UX Career Prompts for ChatGPT

You don't need to have all the answers before you begin. This guide is here to help you make progress—one clear, confident step at a time.

Think of this as your shortcut to clarity. Whether you're crafting your personal brand, rewriting your LinkedIn, or figuring out how to frame your past work, these prompts are designed to help you think, write, and move forward faster—without losing your voice in the process.

Use this prompt journey alongside the Pivot Playbook or on its own. One prompt at a time is all it takes to build momentum. Come back anytime you feel stuck, unsure, or just want a head start.

1️⃣ Tip: Using ChatGPT

- **Start with your voice**
  Your voice matters. Before you start prompting, share your brand voice so ChatGPT knows how to write like *you*. (Not sure what your voice is? The Pivot Playbook walks you through how to create one.)

- **Say "rewrite using plain language"**
  If the writing feels stiff or robotic, this prompt helps bring it back to life. Clear, human language isn't just easier to read—it builds trust. Don't underestimate the power of being understood.

- **One prompt at a time**
  Don't overload ChatGPT with long requests. Keep it simple. You'll get better answers—and more control over the results.

- **Use separate chats**
  ChatGPT builds on what you've already said—so if you mix too many topics in one chat, things can get confusing fast. Start a new chat for each project

(resume, case study, etc.) to keep the context clear and the help focused. It also makes it easier to go back and reuse what worked.

2️⃣ Tip: Use Your Resume to Reveal Your Brand

You don't have to pull your personal brand out of thin air. It's already in the work you've done.

Drop your resume—or a quick summary of your background—into ChatGPT and ask:

> *What themes or strengths stand out in my experience?*

This can help surface patterns you might overlook: maybe you're always the connector, the simplifier, the one who makes systems work better for people.

From there, dig deeper:

> *How would you describe this as a brand personality?*
> *What kind of voice or tone fits this story?*

This isn't about creating a polished persona. It's about naming what's already true—and showing up with clarity and confidence.

Personal Branding Essentials

Choosing a Color Palette and Visual Identity

Use the prompts below to reflect, explore options, and craft a visual identity that feels like you.

1️⃣ Reflect First: What Should Your Brand *Feel* Like?

Prompt:

> *I want to create a visual identity for my UX personal brand. Can you help me reflect on how I want it to feel? Ask me questions to uncover the emotional tone I want to communicate.*

Then, once you've answered:

> *Here are my answers. Based on this, what three emotional tone words best capture the brand I want to create?*

2️⃣ Explore Visual Directions That Match Your Tone

Prompt:

> *Based on these tone words—[insert your 3 words]—what kinds of colors, typography, and layout styles would reinforce that feeling in a personal brand?*
>
> *Can you suggest a 3–5 color palette that matches those words?*
>
> *What kinds of fonts (serif or sans-serif, modern or classic) would support that tone?*
>
> *What layout or imagery choices would help communicate this style?*

3️⃣ Check for Alignment and Accessibility

Prompt:

How can I make sure my visual identity feels consistent across platforms like LinkedIn, my portfolio, and my resume?

How can I ensure the color palette I chose is accessible and has enough contrast?

Can you review my typography choices (font, size, spacing) for accessibility?

I'm adding visuals to my portfolio. Can you help me write alt text or image descriptions that are clear, useful, and screen-reader friendly?

I want my portfolio to be accessible via keyboard navigation. Can you help me check if my layout supports that, and suggest any improvements for better structure or headings?

4️⃣ Compare Options Before You Commit

Prompt:

Here are two visual directions I'm considering. Can you compare the tone and energy each one gives off, and help me decide which one is more aligned with my goals?

