

Project Design Document

by Aimee Zhao

For this assignment, I am researching and finalizing my decision on creating and working toward a complete personal portfolio piece as my website goal for the semester.

Description: A website as my portfolio which includes all my design works, personal introduction, service provided, and contact info.

Intended Audience: Mainly hiring managers, recruiting team members, professors, peers, competitors

Primary Purpose: Personally, it's a good resource for me to understand what skills I'm lacking compared to other business professionals. I can see clearly what I need to get improved on skill-wise and resume-wise. Therefore, I can form a better sense of what I need to be improved on. For hiring managers, I can present a personal style through the website and showcase what kind of work I'm capable of. If there are clients, I want to show my art style and if they want to work with me they can feel free to reach out at my email.

Site Goals:

1. Clear and precise, easy for viewers to find what they are looking for.
2. Using a consistent color palette.
3. If interactive is possible, include my own photography or video shoots.

Market Analysis

My market is: Designer, art director, hiring managers, recruiting team, CEO, clients who needs design/photography services, peers, professors, competitors

My users: myself, hiring managers, clients who needs design/photography services

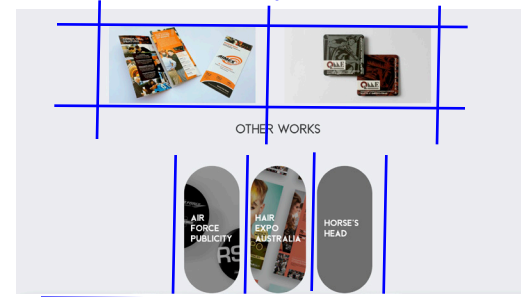
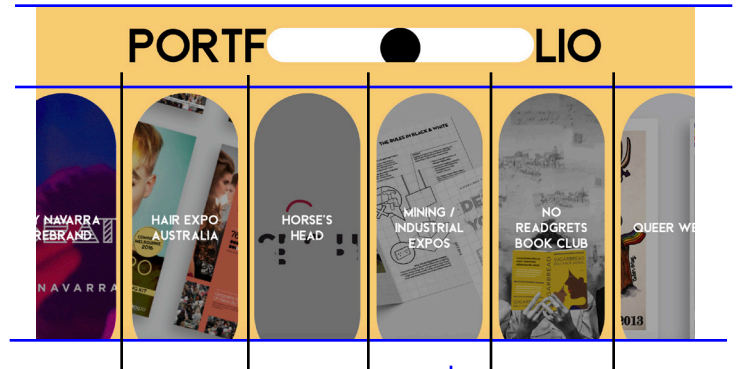
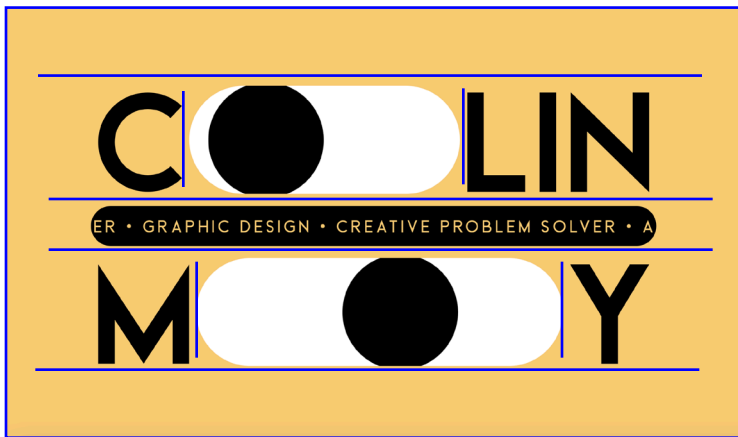
My competitors

Competitor 1: Wendy Ju, NYC Based UI/UX designer
<https://www.wenxinwendyju.com>

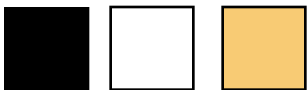
Competitor 2: Lena Steinkühler, digital film, design, and vfx artist
<https://www.lenasteinkuehler.com>

Competitor 3: Colin Moy, graphic designer, art director
<https://www.colin-moy.com/#portfolio>
(I'm visually auditing for this one)

Collin Moy Visual Audit



Color Palette:



Type used: Beckman, Beckmanbook, Monsterrat, Sans-serif, Doris San

Type sizes in px: 160, 112, 90, 60, 35, 25, 20.8, 18, 15, 14