

PROJECTS, PORTFOLIOS & PROOF OF SKILLS

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Quick Introduction

Projects, Portfolios & Proof of Skills



- Transitioned into product without a technical degree
- Moved from Nigeria to the UK
- Now a Senior Product Leader in the UK
- Founder of PMHelp (supporting thousands into tech)

The Reality

**Tech does not hire degrees.
Tech hires proof.**

If you cannot show:

- how you think
- what you built
- what changed



What Employers Look For in Candidates

4 signals that matter:

Structured Thinking

Comfort with Ambiguity

Stakeholder Communication

Outcome-Driven Mindset

Why Coding Alone Is Not Enough

Coding \neq Product thinking

Employers still need proof of:

- Problem understanding
- Decision making
- Tradeoffs
- Business impact



The BUILD Framework

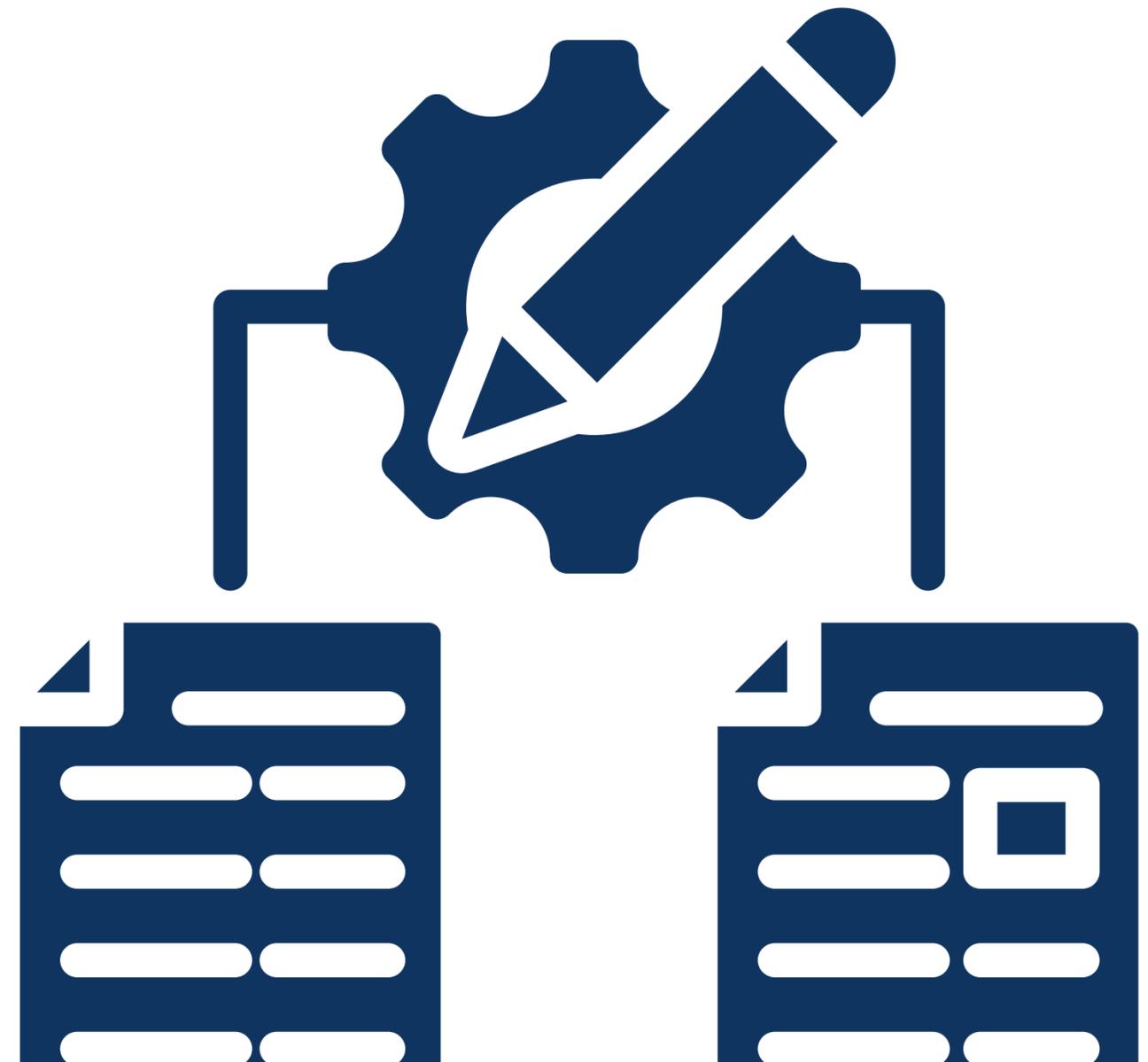
B — Break down the problem

U — Understand the user

I — Ideate solutions

L — Limit with tradeoffs

D — Define outcomes



B + U (Problem & User)

- What is the real problem?
- Who is experiencing it?
- Why does it matter?

Output:

- Problem statement
- User insight
- Assumptions



I + L (Solution & Tradeoffs)

- What are possible solutions?
- What did you choose and why?
- What did you NOT build?

Output:

- User flow
- Prioritised features
- Tradeoffs



D (Outcomes)

- What does success look like?
- What metric improves?
- How would you test it?

Output:

- KPIs (conversion, retention, etc.)
- Experiment idea
- Expected impact



Example: Why do users share Netflix accounts instead of subscribing?

Applying BUILD (Example)

Problem: Account sharing instead of paid subscriptions

B (Break Down the Problem)

Users access Netflix through shared accounts instead of paying.

Break it down:

- High subscription cost vs perceived value
- Irregular usage
- Easy access through others
- Weak enforcement historically

Problem Statement:

“Users avoid subscribing because shared access provides similar value at zero cost.”

U (Understand the User)

Who:

- Students
- Young professionals
- Casual viewers

User insight:

- “I don’t use it enough to justify paying”
- “I can just use my friend’s account”

Assumptions:

- Price sensitivity is high
- Convenience drives behaviour