5️⃣ Build a Simple Visual Brand Kit

Prompt:

Can you help me create a visual brand kit I can use to stay consistent across platforms? I want to capture:

1. *My emotional tone words*
2. *Color palette (hex codes)*
3. *Font pairings*
4. *Design guidance for layout and imagery*

Crafting Your Brand Voice

Your brand voice shapes how people *feel* when they read your words. And if writing about yourself has ever felt awkward or off, this is how you start changing that. Use the prompts below to find your voice, teach ChatGPT how it sounds, and use it consistently across LinkedIn, your portfolio, resume, and more.

1️⃣ Define the Voice You Want to Show Up With

Before ChatGPT can write like you, you need to get clear on how *you* want to sound.

Prompt:

> *Help me define the voice I want for my personal brand. Ask me questions to clarify how I want to come across to potential employers or clients.*

Follow-up:

> *Based on my answers, summarize my brand voice in 3–5 key traits. Describe the tone, sentence style, and overall energy I should aim for.*

2️⃣ Find Writing That Matches Your Ideal Voice

A great way to teach ChatGPT your voice is to show it a sample that already feels like you.

Prompt:

> *Here's a paragraph that feels like the tone and energy I want in my personal brand writing:*
>
> *[Paste writing sample here]*
>
> *Can you analyze the tone, sentence structure, and rhythm? I want to use this as the foundation for my brand voice.*

Follow-up:

> *Please save this style so I can use it later in other prompts. This is my brand voice.*

3️⃣ Practice Writing in Your Brand Voice

Once ChatGPT understands your voice, you can use it as a writing partner. Ask it to draft or rewrite anything in your saved style.

Prompt examples:

> *Write a LinkedIn summary in my saved brand voice. I want it to sound like me, using these key points: [list them].*

> *Take this paragraph and rewrite it in my brand voice: [paste text].*

> *Help me write a bio for my portfolio. Use my brand voice and keep it aligned with my LinkedIn.*

4️⃣ Reuse and Refine Over Time

As your confidence grows, your voice might evolve. That's normal. When it does, you can update it with a new sample or a few tweaks.

Prompt:

> *I want to evolve my brand voice to sound a little more confident and concise. Can you help adjust my current brand voice to reflect that?*

How to Stand Out

How to Write a Strong LinkedIn About Section

If you've ever stared at the "About" box on LinkedIn wondering what to write—or how to make a career switch sound strategic instead of scattered—this journey is for you. These prompts will help you use ChatGPT to shape your story, spotlight your strengths, and write an About section that opens doors.

1️⃣ Lead With Your Value

Start with a sentence that tells us who you help and how—not just what you love doing.

Prompt:

> Help me write a strong opening line for my LinkedIn About section. I want to communicate:
>
> – what I do
> – who I help
> – the kind of impact I aim for
>
> Here's a bit about my background: [insert brief description].

Follow-up:

> Now show a few versions tailored for people pivoting into UX from [insert previous field].

2️⃣ Turn Your Non-UX Background Into a Strength

Pivoting doesn't mean starting from scratch. It means reframing your past to show its UX value.

Prompt:

Here's a summary of my past experience: [paste experience]. Can you help reframe it to show how it supports my UX career? Use clear examples and avoid vague language.

Follow-up:

Write 2–3 bullet-style sentences that show how my [past profession] skills apply to UX.

3️⃣ Show Impact (With Proof, Not Just Responsibilities)

You don't need a UX title to prove you think like a UXer. Show what changed because of your work—before or after the switch.

Prompt:

I want to show the impact of my work, even from non-UX roles. Based on this project or past role: [paste brief description], help me write 1–2 sentences that show my impact. Prioritize numbers, outcomes, and user-centered thinking.

If you don't have quantitative results:

I don't have hard numbers—can you help me describe the qualitative impact in a way that still feels credible and results-driven?

4️⃣ Weave in Your Skills (Without a Laundry List)

Your About section isn't a resume—it's a narrative. Let your skills show up in context.

Prompt:

Based on my experience and the type of roles I'm aiming for, help me integrate my UX skills naturally into my About section—without listing them like a checklist. Make it feel like part of the story.

