

## Details of your portfolio

PD URL site (*\*Compulsory to fill up for milestone 2 and 3*):

<https://mardhiah-portfolio.netlify.app/>

Name of your portfolio:

*Mardhiah Azli*

Your Logo:



Describe your target audience:

*My target audience is mainly **students, young professionals, and potential employers** in the fields of **UI/UX, web development, mobile development, and digital design**. Most are aged **17–40** and based in **Singapore**, with diverse cultural backgrounds and a basic to strong understanding of design and tech.*

*They value **creativity, clarity, and thoughtful design**. They appreciate work that shows good problem-solving, visual storytelling, and technical skill. This audience is often looking for portfolios that are **professional, well-crafted, and easy to navigate**, whether for inspiration, collaboration, or assessing my suitability for internships and opportunities.*

Describe your brand story/ purpose:

*I'm Mardhiah — a Digital Design & Development student who loves blending storytelling with technology. My journey started from a fascination with beautiful interfaces and grew into a passion for creating experiences that feel thoughtful, immersive, and visually compelling.*

*I'm inspired by dark-academia aesthetics, interactive media, and meaningful user experiences. Through my work in UI/UX, web development, and mobile development, my purpose is to design digital experiences that reflect creativity, intention, and emotional depth. I want my audience to feel the care behind every detail — from layout to interaction — and to see how design and development come together to tell a story.*

## Design brief

Colour scheme & Colour palette:

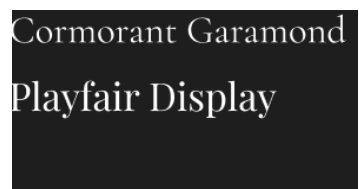


Typography:

*What is the fonts type used?*

Cormorant Garamond

Playfair Display



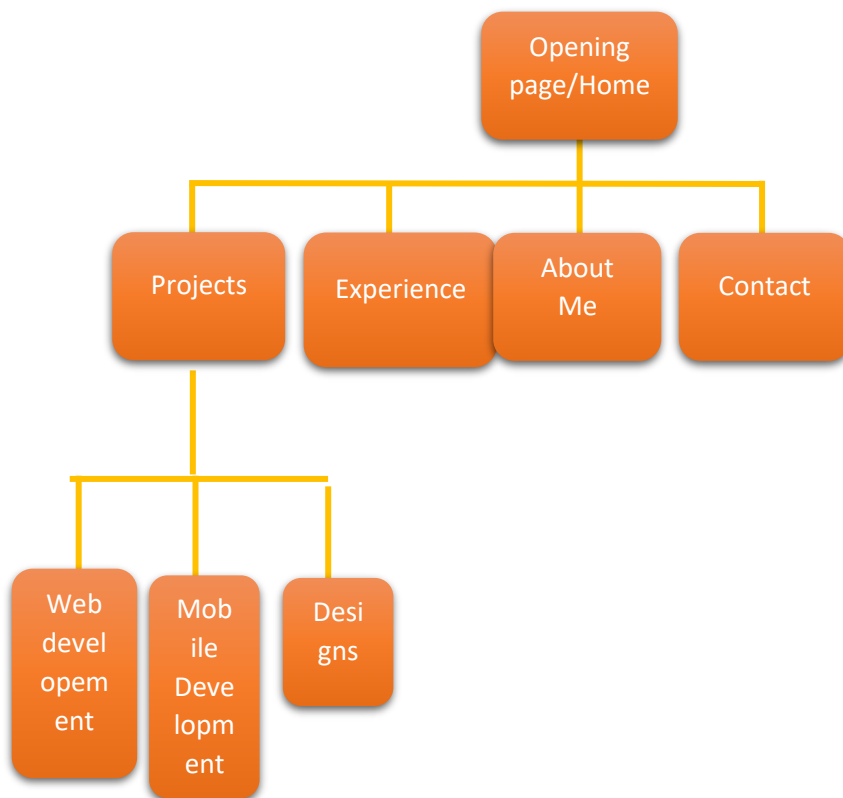
Theme:

