

How to Capture a Professional Mug Shot / Portrait Using a Mobile Phone

For LinkedIn • Instagram • Business Websites

Purpose of This Guide

This handbook by **Vision Kraft** is designed to help professionals, founders, and business leaders capture a **credible, confident, and brand-aligned portrait** using just a **smartphone**—no studio, no DSLR, no excuses.

Your portrait is often the **first handshake** people have with you online. Let's make it count.

1 Define the Intent Before You Click

Before opening your camera, be clear about **where** the photo will be used.

- **LinkedIn** → Professional, confident, leadership-oriented
- **Instagram (Business)** → Approachable, modern, slightly relaxed
- **Website / About Page** → Trustworthy, timeless, brand-aligned

👉 *One photo can work everywhere if shot correctly.*

2 Choose the Right Location

Pick a space that feels clean, calm, and distraction-free.





Best options

- Near a **window** with daylight
- Plain wall (white, grey, beige)
- Office cabin or home workspace with minimal elements

Avoid

- Cluttered rooms
- Strong patterns behind you
- Visible switches, frames, or mess

3 Master the Lighting (Most Important Step)

Lighting can make or break your portrait.






Do this

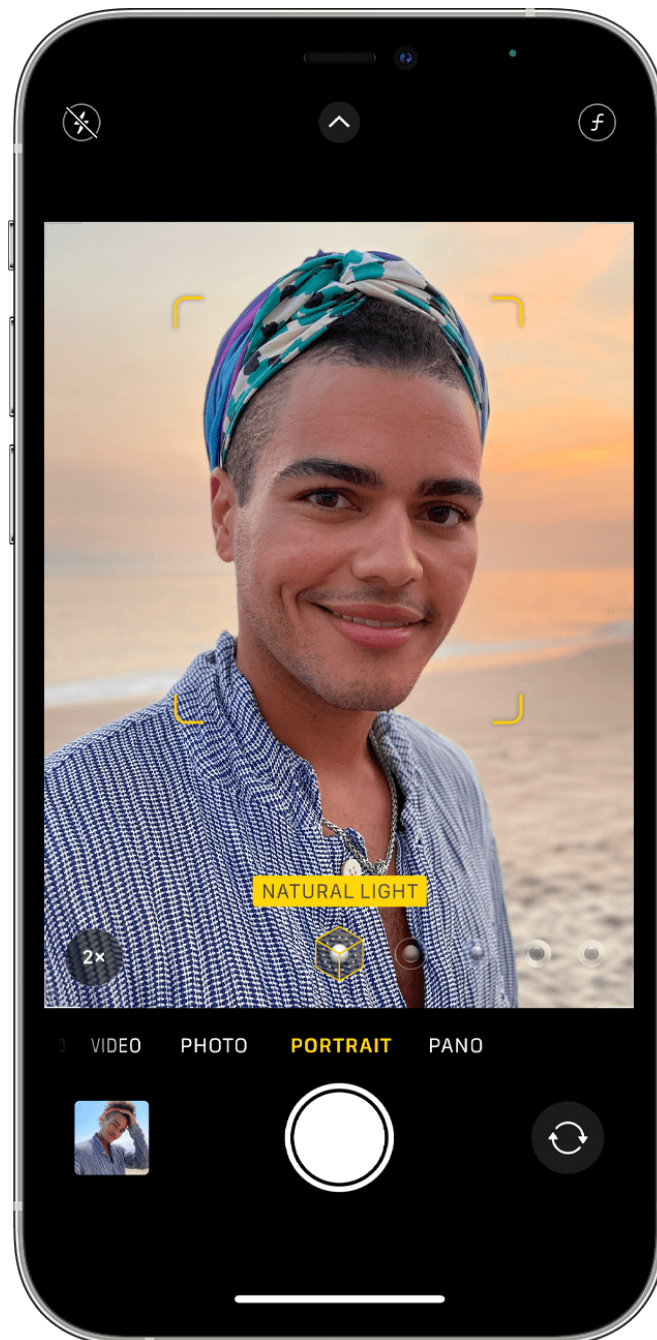
- Face the window directly or at a **45° angle**
- Shoot during **morning or late afternoon**
- Use **soft daylight**, not harsh sunlight