5️⃣ End With a Call to Action

Make it easy for people to know what you're open to—and why they should reach out.

Prompt:

> *Help me write a specific closing line for my LinkedIn About section. I want to say what I'm open to, what I care about, and invite people to connect—without sounding generic.*

How to Write a Strong LinkedIn Headline Using Your About Section

Don't start with clever. Start with clear. This prompt journey walks you through using your About section to build a headline that's specific, searchable, and uniquely *you*.

1️⃣ Pull Key Themes from Your About Section

Before writing your headline, start with clarity. Use your About section as the foundation.

Prompt:

> *Here's my LinkedIn About section: [paste text]. Can you help me pull out the key themes that make me stand out—like my unique background, skills, and the kind of work I'm drawn to?*

Follow-up:

> *Now list 3–5 keywords or phrases from that section that recruiters might be searching for.*

2️⃣ Craft Your Headline From the Inside Out

Use the format:

[Your Title] | [What Sets You Apart]

Prompt:

Using the themes we pulled, write 3 headline options in this format:

[Your UX Title] | [Unique differentiator or focus].

Make them grounded, clear, and aligned with my About section.

3️⃣ Make It Searchable and Scannable

Make sure your headline doesn't just sound like you—it also helps people *find* you.

Prompt:

Can you review my headline and suggest edits to make it more keyword-friendly and scannable for recruiters—while keeping it true to my story?

Follow-up:

Show me how it might look if I were targeting [edtech / fintech / government / civic tech] specifically.

Aligning Your Portfolio with Your Personal Brand

Your portfolio About section should complement—not repeat—your LinkedIn. Let it sound more personal, but keep the message aligned. This journey guides you from self-reflection to a portfolio About section that's cohesive, clear, and genuinely *you*.

👋 Start with a Personal Introduction

Set the tone. This is your first impression—make it sound like *you*. You can also reuse or adapt the opening line of your LinkedIn About section.

Prompt:

What's a short, conversational way to introduce myself that reflects why I'm drawn to UX and what kind of work excites me?

📈 Highlight Your Professional Journey

Help people understand *how* you got here—and why it makes you a stronger designer.

Prompt:

How can I describe my career journey in a way that shows how my past experience adds unique value to my UX work?

🔥 Define What Drives You

This is where you express your *why*—the deeper reason behind your work.

Prompt:

What motivates me as a designer? Can you help me write 1–2 sentences that connect my values or background to how I approach UX?

🎯 Show Your Expertise and Highlight Key Projects

Focus on what you *do well*—and back it up with real examples.

Prompt:

What's one project that really shows how I solve problems? Can you help me describe it briefly—with a focus on the impact or results?

If you don't have quantitative results:

I don't have hard metrics—can you help me describe the outcome in a way that still feels strong and specific?

🌱 Add a Personal Touch

Let people see a glimpse of the person behind the work—it makes you memorable.

Prompt:

What's one personal detail—like a hobby or interest—that I could include to show who I am beyond UX?

Follow-up:

Can you help me connect that interest back to a UX skill or mindset I use in my work?

📩 End with a Clear Call to Action

Invite people to reach out and keep the momentum going.

Prompt:

Can you help me write a closing sentence that invites people to connect or collaborate—with a tone that's friendly but direct?

Crafting a Portfolio Headline That Hooks

This journey helps you distill your skills, story, and strengths into one bold, honest line at the top of your portfolio homepage.

Reuse What You've Already Written

Prompt:

Can you help me turn the first sentence of my LinkedIn or portfolio About section into a strong headline?

Or Clarify Your Role and Value

Prompt:

Can you help me write one clear sentence that sums up what I do and why it matters—for users or for the business?