*Dark Academia*

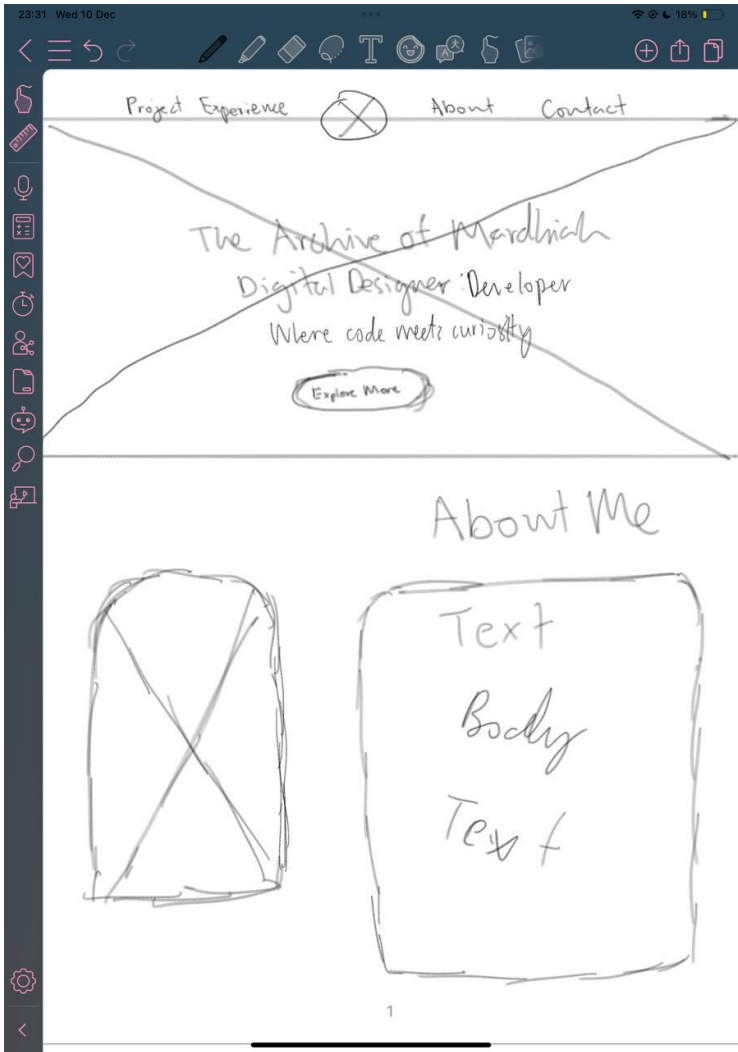
**Layout/ Arrangement:**

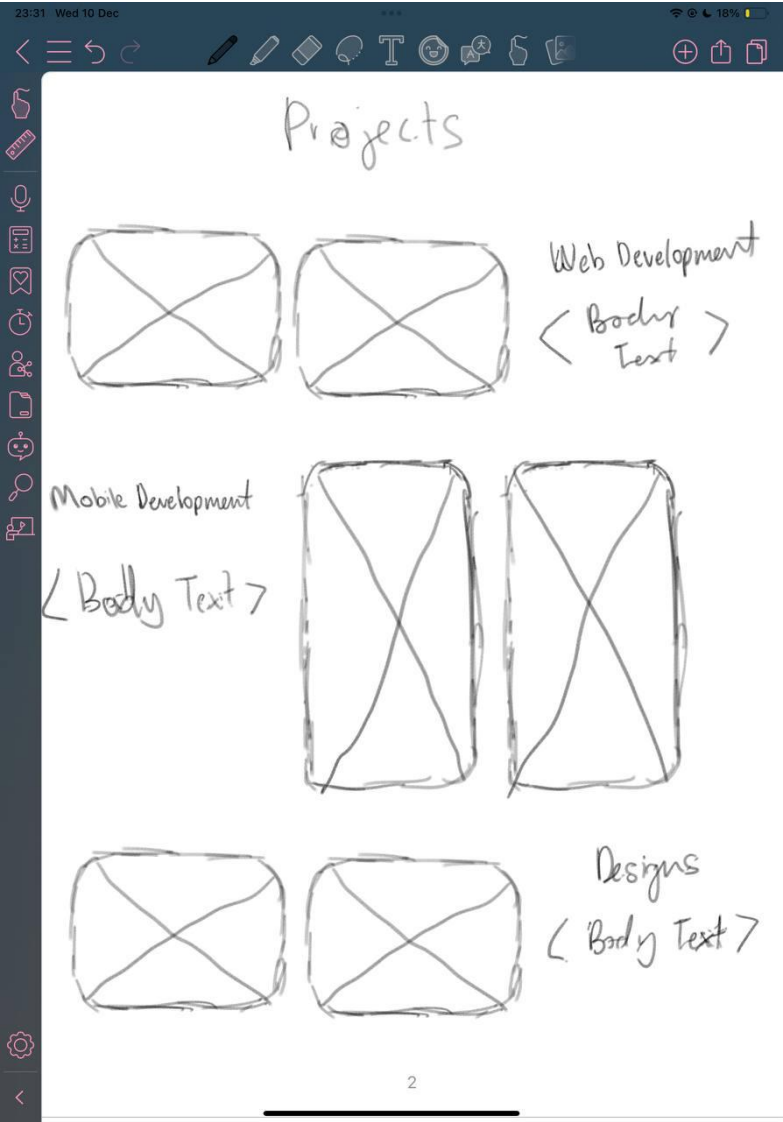
*How will you arrange the multimodal composition in a way that makes sense for your audience and your purpose? How might you arrange ideas and elements so that your composition is effective?*

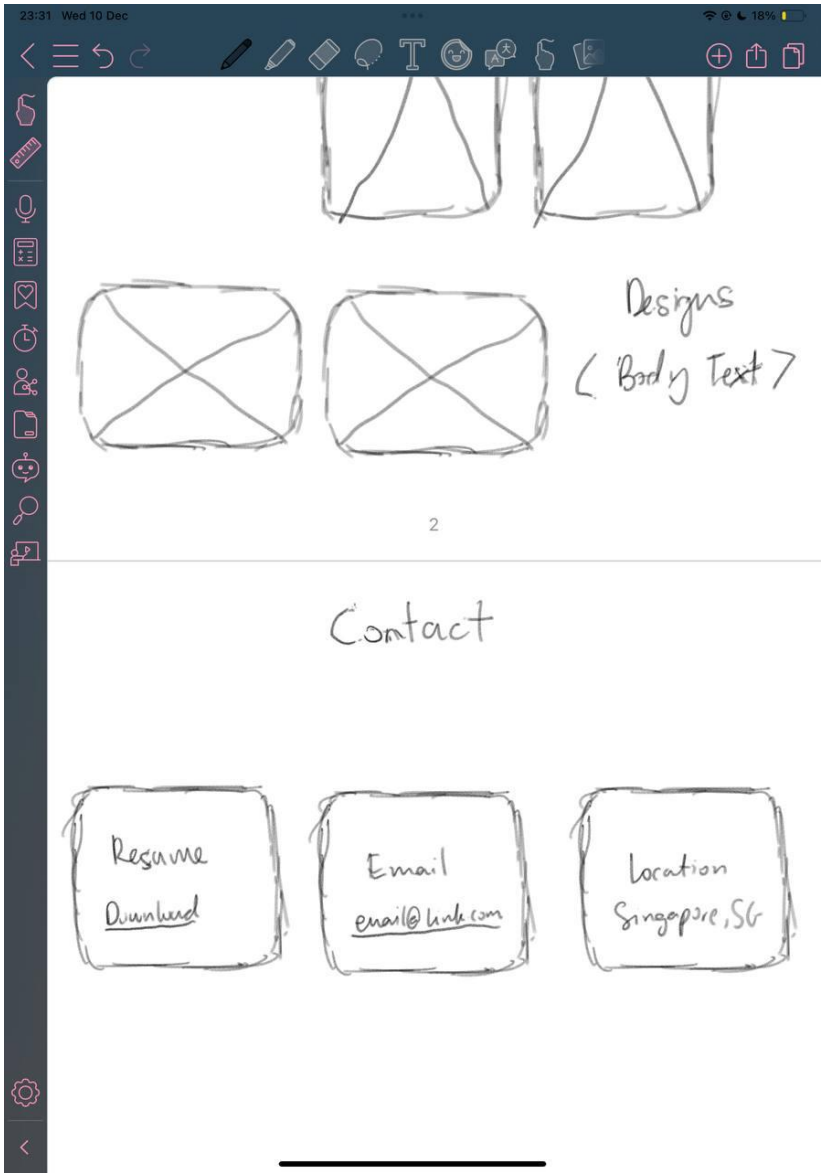
**Minimally 3 tabs with 2 layers of navigation**

