

# Short Elevator Pitch

A personal website to not only function as a portfolio but also as an entity to express my personality.

## Long Elevator Pitch

My website's primary focus will be on going into greater details of the items found on my resume. It will give links and talk about my current and past projects, putting my skills into something much more tangible. The goal of this website is to compliment my resume, as the target audience will have already addressed my resume. It will compliment my resume by taking what I've done and adding a more humanistic reality to the words. Using colors, fonts, and other UI elements that express my humor and more importantly my personality.

### Personas

**Randy a Director of Web Services**

- 50 y/o - Very experienced - Looking for employees

**Travis a Front-end Developer**

- 25 y/o - Noviced - Sees me as a peer or competition

**Deandra an Enthusiast**

- 20 y/o - Learned about me - Checking up on me

### Comps

<http://www.rleonardi.com/interactive-resume/>

<http://justinmaller.com/wallpapers/>

<http://www.hihayk.com/>