And Make It Distinctively Yours

Prompt:

> *What's one part of my background, perspective, or focus area that sets me apart from other UX designers?*

Follow-up:

> *Can you help me turn that into a phrase I could include in my headline?*

How to Frame Your Work

Framing Your Work for LinkedIn

This prompt journey walks you through reframing past work into clear, credible UX experience on LinkedIn. You'll highlight transferable skills, show outcomes, and align your story with what hiring managers actually look for.

1️⃣ Translate a Non-UX Project into UX Language

If you worked on a project that wasn't "UX" by title—but had UX elements—start here.

Prompt:

I worked on [brief project description], and I want to reframe it for LinkedIn so it clearly shows the UX skills I brought to the table. Help me highlight the transferable skills, UX methods, and real impact—especially where I focused on users, tested ideas, iterated, or delivered results.

2️⃣ Pull Out Transferable Skills and UX Methods

Great if you're transitioning from another field (education, marketing, development, etc.).

Prompt:

I come from [your previous field], where I handled things like:

- *[task or responsibility #1]*
- *[task or responsibility #2]*
- *[task or responsibility #3]*

Can you help me reframe these to highlight UX-relevant skills like usability, systems thinking, user advocacy, collaboration, or information architecture?

3️⃣ Use Results and Metrics to Show Impact

If you're not sure how to write impact-driven bullets, this one helps quantify your work.

Prompt:

> *Here's a rough summary of what changed because of my work—can you help me turn it into a bullet point with numbers or outcomes that show my impact?*

If you don't have quantitative results:

> *I don't have exact metrics—can you help me estimate or describe the impact in a way that still sounds credible and clear?*

Expanding Your Framing for Portfolio Case Studies

This prompt journey guides you through every part of a UX case study using a clear 10-step structure. No matter if your project was visual, strategic, or somewhere in between, these prompts help you frame your work through a UX lens.

1️⃣ Project Overview

Prompt:

> *I'm writing a UX case study about [brief description]. Help me write a short overview that covers:*
>
> - *What the project was*
> - *Why it mattered*
> - *Who it impacted*
> - *What user problems I was trying to solve*

2️⃣ Your Role

Prompt:

> *In this project, my role was [describe your responsibilities]. My title wasn't UX-specific, but I made choices that improved the experience. Help me reframe this to highlight the UX thinking and impact behind my work.*

3️⃣ Goals

Prompt:

The goals of the project were [list goals]. Can you help me write a short section that connects these goals to what users actually needed—like clarity, ease of use, or efficiency?

4️⃣ Research & Insights

Prompt:

Here's how I gathered insights: [interviews, shadowing, data analysis, etc.]. I want to show that I used UX methods to understand the problem. Help me write this section in a way that highlights how I listened, observed, or uncovered user needs.

5️⃣ Problem-Solving & Testing

Prompt:

I explored a few different solutions: [list them]. I tested or validated them by [describe how]. Can you help me turn this into a section that shows my iterative process—exploring, learning, and refining along the way?

6️⃣ Design & Iteration

Prompt:

Here's what I created: [describe what you delivered—even if it wasn't visual]. I improved it based on user input or team feedback. Help me show how each decision brought the experience closer to what users needed.

7️⃣ Collaboration & Implementation

Prompt:

I worked with [list collaborators]. I helped move the project forward by [describe how you helped build buy-in, coordinate, or align the team]. Can you help me write this section from a UX collaboration lens?

8️⃣ Results & Impact

Prompt:

> *Here's what changed because of the work: [list outcomes—qualitative or quantitative]. Can you help me write a results section that makes my impact clear, even if the metrics are estimates?*

9️⃣ Reflection & Next Steps

Prompt:

> *After the project, I took time to reflect. I learned [list lessons], and I'd improve [list opportunities]. Help me write a thoughtful wrap-up that shows I'm always learning and evolving.*

Or:

> *I want to write a reflection section for this project. Can you suggest 2–3 thoughtful lessons I might have learned and a few ways I could improve the project if I had more time or resources?*

🔟 Visuals That Support the Story

Prompt: Get feedback on visuals you're considering

> *I'm thinking of including these visuals in my case study: [list visuals—e.g., user flow diagram, before-and-after screenshots, wireframes, etc.]. Can you help me assess whether each one actually adds to the story and supports the UX improvements I'm describing?*

Or: Get ideas for what visuals to include

> *I want to include visuals in my case study that help tell the story and show the UX impact. Can you suggest 3–5 types of visuals that would help bring this case study to life?*

Crafting Case Study Titles That Get Noticed

Each of the prompts below is designed to help you shape a title that feels less like a filename and more like a result.