**Low fidelity wireframe:**

*Insert your low-fidelity wireframe here. This can be photo of your sketches or digitally created low-fidelity wireframe using shapes. E.g.*



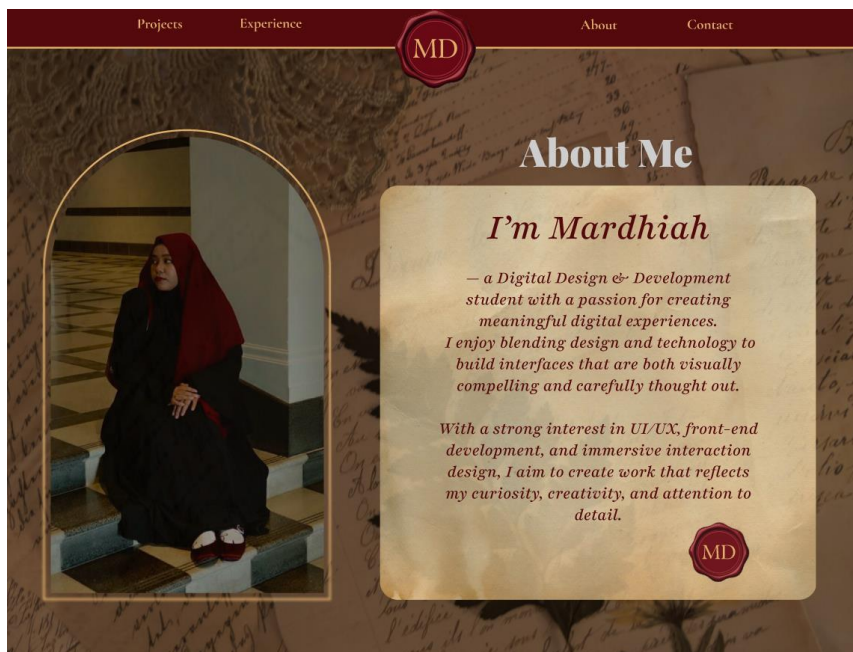
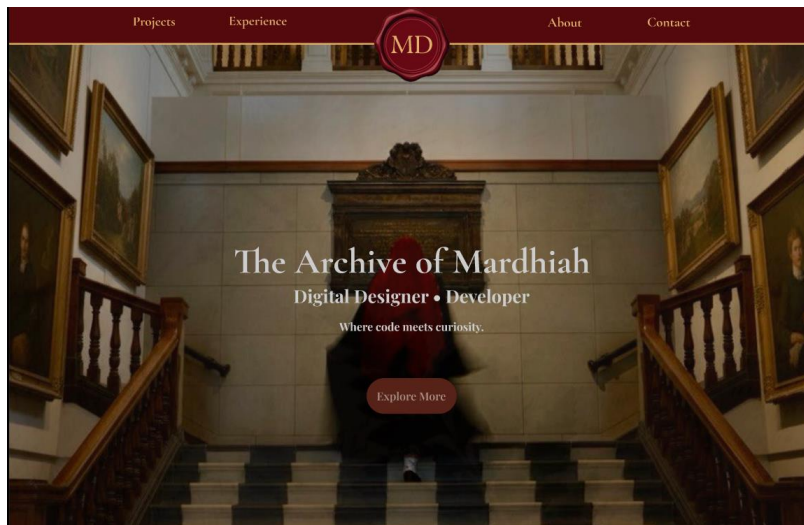




