

Project 3 - Portfolio Website

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Des 3205-Spring 2024
Project 3 abstract;
Juan's Portfolio Website
**Multimedia Graphic
Designer**

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Design Brief

Project Research:

ESRI is a global market leader in the geographic information system (GIS) software, location intelligence, and mapping. It was founded in 1969 by Jack Dangermond and Laura Dangermond.

Esri has supported customers with geographic science and geospatial analytics. They take a geographic approach to problem-solving, made possible by GIS technology, hoping to make a more sustainable world in the future.

Project Summary:

The objective of this project was to create a well-made portfolio that was towards ESRI's qualifications to become a multimedia designer. For this project, I will make sure to present all of my past creations that I've done so far to show my experience as a graphic designer.

Target Audience:

The Target Audience of my Portfolio is the ESRI hiring team. By researching their qualifications and their official webpage, I can attempt to build a portfolio that satisfies their requirements on becoming a multimedia designer for their current workforce.

Desired Message:

The purpose of the portfolio was to prove to ESRI that I am capable of becoming part of their workforce due to my experience using all kinds of programs, from 2D creations from Adobe and Mockups onto 3D Creations from Cinema 4D.

Look and feel:

The look is more towards simplicity so that the website is easily maneuverable and easy to use. I wanted it to be pleasing to the eye, so I decided to utilize many shades of green. so It gives off a welcoming feeling, which was intended so that people who are learning about me can feel comfortable looking around my website and all the work I have done so far in CSUSB. I didn't want to go overboard with the amount of tabs so I just used 4.

Persona



Erik Samuels

Age: 29

Job: UX designer

Family: Married

Location: Claremont, CA

Character: Artist

Hardworking

Cooperative

Patient

Friendly

Goals:

- Live a financially stable life
- Work in a profession that brings him happiness
- Explore the outdoors

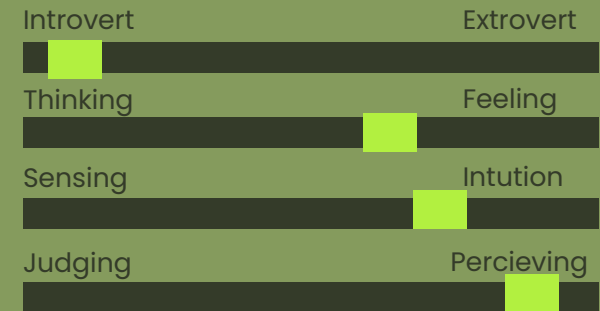
Frustrations:

- High cost living
- Subscription Services

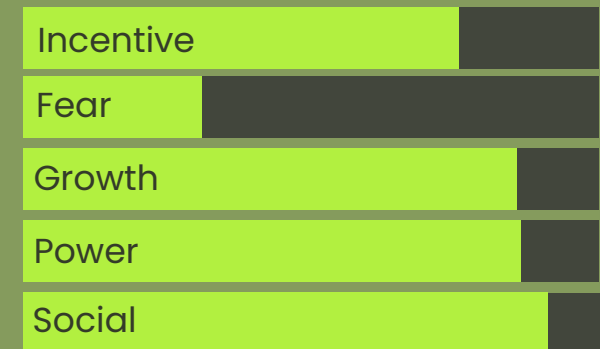
Bio:

My name is Erik Samuels and I'm currently a UX designer, living in Claremont, CA. My salary is 103k-104k per year and I am sustaining myself in this expensive world. I do believe that experience matters the most when working as a designer, along with working with others. Cooperation is a big deal in the scene.

Personality



Motivation



Brands



Mood board



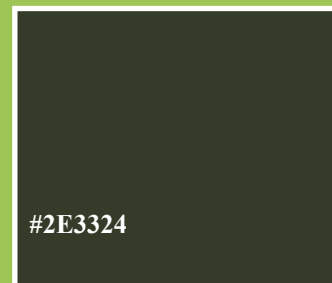
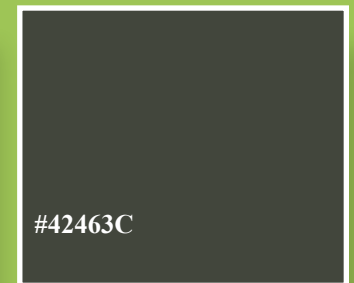
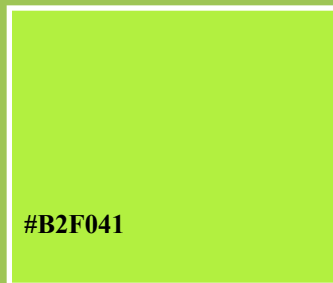
Typography and color

