

 MY WORKFLOW, STEP BY STEP

Build your portfolio website with Claude.

From first idea to a live site: the accounts you need, the basics in plain words, a simple timeline and 10 copy-ready prompts you can make your own.

10

steps, from brief
to launch

10

prompts with
placeholders

~1

week, for my
own site

MADE BY

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01 · ACCOUNTS & SOFTWARE

Everything you need, in one place.

Sign up to these before you start. Use the same email everywhere and turn on two-step sign-in.

TOOL	WHAT IT'S FOR	SIGN UP
Claude Pro plan or higher	Your design partner and developer. Chat + Projects to plan, Claude Code to build. Claude Code isn't on the Free plan.	claude.ai ↗
Claude desktop app Free with your account	Lets Claude open your content folders (logo, CV, project images) instead of you uploading files one by one.	claude.ai/download ↗
GitHub Free	Stores your site's code and every version of it. Claude opens pull requests here.	github.com/signup ↗
Cloudflare Free tier · domain paid yearly	Buy your domain, host the site, route your contact email, spam check on the form, privacy-friendly analytics.	dash.cloudflare.com/sign-up ↗
Google Search Console Free	Tell Google your site exists and see how people find you.	search.google.com/search-console ↗
Bing Webmaster Tools Free	Bing also powers several AI search tools. Import straight from Google Search Console.	bing.com/webmasters ↗
Google Fonts Free · no account	Free, web-ready fonts. I used Roboto.	fonts.google.com ↗
Figma (optional) Free tier	Only if you want to tweak wireframes or layouts by hand.	figma.com/signup ↗

HAVE THESE READY IN ONE FOLDER

Logo (SVG)

CV (PDF)

Project images & source files

Photos of you

LinkedIn & social links

3–5 sites you admire

Tip: one folder such as **Website 2026 / Content / Projects, Logo, Photos**. Claude can read it, and it doubles as your backup.

02 · THE BASICS IN PLAIN WORDS

Six things worth knowing first.

You don't have to be a developer. Knowing these words helps you guide Claude and check its work.

GitHub

An online home for your site's code. It keeps every version, so nothing is ever lost and any change can be undone.

TIP You don't need to learn Git. Just create the account and an empty repository (repo) for Claude to work in.

Branches & PRs

A **branch** is a safe copy where a change is made. A **pull request (PR)** asks to add that change to **main**, the live version. Checks run and Cloudflare makes a preview link.

TIP One change per PR. Look at the preview, then merge. If something breaks, roll back in one click.

The code

Astro builds fast, plain web pages. **HTML** = structure, **CSS** = look, **TypeScript** = behaviour (forms, motion), **Markdown** = your text and projects.

TIP Ask Claude to keep everyday edits (text, links, projects) in a few simple files and list them in the README.

Site map

The list of every page and how they link together. It decides your menu and where each call to action goes.

TIP Keep the main menu to 4–5 items. Anything extra (CV, photography) can live in the footer or inside a page.

Wireframe

A greyscale sketch of a page: what goes where and in what order, before any colour or style.

TIP Start with mobile. If it works on a small screen, desktop is easy.