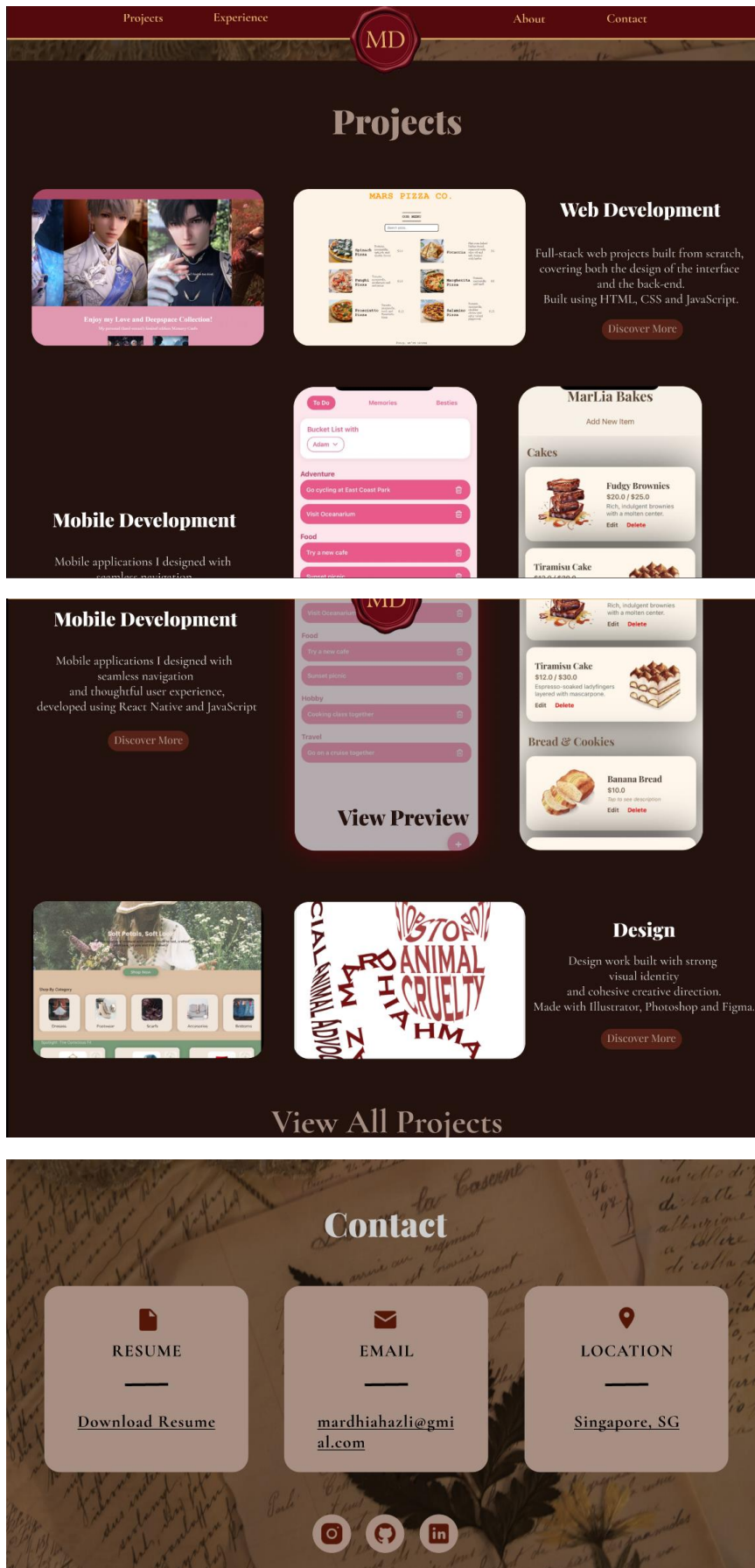
**High fidelity wireframe** (*\*Compulsory to fill up for milestone 2 and 3*):

*Insert your high-fidelity wireframe here. Full set of ALL the pages in JPEG or PDF format.*

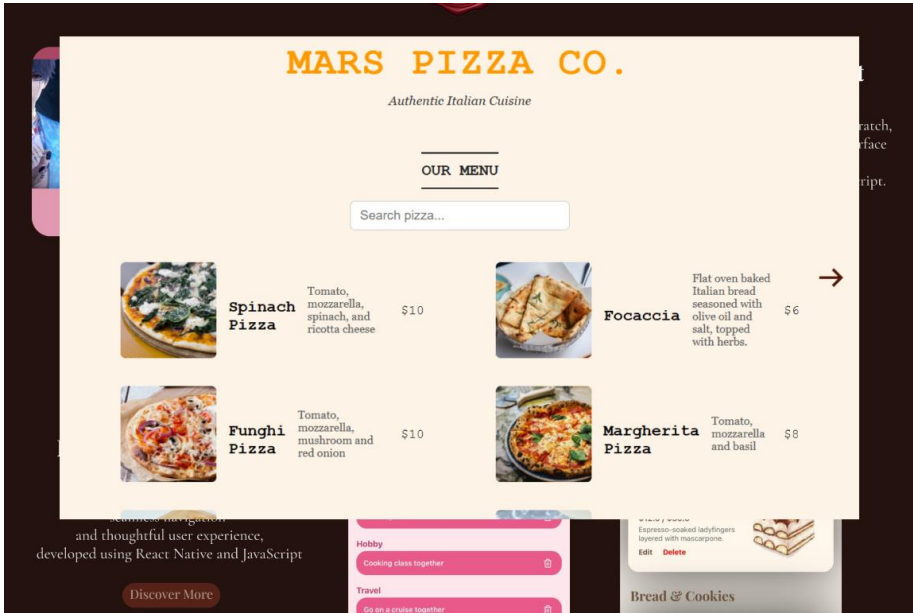
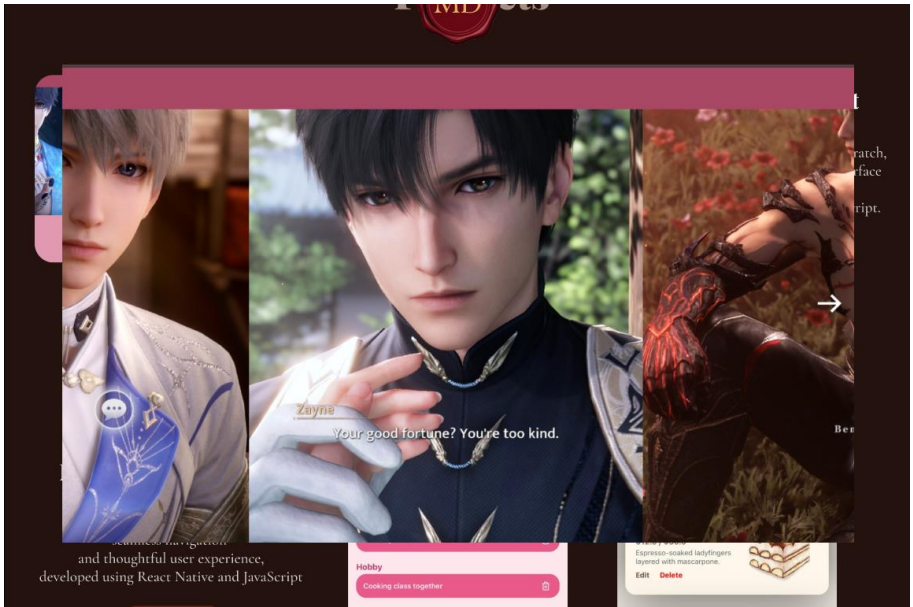
*E.g.*