Never do this

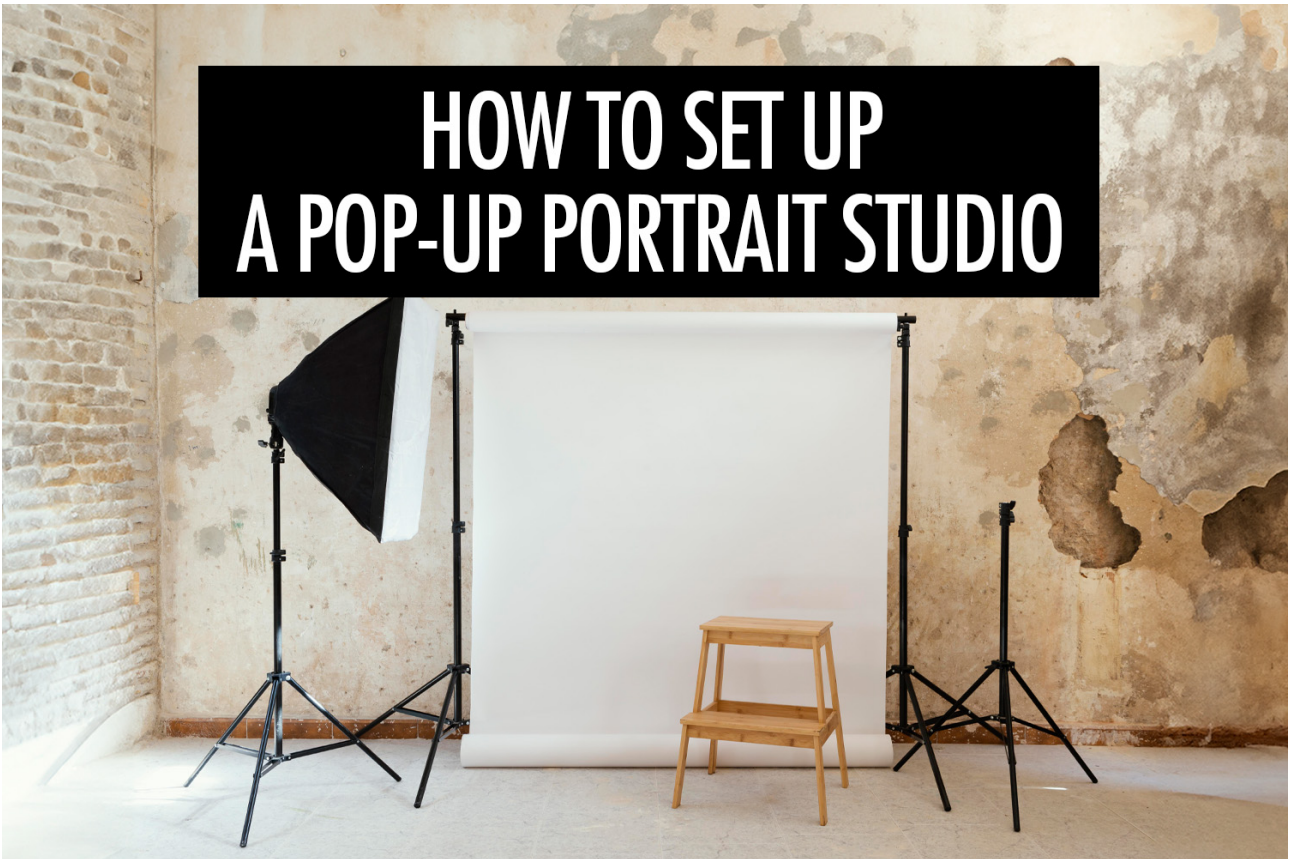
- Light behind you (backlit face)
- Overhead tube lights only
- Flash from the phone 

4 Phone Setup & Camera Settings

Your smartphone is powerful—use it right.



HOW TO SET UP A POP-UP PORTRAIT STUDIO



Camera settings

- Use **rear camera** (not selfie camera)
- Enable **Portrait mode** (if available)
- Turn off beauty filters / skin smoothing
- Clean the lens before shooting

Framing

- Crop from **mid-chest to head**
- Leave space above the head
- Eyes should be in the **top third** of the frame

5 Camera Angle & Body Position

Angle defines authority and confidence.







Correct posture

- Camera at **eye level**
- Body turned slightly sideways
- Face gently turned towards camera
- Straight spine, relaxed shoulders

Avoid

- Shooting from below (dominant/aggressive)
- Shooting from above (casual/unserious)
- Slouching or stiff poses

6 Expression: The Professional Look

Your expression should say: *“I’m confident, approachable, and capable.”*





Best expression

- Soft, natural smile
- Relaxed eyes
- Think of a positive conversation, not “cheese”

📌 *For LinkedIn:* slight smile

📌 *For Website:* calm, neutral + confident

7 What to Wear (Brand Matters)

Your clothes speak before you do.





Wear

- Solid colors (navy, grey, black, white, earth tones)
- Well-fitted shirts/blazers
- Minimal accessories

