# Aim

Create a visually appealing, attention-grabbing, clean and concise online portfolio that highlights my skills, goals and personality in the hopes to attract new clients or build on my personal brand.

**Target Audience:** Start-ups, small businesses and entrepreneurs.

**Characteristics (and how it to work with them):**

* Highly protective of their idea/business – look like a professional, emphasise on experience and show previous work
* They have little funds – be affordable, look approachable and not too ‘corporate’
* Lacking knowledge on the given field – look like a professional, with each project outline what is being done
* Their employees tend to ‘wear many hats’ – highlight that I have touched on subjects involved in business and show examples of my business ventures
* Fast-paced work environment with tight deadlines – outline my work ethic