

Case Study: Portfolio Design

Details	Description
Project Name	Personal Portfolio & Brand identity Design
Role	UI/UX Designer, Visual Designer
Duration	Self paced
Tools	Figma , Adobe illustrator
Mandate	Design a professional, clean, and highly navigable one-page portfolio that reflects my personal brand

2. The Problem & Goal

The Challenge

As a designer, my portfolio needed to stand out in a competitive space. The challenge was to create a design that was both visually striking and strictly accessible/usable.

- How can a dark, high-contrast aesthetic be used without compromising readability?
- How can a single, long-scrolling page be adapted seamlessly for a mobile experience?

The Goal

To deliver a high-fidelity design of a one-page portfolio for both Desktop and Mobile viewports, featuring an About Me section, 3 projects, and a Contact form.

3. Solution & Execution

The solution was a bold, high-contrast dark mode design using neon gradients to establish a unique brand identity, immediately differentiating the portfolio from common templates.

Section	Featured Design	UI/UX Rationale
Aesthetic	Custom Neon	Created a consistent, modern, and energetic brand identity to showcase a high level of visual skill.
Hierarchy	Logical 4-Part Scroll: Hero -----> Work ----->Skills ----->Contact.	Adheres to established portfolio conventions, allowing recruiters to quickly scan for relevance.
Navigation	Clear top-level tabs (About, Work, Contact) with dedicated anchors.	Ensures users can jump to any section instantly without excessive scrolling.
Featured Work	3 Project Cards with high-contrast titles.	Highlights the most impactful case studies first and provides a clear call-to-action (CTA) to view the full case study.

4. Critical Refinements (The UX Validation)

After initial screen design, a critical self-audit was performed to address usability, leading to two essential refinements:

A. Readability & Accessibility (WCAG Compliance)

Initial Issue: The dark background combined with certain gradient colors (e.g., magenta/pink) resulted in low text contrast for long-form body copy, making the biography difficult to read.

Solution: Replaced all long body text with pure White or high-luminance Yellow. This simple color change dramatically increased the contrast ratio, ensuring the portfolio is accessible and reduces user eye strain.

B. Mobile Responsiveness

Initial Issue: The desktop design was visually complete but needed proper adaptation for touch devices.

Solution: Designed five dedicated mobile screens that separate the content:

The three-column project grid was stacked vertically.

Denser desktop content (Skills and Contact form) was broken into separate, focused mobile screens.

Buttons and form fields were given generous height and spacing to serve as clear, easy-to-tap touch targets

5. Project Outcomes & Learning

The project successfully delivered a complete, high-fidelity portfolio design that is both visually striking and functionally accessible.

Successfully achieved a unique brand identity through consistent application of a custom aesthetic.

Demonstrated mastery of responsive design by designing dedicated mobile views.

Proved critical thinking by identifying and solving a core usability flaw (low contrast) before final delivery.

"This portfolio is a clear reflection of my design philosophy: bold aesthetics must always be underpinned by rigorous usability standards."