Avoid

- Loud prints or stripes
- Shiny fabrics
- Distracting jewellery or watches

8 Taking the Shot (Execution)

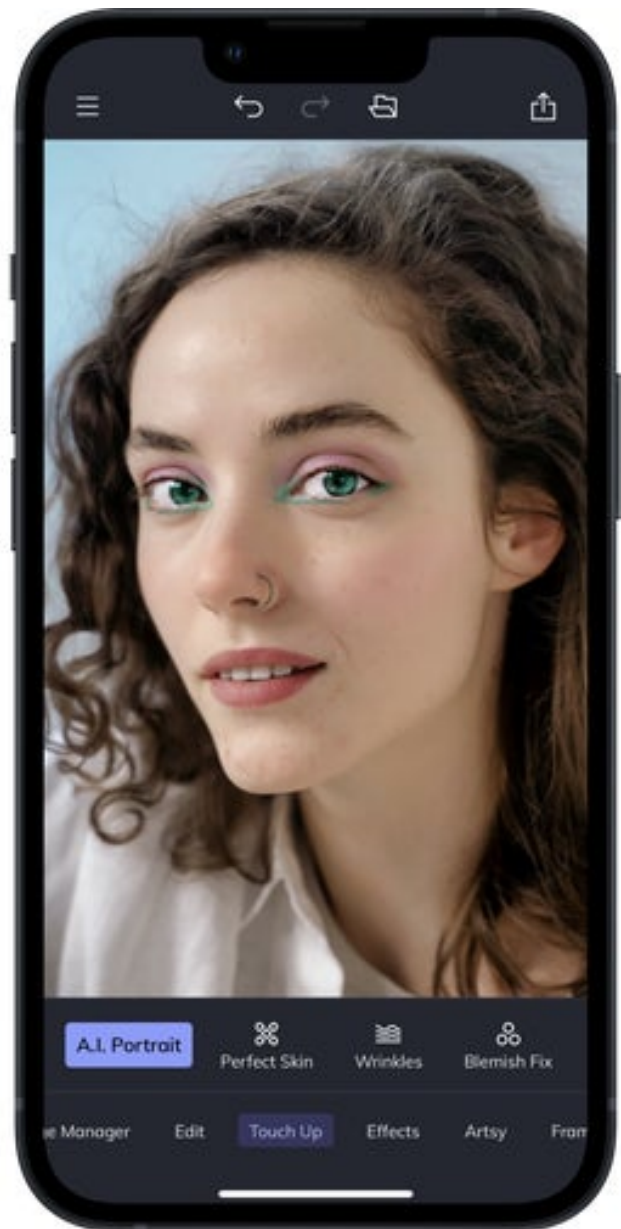
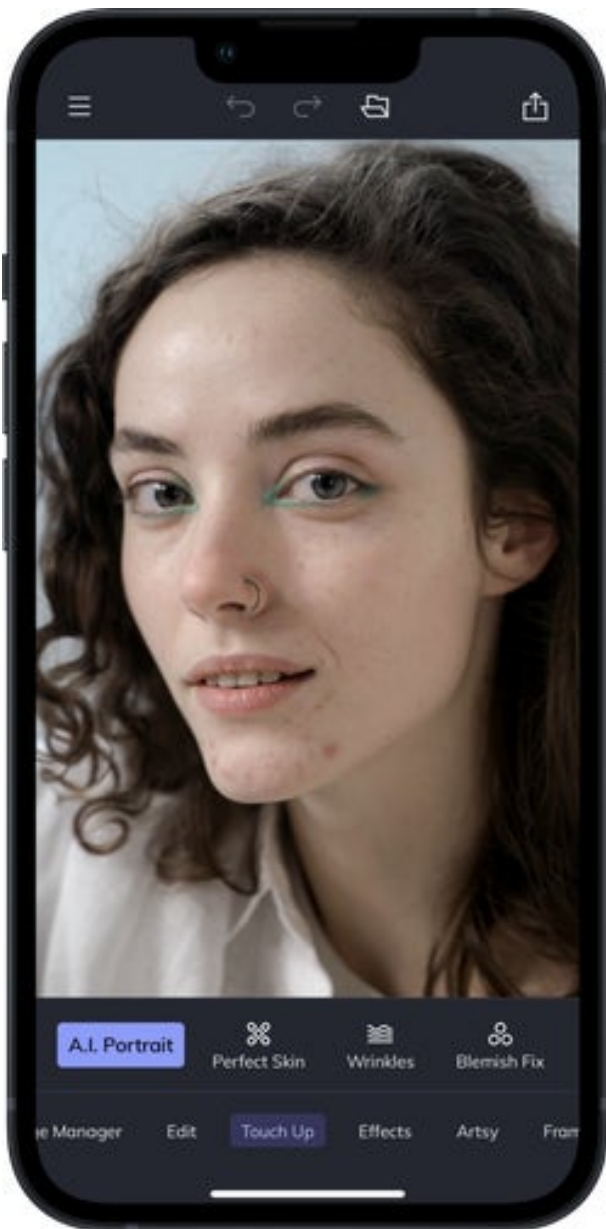
- Use a tripod or stack of books
- Set a 3-10 sec timer
- Take 10-15 shots
- Change micro-expressions slightly between shots

👉 *More shots = better selection later*

9 Editing: Keep It Real

Editing should enhance—not transform.





Recommended apps

- Lightroom Mobile
- Snapseed

Edit lightly

- Brightness + Contrast (subtle)
- Slight sharpening
- Neutral color balance



No heavy filters



No face reshaping

10 Final Checklist Before Upload

- ✓ Face clearly visible
- ✓ Neutral, clean background
- ✓ Sharp eyes
- ✓ Professional expression
- ✓ Consistent with your personal brand

Vision Kraft Pro Tip

*Your portrait is not about looking “good.”
It’s about looking **credible, dependable, and on-brand.***

A well-shot mobile portrait can easily outperform a poorly planned studio photo.