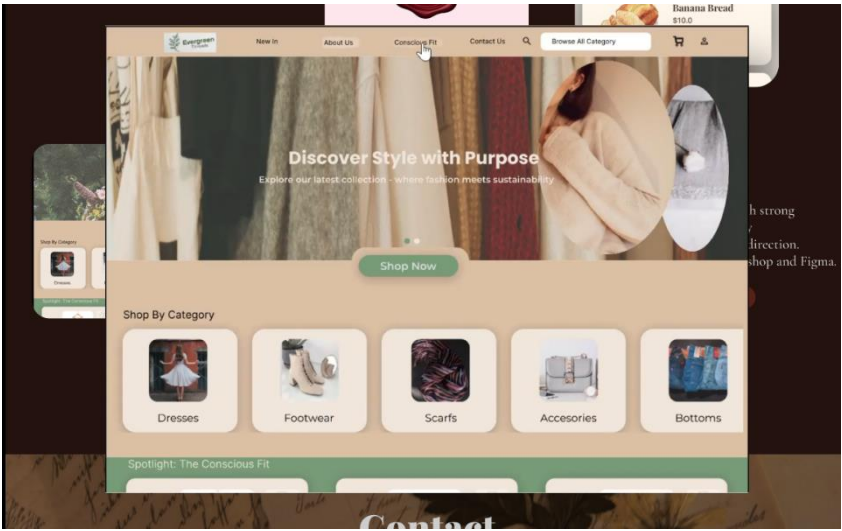
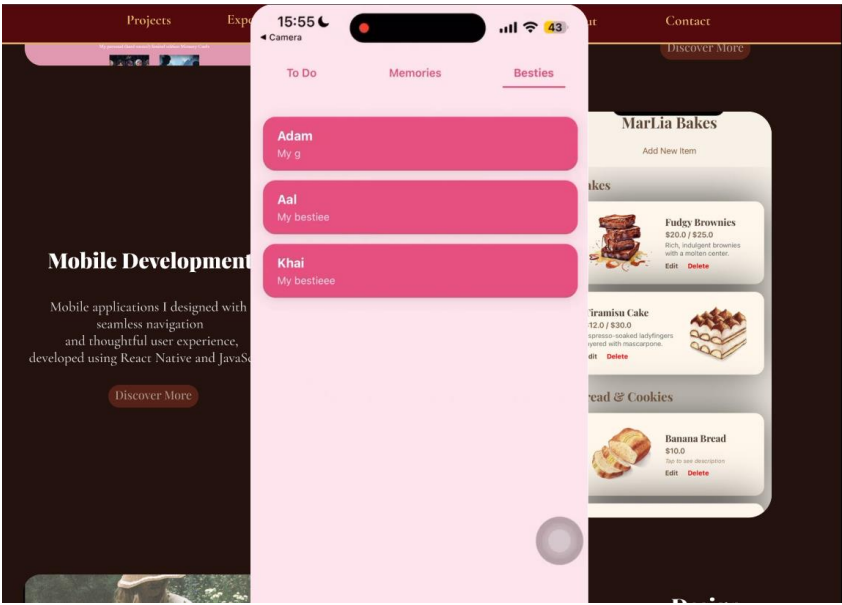