- Users will not pay unless value feels continuous

I (Ideate Solutions)

Possible solutions:

- Lower priced tier (e.g. ads supported)
- Limit account sharing across households
- Pay per profile / add-on users
- Flexible subscription (pause or pay-as-you-watch)
- Exclusive features for primary account holders

L (Limit with Tradeoffs)

Chosen solution:

- Restrict account sharing + introduce lower cost ad-supported plan

Tradeoffs:

- User backlash

Users may feel the platform is becoming restrictive

- Risk of churn

Some shared users may leave instead of converting

- Ads reduce experience quality

Lower tier may feel less premium

- Engineering + enforcement complexity

Need systems to detect households and usage

Why this works:

Balances restriction with affordability → converts free users into paying users

D (Define Outcomes)

Success metrics:

- Increase number of paid subscribers
- Conversion rate from shared users → paid users
- Revenue per user

How to test:

- Roll out restrictions in selected regions
- Compare conversion vs churn

Expected impact:

- Reduced free usage
- Increased revenue from converted users

Tools You Can Use (Build + Show)

Projects, Portfolios & Proof of Skills

Keep it simple and practical:

- Notion / Google Docs → write your case
- Figma → flows and simple designs
- Miro → map ideas and journeys
- ChatGPT → structure your thinking

+ Vibe Coding (stand out):

- Build a simple working prototype (no heavy coding needed)
- Use tools like Replit, Lovable, Bolt, or Claude
- Generate a shareable link

Show, don't just tell.

From PMHelp

Projects, Portfolios & Proof of Skills

What we see from thousands of learners:

- Strong candidates show thinking, not just visuals
- Most people skip problem definition
- The best portfolios are simple but clear
- Consistency beats perfection

PMHelp supports:

- CV reviews
- Portfolio building
- Mentorship (PMBuddy)
- Real world practice

pmhelp¹



<https://pmhelp.co/>

What You Can Do This Week

Start now:

- Pick a product you use daily
- Identify one real problem
- Apply BUILD
- Write it in 1–2 pages
- (Optional) Build a simple prototype and share a link

Action beats theory.

Thank You.

for listening

Any Questions



Reach Me