

# 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

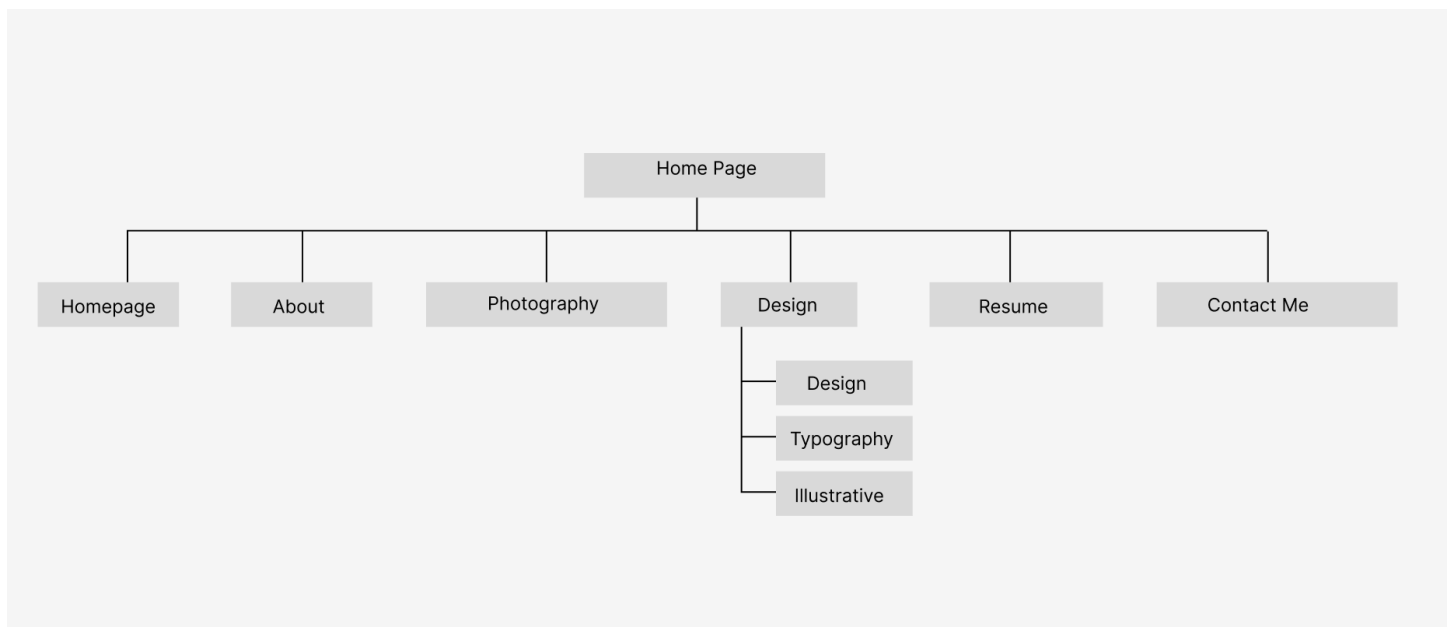
## Market Research & Analysis

**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

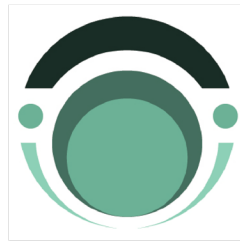


# Logo Design

**Logo 1:**



**Logo 2:**

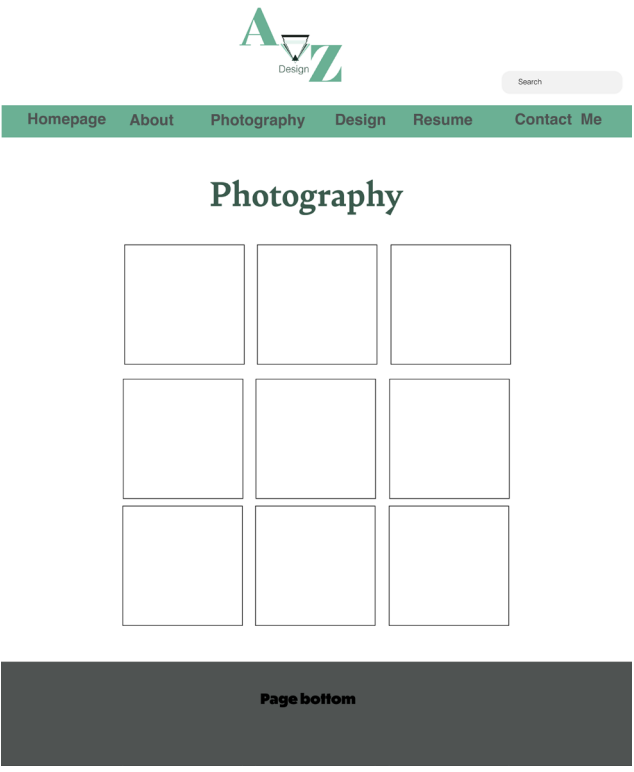
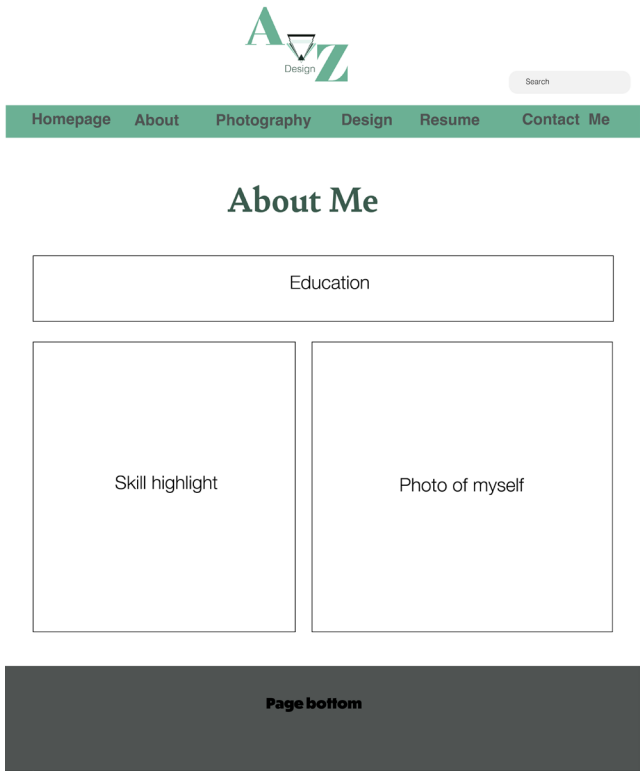
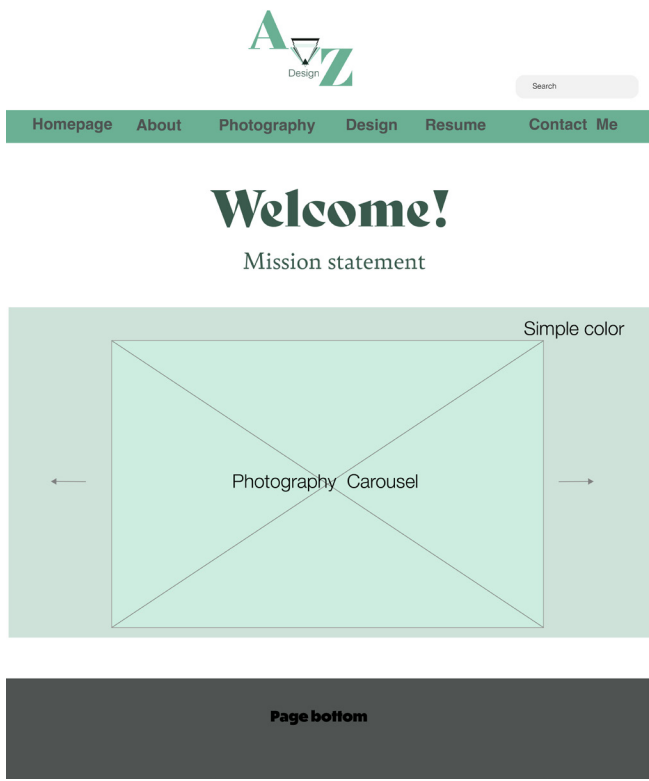


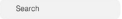
**Aimee Zhao Design**

**Logo 3:**



# Wireframes

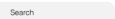




## Design

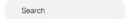
Illustrative

Page bottom



## Resume

Page bottom



## Contact me

Submit

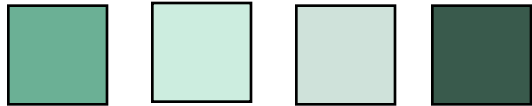
**Page bottom**

# Color Pallete

## Search Bar



## Main Color



## Bottom



# Typography

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

**Helvetica Neue:** 12px, 35px, 60px