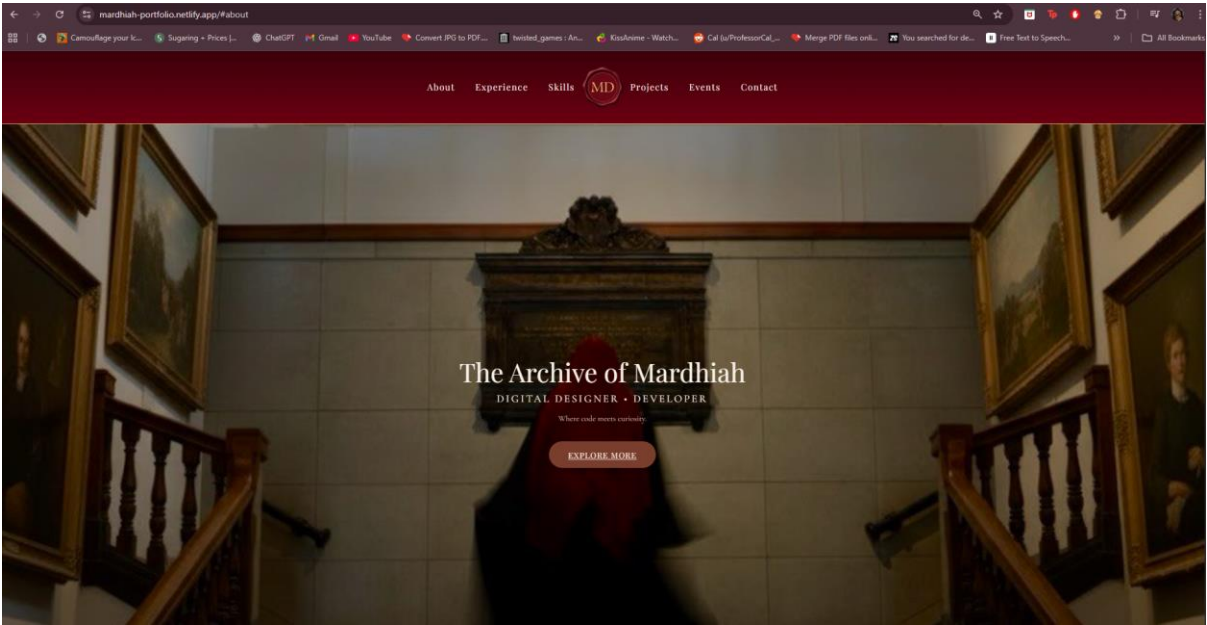


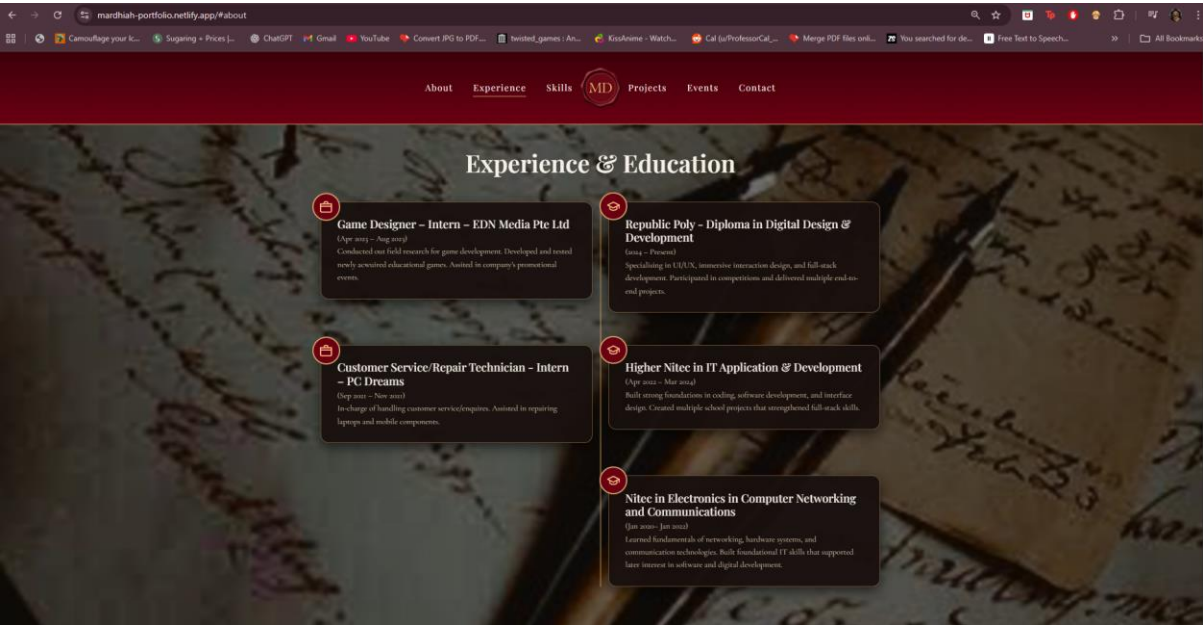
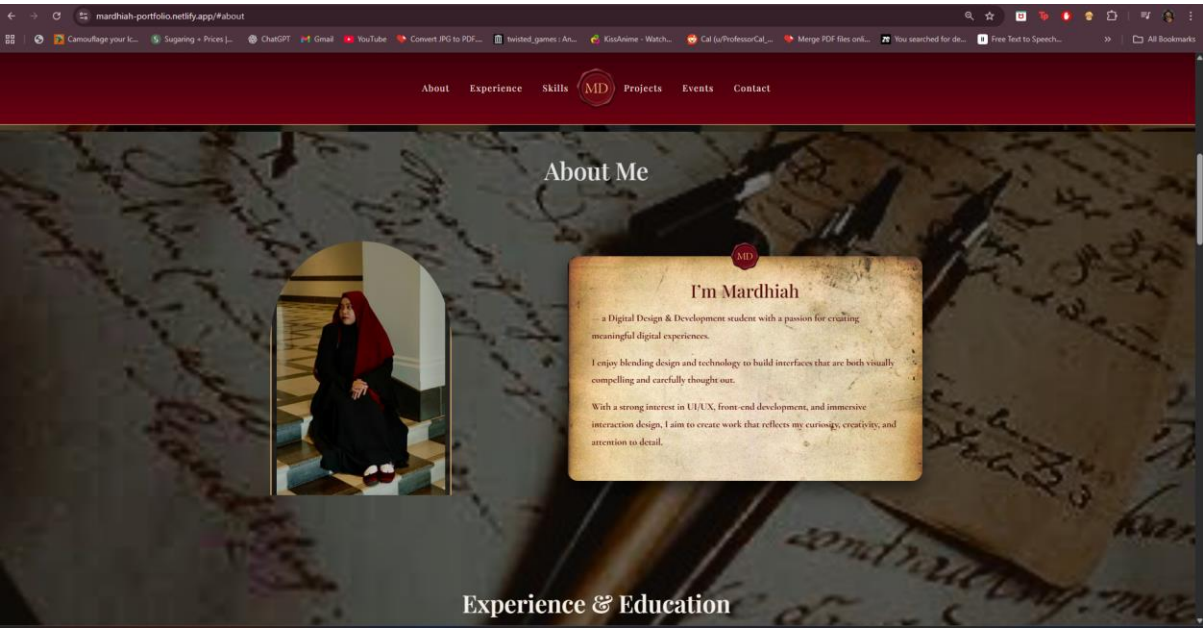