Design system

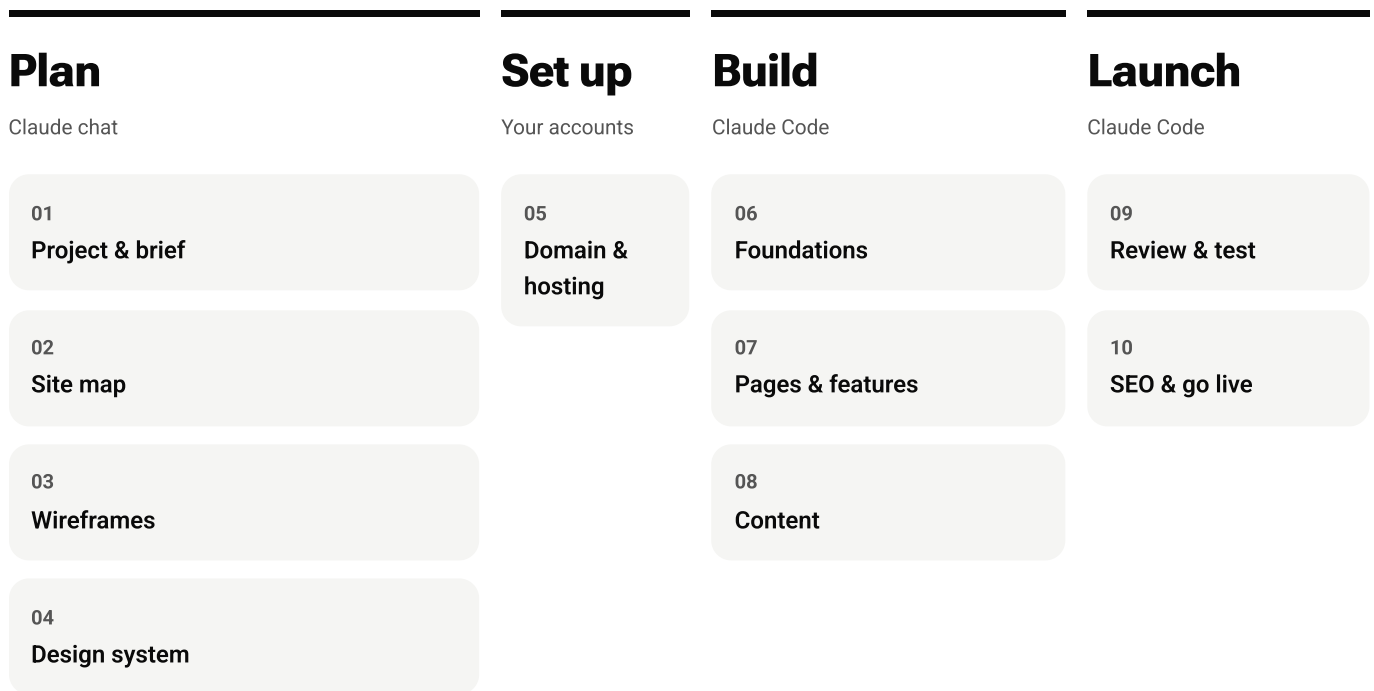
Your visual rules, decided once and reused everywhere: **type**, **colour**, **spacing**, **components** (buttons, cards, menu) and **motion**.

TIP 1–2 free fonts, one neutral base plus 1–3 accents. Body text needs at least 4.5:1 contrast (WCAG AA). Pick in this order: fonts → colour → layout → motion.

03 · TIMELINE AT A GLANCE

Four phases, ten steps.

Mine took about a week from first chat to live site. Around a day job, plan for one to three weeks.



HOW TO USE THE PROMPTS

**Copy, fill in,
send.**

[LIKE THIS] Replace every placeholder with your own details.

Plan in a Claude Project so every chat shares the same brief, files and decisions.

Attach, don't describe. Point Claude at your folder, screenshots or references.

One step at a time. Approve each step before moving on.

🔄 Iterate if needed. Steps marked with this repeat until you're happy. Only the first prompt is shown.

04 · THE PROCESS

Step by step, with prompts.

01 Set up your Project & brief

CLAUDE CHAT · PROJECT

Agree what the site is for and who it's for before anything is designed.

PROJECT INSTRUCTIONS (PASTE ONCE, UNDER THE PROJECT'S INSTRUCTIONS)

You are my product design partner and, later, the developer of my portfolio website. Keep a running list of every decision we make (goals, audience, pages, fonts, colours, domain) and stick to it. Ask me at most 3 questions at a time. Before you create anything, summarise what you understood and wait for my OK. Accessibility (WCAG AA) is non-negotiable. My tone of voice: **[3 WORDS, e.g. honest, clear, grounded]**.