Shift from "What You Did" to "Why It Mattered"

Prompt:

> *Here's a case study I'm working on: [brief description of the project and what you did]. Can you help me write a title that focuses on the outcome or impact instead of just the task?*

Optional:

> *If it helps, here are a few results or changes that came from the work: [list outcomes, even if rough].*

No Hard Metrics? Focus on Scale or Context

Prompt:

> *I don't have exact numbers from this project, but I know it had a meaningful impact. Here's what the work involved and who it helped: [brief summary]. Can you help me write a case study title that highlights the scale, complexity, or audience reach of the work?*

How to Get Experience

A Clear Framework for Reaching Out

A step-by-step prompt journey to help you write thoughtful, effective outreach messages that build real connections—without sounding generic or straight up asking for a job.

1️⃣ Acknowledge Their Expertise

Prompt:

> *I want to reach out to [name] because [brief reason—panel they spoke on, article they wrote, role they have, etc.]. Can you help me write an opening line that shows I've done my research and genuinely value their perspective? Here's a specific thing they said or did that stood out to me: [insert detail].*

2️⃣ Offer Something Useful

Prompt:

> *I want to include a small, thoughtful offer in my message—something that shows I'm not just asking for a favor. Here's what I had in mind: [e.g., sharing an article, offering support, etc.]. Can you help me phrase it in a way that feels natural and relevant?*

Or:

> *Based on their background in [insert industry/topic], can you suggest a few small but thoughtful things I could include to add value or show genuine interest?*

3️⃣ Ask a Focused Question

Prompt:

> *I'd like to ask them for advice, but I want to keep it focused. I'm curious about [what you want to learn]. Can you help me write a clear, specific question that makes it easy for them to respond?*

Optional:

> *Here's a little more context about where I'm at in my UX journey: [add 1–2 sentences].*

4️⃣ Make It Easy to Respond

Prompt:

> *I want to close the message by making it easy for them to reply on their terms. Can you help me write a sentence that gives them a choice between a quick reply or a short call—without putting pressure on either?*

After They Respond: How to Build the Relationship

Prompt:

> *I want to send a thank-you message to someone who responded to my outreach. Here's what they shared with me: [insert advice or insight]. I'd also like to include a quick update or next step I took after our conversation. Can you help me write a short, thoughtful message that shows appreciation and progress?*

And then:

> *I want to keep building this relationship in a way that feels mutually respectful and authentic. Can you suggest 2–3 ways I could continue offering value—like updates, thoughtful questions, or small gestures—without making it transactional?*

Set Intentional Goals

Use the following prompts to go from vague ambition to value-aligned action.

Uncover the Values Behind Your Goals

Prompt:

> *I've been focused on goals like [insert specific goal, e.g. "get a UX job," "finish my portfolio," or "make $100k"], but I'm not sure if they reflect what really matters to me.*
>
> *Can you help me identify what values or internal motivations might be driving these goals?*

Align Your Goals with Your Values

Prompt:

> *I want to turn this goal—[insert external goal]—into something that's both specific and grounded in my values.*
>
> *Can you help me write a version that connects the "what" to the "why"?*

Break Big Goals Into Small Wins

Prompt:

> *My big goal is: [insert long-term goal].*
>
> *Can you help me break it into smaller, manageable sub-goals for the next few months—and even smaller micro-goals I could work on this week?*