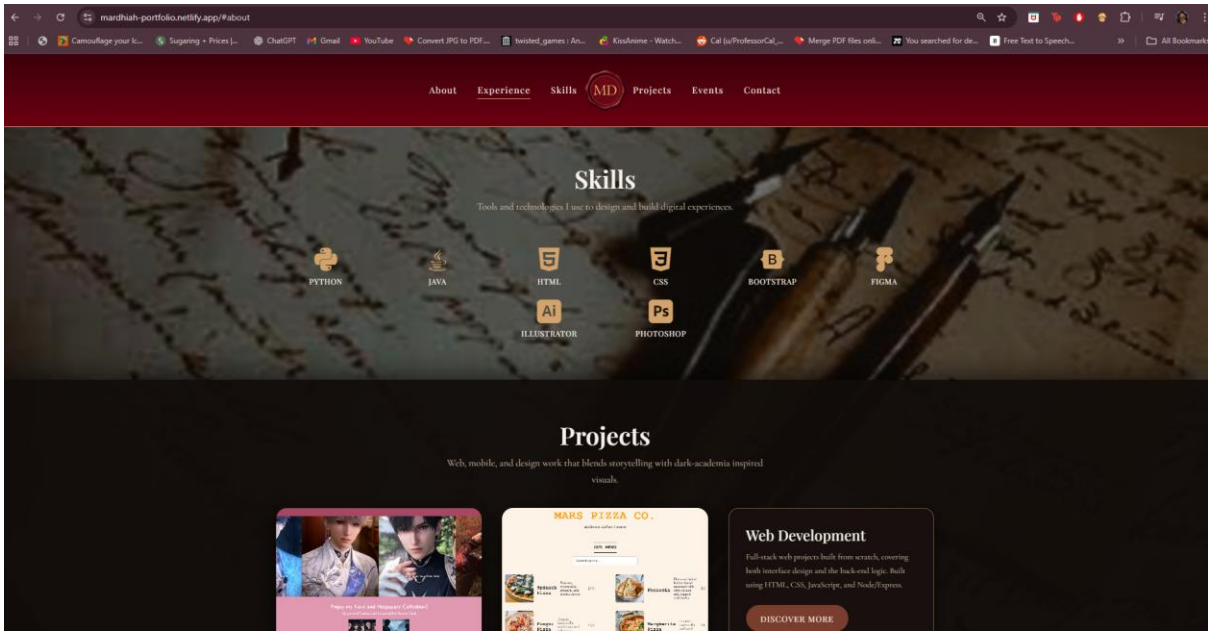




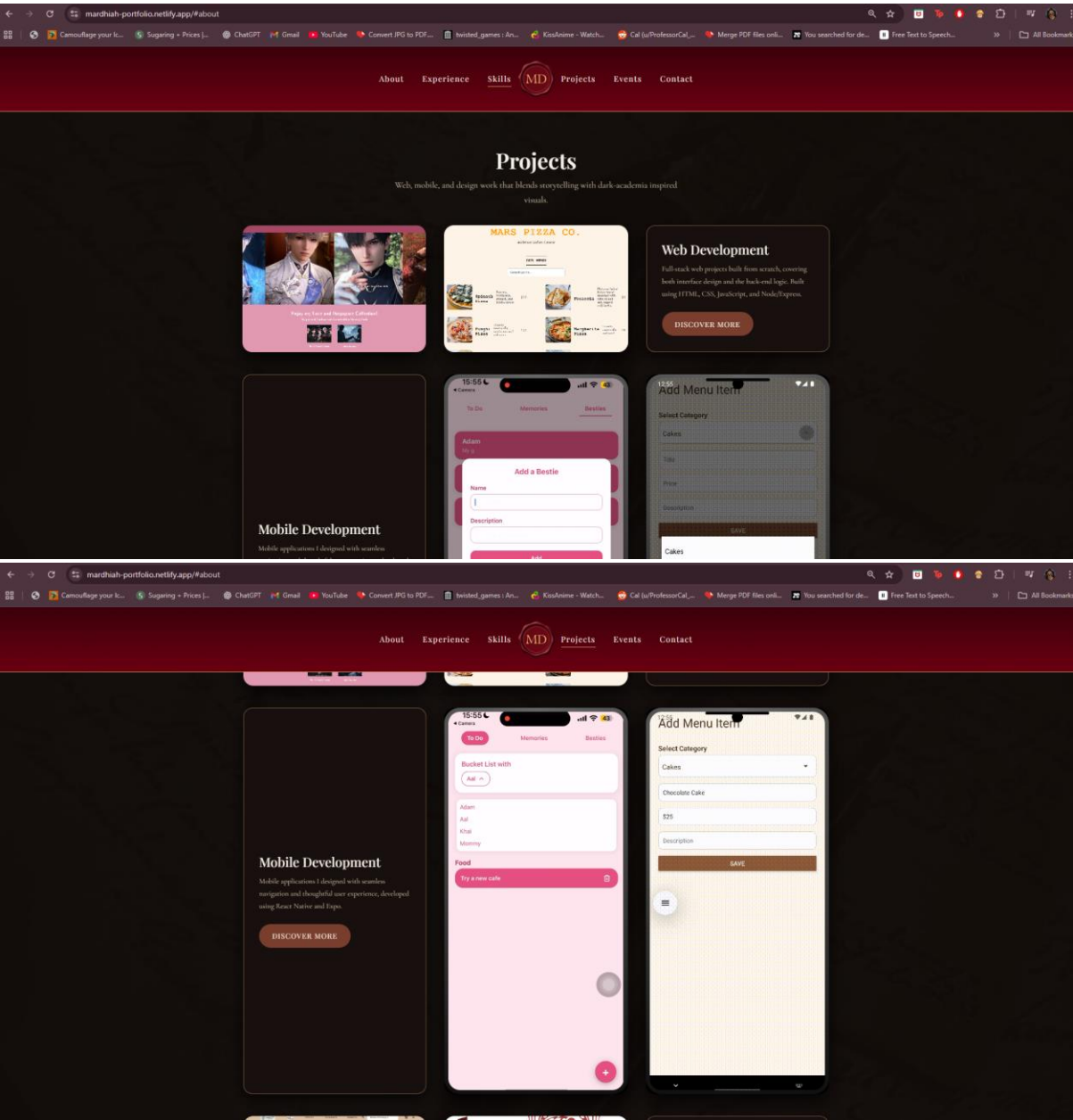