Juan's Portfolio Website - Futura PT Demi

Juan's Portfolio Website - Futura PT book

P- Text is smaller, but still easy to read in large amounts - Poppins

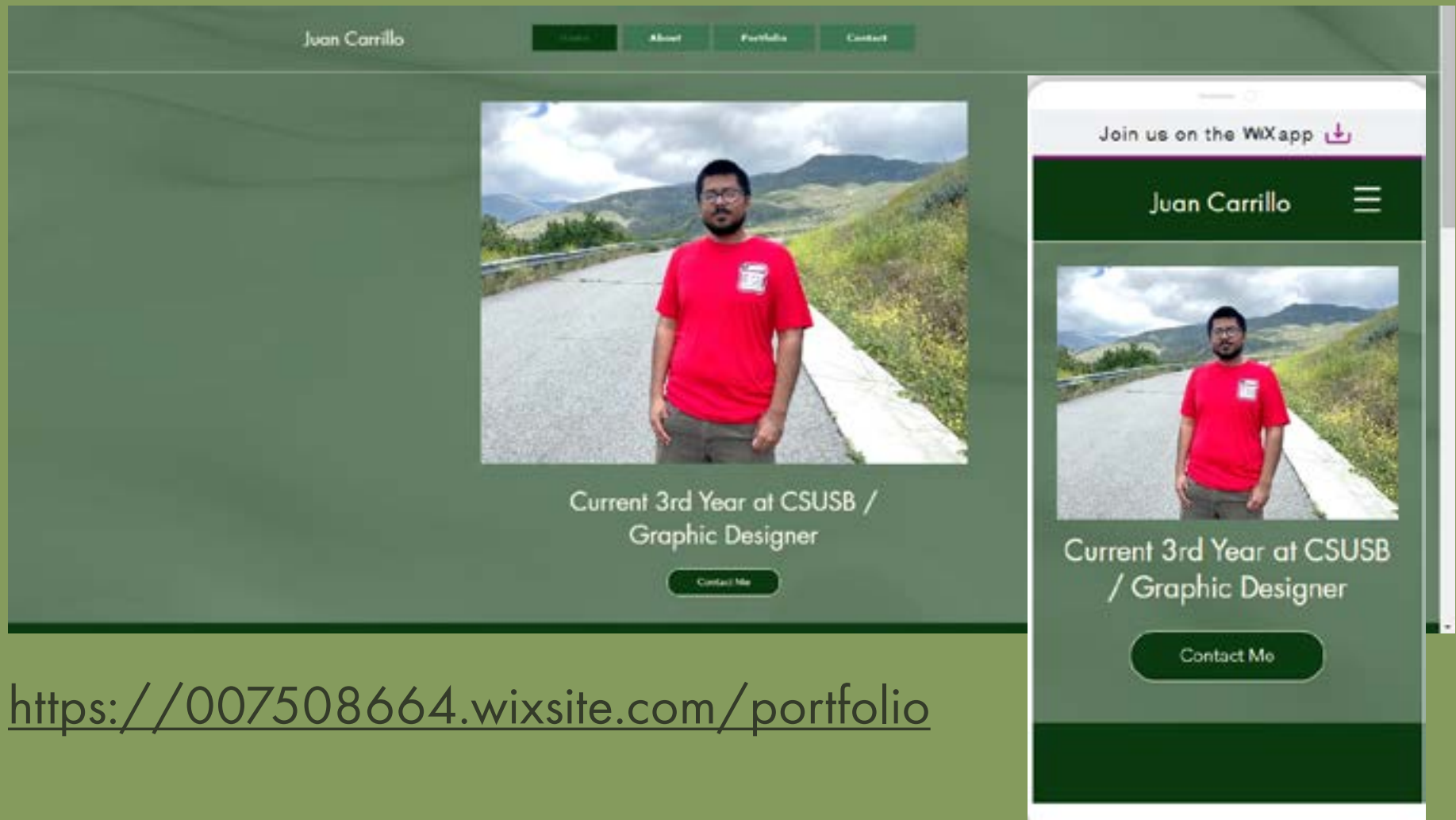
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Website wire frame



Redesigned site screen shot-desktop and mobile



<https://007508664.wixsite.com/portfolio>