FIRST CHAT

I'm **[NAME]**, a **[ROLE]** based in **[CITY]**. My portfolio's main job is **[MAIN GOAL, e.g. winning freelance clients]**, and it must also work when I send it to **[SECOND AUDIENCE, e.g. recruiters]**. I already have: **[ASSETS]**. Still missing: **[GAPS]**. Sites I admire and why: **[URL – what I like]**, **[URL – what I like]**, **[URL – what I like]**. Interview me to fill the gaps, then write a one-page brief: goals, audiences, what success looks like, tone of voice, must-haves and nice-to-haves.

TIP Be honest about your main goal. Mine changed the whole home page: clients first, still recruiter-friendly.

 Iteration if needed: review, ask for changes, repeat.

02 Site map

CLAUDE CHAT

Decide every page, the menu and the main action on each page.

PROMPT

Using our brief, propose a site map. My starting idea: **[PAGES, e.g. Home, Work + case study page, About, Contact]**. Act as a senior UX reviewer: challenge anything that doesn't help **[MAIN AUDIENCE]**, keep the main menu to **[4–5]** items and say what should move to the footer. Show it as a simple tree with one line per page: its purpose and its main call to action.

TIP Anything that isn't your strength (for me, photography) can stay on the site but out of the main menu.

 Iteration if needed: review, ask for changes, repeat.

03 Wireframes

CLAUDE CHAT · ARTIFACT

Agree structure and content order before any styling.

PROMPT

Create low-fidelity, greyscale wireframes for **[PAGES]**, mobile first, then desktop. Show content order, headings and calls to action only, no styling. For case studies, design one reusable template that balances text and visuals and isn't too long: **[SECTIONS, e.g. challenge, my role, process, outcome]**. Include a version for **[SPECIAL CASES, e.g. a logo collection, NDA/private projects]**. Show them in an artifact I can review.

TIP Use real headings from your own work, not lorem ipsum. You'll spot problems much sooner.

 Iteration if needed: review, ask for changes, repeat.

04 Design system

CLAUDE CHAT · ARTIFACT

Lock in type, colour, layout and motion, in that order.

PROMPT

Let's build my design system one step at a time, waiting for my approval after each. 1) Type: suggest 3 free font pairings that feel **[ADJECTIVES]**; I'm leaning towards **[FONT]**. 2) Colour: my brand colours are **[HEX CODES]**. Build light and dark themes that pass WCAG AA, and write the rules for where each colour may be used. 3) Apply it to the approved wireframes as high-fidelity layouts. 4) Motion: suggest subtle scroll and hover effects in the style of **[REFERENCE, e.g. apple.com]** that respect "reduce motion" settings.

TIP Write down the "don'ts" too. Mine: gradients only on big display text, buttons always black and white.

 Iteration if needed: review, ask for changes, repeat.

05 Domain & hosting

CLAUDE CHAT + YOUR ACCOUNTS

Get your address and a home for the site, at close to zero running cost.

PROMPT

I want my site at **[DOMAIN]** (back-up: **[OTHER DOMAIN]**). I'm planning Cloudflare for the domain and hosting and GitHub for the code. I also want a contact form that hides my email address, an email like **[hello@DOMAIN]** and free, cookie-free analytics. Give me a plain-English checklist of everything I must click myself in each account, in order, and tell me exactly what to send back to you (usernames, repo name, keys).

TIP Only you can buy the domain and create accounts. Never paste passwords or secret keys into a chat. Add them in Cloudflare's encrypted settings.

 Iteration if needed: review, ask for changes, repeat.

06 Build the foundations

[CLAUDE CODE](#)

Set up the project, the design tokens and a safe way to publish changes.

