the placeholder

Adding a Clickable Email Link

14. Click on the "Contact Me" button or text element
15. Right-click and select Link
16. Type: mailto:youremail@gmail.com
17. This makes it so clicking the button automatically opens an email to you

STEP 4 — SOCIAL MEDIA ICONS

Underneath the intro section are social media icons. Link each one directly to your profile.

18. Right-click the icon
19. Select Link
20. Paste your full profile URL

Don't have all platforms? Just delete the icons you don't need. You can always add them back later by copying from another page or searching Canva's elements.

STEP 5 — TRUSTED BY / BRAND LOGOS

This section is where you show the logos of brands you've worked with. It builds instant credibility.

If you have brand logos:

21. Drag and drop the logo image into the placeholder circles
22. Or delete the placeholders and drag logos in freely

23. Select all logos, then use Canva's auto-align feature to space them evenly

If you're brand new:

> Hide this section for now. Click the layer or group in the layers panel and click the eye icon (the one with a slash through it) to make it invisible.
> It won't show when brands view your live portfolio link, but it's still there for when you're ready to turn it on.

STEP 6 — SPOTLIGHT SECTION

The Spotlight section (page 2) is a great place to highlight a standout brand campaign, a video that performed well, or a notable collab. Think of it as your featured work.

- Have something worth spotlighting? Fill it in.
- Nothing yet? Hide it using the eye icon in the layers panel — same as the Trusted By section.
- You can always enable it later as you land more deals.

STEP 7 — YOUR NICHE / CONTENT SECTIONS

The portfolio has three content sections you can organize however makes the most sense for where you are in your creator journey.

Option A — You work across multiple niches:

Label each section by product category. Example: Beauty | Tech | Fitness

Option B — You work in one niche but multiple styles:

Label each section by content type. Example: Unboxing | Testimonial | ASMR

Option C — You're just starting out:

Use one or two sections only. Hide the rest using the eye icon. Add more as your portfolio grows.

> Important: The portfolio has 9 pages total and you cannot add more pages.
> BUT — within any page, click the handle at the bottom of the page and drag it down to extend the canvas infinitely. This lets you add as many rows of content as you need within that section.

Adding Videos to Each Section

24. Drag and drop your video file into the placeholder
25. The view count badge (e.g. 36K views) is editable — click it and update to your real numbers
26. Fill in the brand name, product type, and whether it was paid or organic

Duplicating a Row of Content

Need to add another video row? Two options:

- Drag to highlight the entire row of elements, then hit Command+D (Mac) or Ctrl+D (PC) to duplicate it instantly
- Drag the duplicate below and use Canva's snapping guides to line it up

The like/comment/share icon screenshot placeholders are optional — feel free to skip or delete them if you prefer a cleaner look.

STEP 8 — CASE STUDY SECTION

This section is for when you have real campaign data to share — metrics, results, ROI, reach. It's one of the most powerful things you can show a brand.

- Have data from a past collab? Fill this in. Even one strong result here can close deals.
- New creator with nothing yet? Hide it. Come back to it when you have something worth showing.

STEP 9 — CREATIVE PROCESS & PRODUCTION

This section explains how you work. It's pre-written but adjust the language to match your actual voice and process. Keep it concise — brands want to know what working with you feels like, not read an essay.

STEP 10 — CLOSING BIO & PHOTO

At the bottom is a second photo of you and a short closing bio. Think of this as your human moment — a brief, warm sign-off that reminds the brand there's a real person behind the content.

Keep it short. One or two sentences. Brands are busy — they've already scrolled through your work. This is just the friendly handshake at the end.

STEP 11 — BACKGROUNDS & VISUAL STYLE

You can change the background of any page by clicking on it and selecting a color, gradient, or image from the design panel.

> Brandon's recommendation: Less is more.
>
> The portfolio's job is to get brands to your videos as fast as possible. A clean, simple background keeps the focus on your content — not the design.
>
> Brands receive hundreds of inbound pitches every day. They don't care about your story or your brand colors. They want to know: what can you do, and what does it look like? Get them to the videos fast.

HOW TO SHARE YOUR PORTFOLIO

27. Once your portfolio is ready, click Share in the top right corner of Canva
28. Select Anyone with the link can view
29. Copy the link
30. This is the link you put in your pitch emails, your bio, and your rate card

Never send the editable version. View-only keeps your work protected.

Questions or want a portfolio review?

(Add your contact info / TikTok / community link here)