

Portfolio Design Midterm

by Aimee Zhao

Website Description: A website as my portfolio which showcases all my design and photography works, personal introduction, and contact info.

Intended Audience: Mainly hiring managers and recruiting team members

Primary Purpose: I want to present hiring managers with a personal style through the website and showcase what kind of work I'm capable of. The purpose is to get them interested in recruiting me into their team.

Site Goals:

1. Have a good attention grabber that interests and impress HR recruiters
2. Have a clear and precise section layout, easy for viewers to find what they are looking for.
3. Present a good aesthetic use a consistent color palette.
3. Emphasize on my own photography

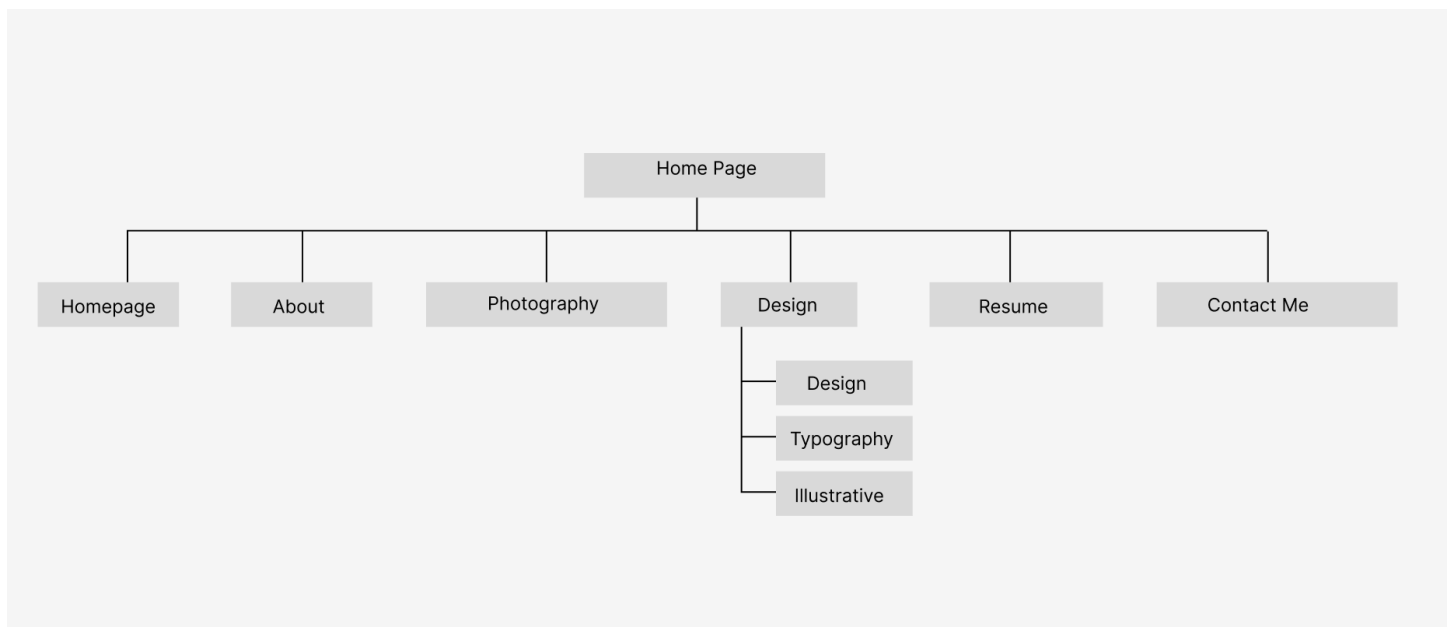
Market Research & Analysis

My market is: Designers, art director, hiring managers, recruiting teammembers, CEO

My users: Hiring managers, recruiting teammembers

My competitors: Other designers such as peer design classmates, new designers, bootcamp design learners

Sitemap

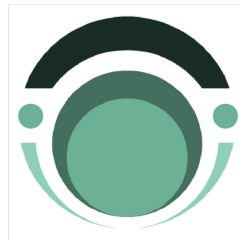


Logo Design

Logo 1:



Logo 2:

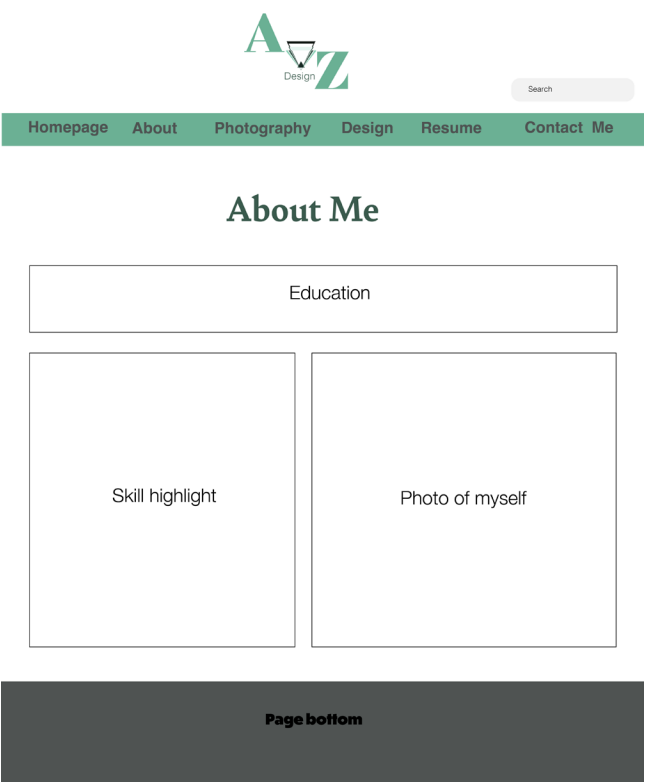
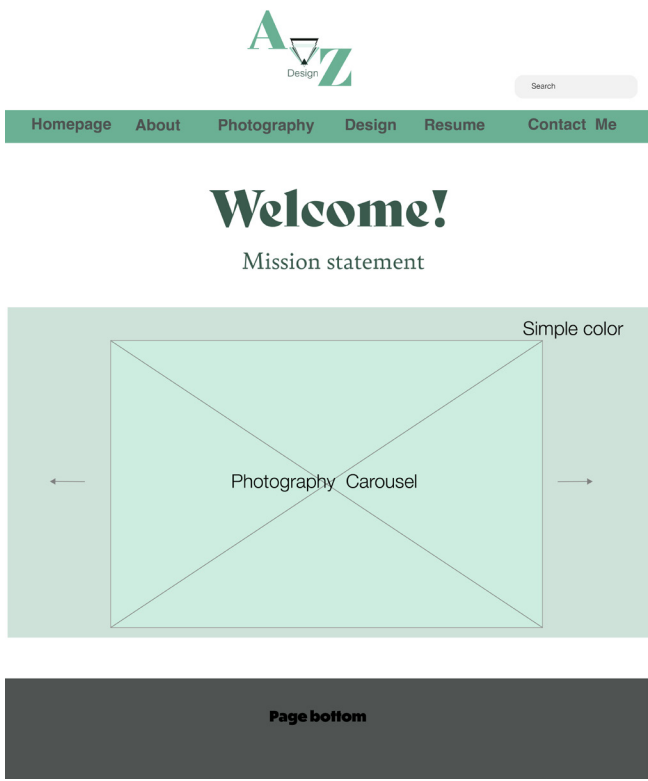


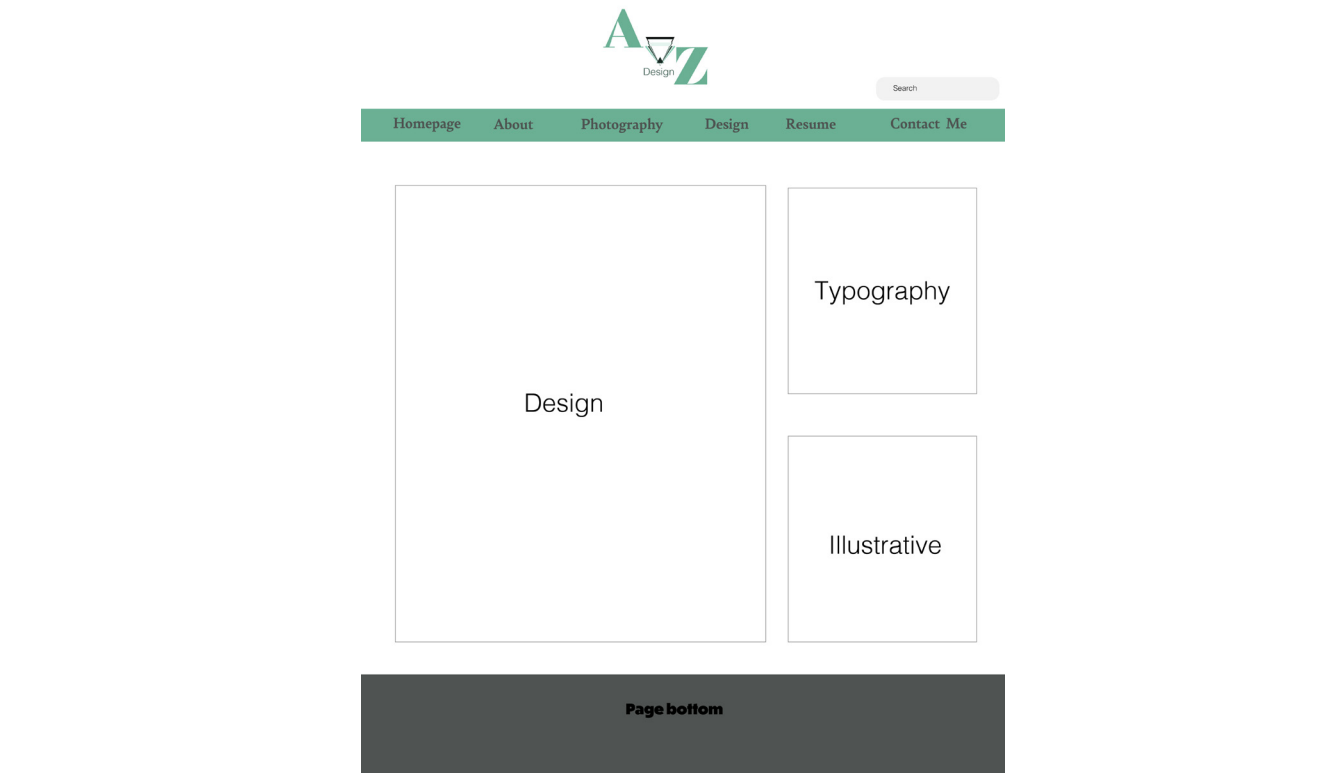
Aimee Zhao Design

Logo 3:



Wireframes



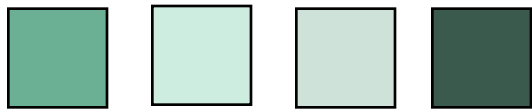


Color Pallete

Search Bar



Main Color



Bottom



Typography

Bely: 80px, 25px, 60px, 40px

Helvetica Neue: 12px, 35px, 60px