PROMPT

You are the developer of my portfolio. Repo: **[GITHUB USER]/[REPO NAME]**, hosted on Cloudflare at **[DOMAIN]**. Build it with Astro. Treat our brief, site map, wireframes and design system as the source of truth. Rules: every change on its own branch with a pull request; automatic checks on each PR (build, accessibility in light and dark mode, mobile and desktop); security headers; no secrets in the code; everyday edits (text, links, projects) in a few simple files, explained in the README. Start with the set-up, design tokens, layout, header and footer. Share the preview link and merge once checks pass and I say OK.

TIP Ask Claude to merge for you once you've approved the preview. You stay the decision-maker, not the Git operator.

 Iteration if needed: review, ask for changes, repeat.

07 Pages & features

[CLAUDE CODE](#)

Build each page and feature as its own small, reviewable PR.

PROMPT (REPEAT PER PAGE OR FEATURE)

Next PR: build **[PAGE OR FEATURE, e.g. the contact form]** following the approved wireframe and design system. It must: **[REQUIREMENTS, e.g. send to my inbox, block spam, show a clear thank-you]**. Make it keyboard-friendly and check it on a small phone screen. If I need to set anything up in an account, give me a short click-by-click checklist.

TIP Build reusable blocks first (cards, image frames, gallery, lightbox). Pages then come together quickly.

 Iteration if needed: review, ask for changes, repeat.

08 Content

[CLAUDE CODE + DESKTOP APP](#)

Fill the site with your real projects, words and images.

PROMPT (REPEAT PER PROJECT)

Add **[PROJECT NAME]** as a case study. The material is in **[FOLDER PATH]**. Use our case-study template. Write the copy in my tone (**[TONE]**) and use only facts I've given you; ask if something's missing. Choose one clean cover image that invites a click, optimise every image for the web, and never crop screenshots. Show me the preview before merging.

TIP Give Claude your original source files (.ai, .psd, .pdf). It can export sharper, more consistent images than old screenshots.

 Iteration if needed: review, ask for changes, repeat.

09 Review & test

[CLAUDE CODE](#)

See the site the way a visitor will, and fix what matters most.

PROMPT

Review the preview as a **[RECRUITER / CLIENT]** would, on a phone first. Check: copy against my tone reference (**[PAGE]**), spelling, broken links, accessibility (contrast, keyboard, screen-reader labels) and image sizes and speed. Give me a list in priority order. Fix only the items I approve, in one PR.

TIP Read every page out loud once. Anything that sounds like marketing-speak, cut it.

 Iteration if needed: review, ask for changes, repeat.

10 SEO & go live

[CLAUDE CODE + YOUR ACCOUNTS](#)

Help people (and AI assistants) find you and describe you correctly.

PROMPT

Make sure someone searching "**[YOUR NAME] [ROLE]**" finds this site, and that AI assistants describe me correctly. Add clear page titles and descriptions, link-preview images, structured data about me, a sitemap, robots.txt and llms.txt. Then give me a checklist for Google Search Console, Bing Webmaster Tools and Cloudflare Web Analytics.

TIP Use the same name and one-line headline on LinkedIn, Behance and Instagram, each linking back to your site.

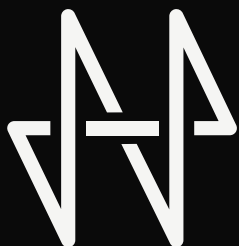
 Iteration if needed: review, ask for changes, repeat.

05 · BEFORE YOU SHARE THE LINK

Launch checklist.

- | | |
|---|--|
| ☐ Contact form sends to your inbox (test it from your phone) | ☐ Light and dark mode both readable |
| ☐ Every page checked on a phone | ☐ CV downloads and links open |
| ☐ Sitemap submitted to Google and Bing | ☐ Link preview checked in LinkedIn Post Inspector |
| ☐ Analytics switched on | ☐ Shared on LinkedIn, Instagram and Behance |

MADE BY



I design brands, products and experiences that people **understand, use and remember.**

Product designer with 10+ years across digital learning, agencies, film/TV and corporate teams. This guide is the exact workflow I used to design and build my own site with Claude. If it helps you, tag me. I'd love to see what you make.

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