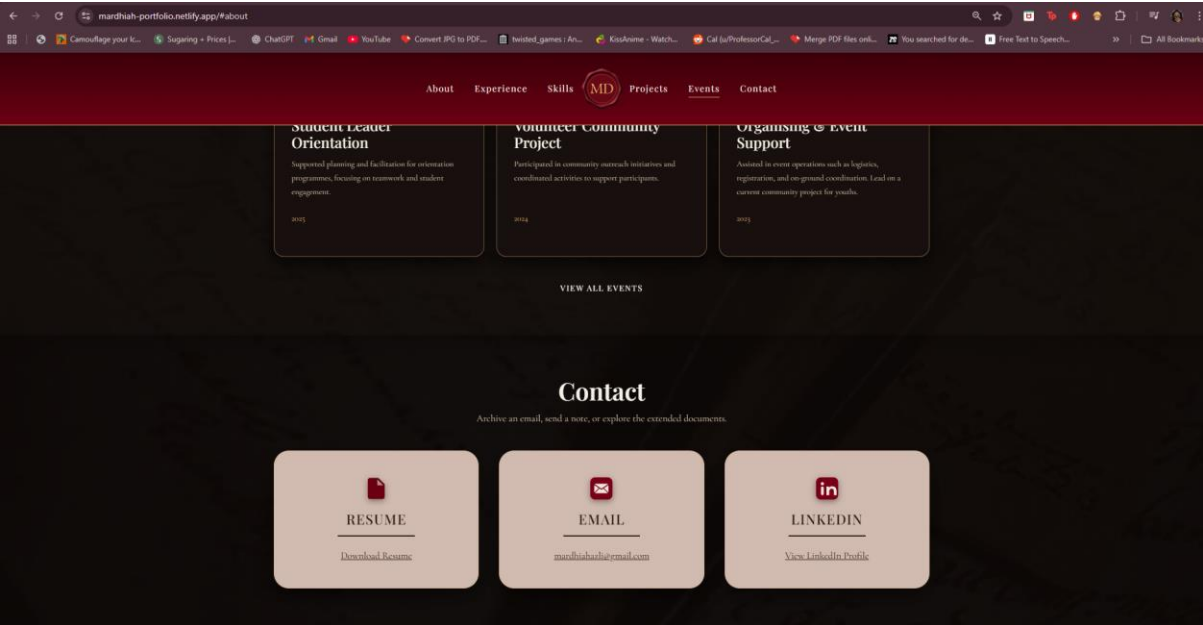
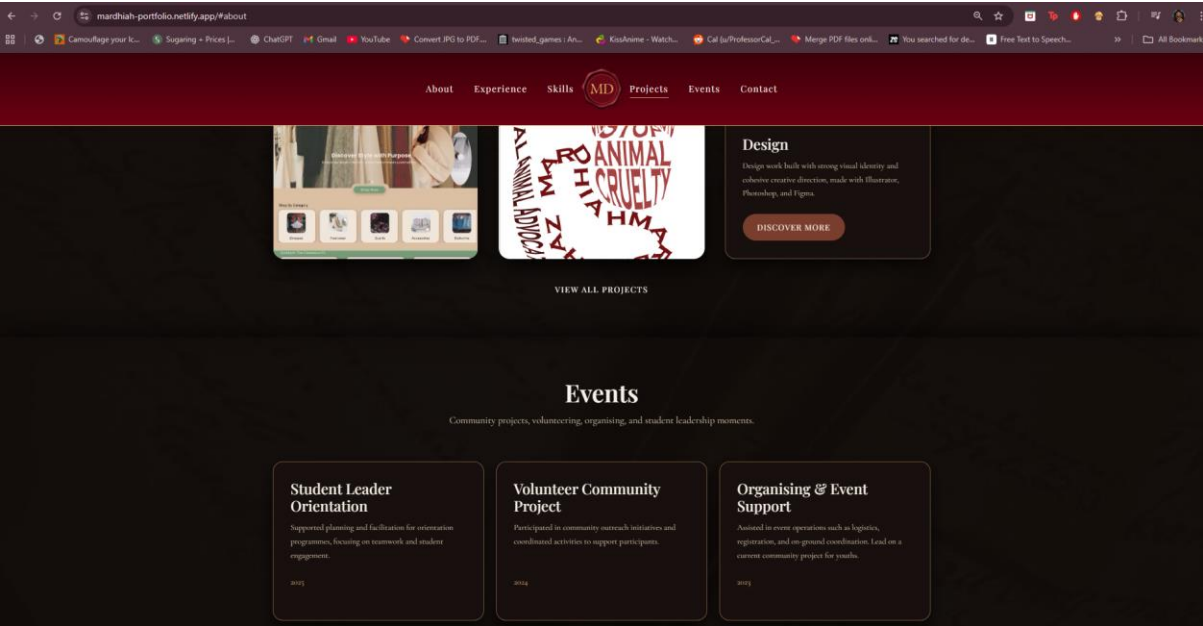


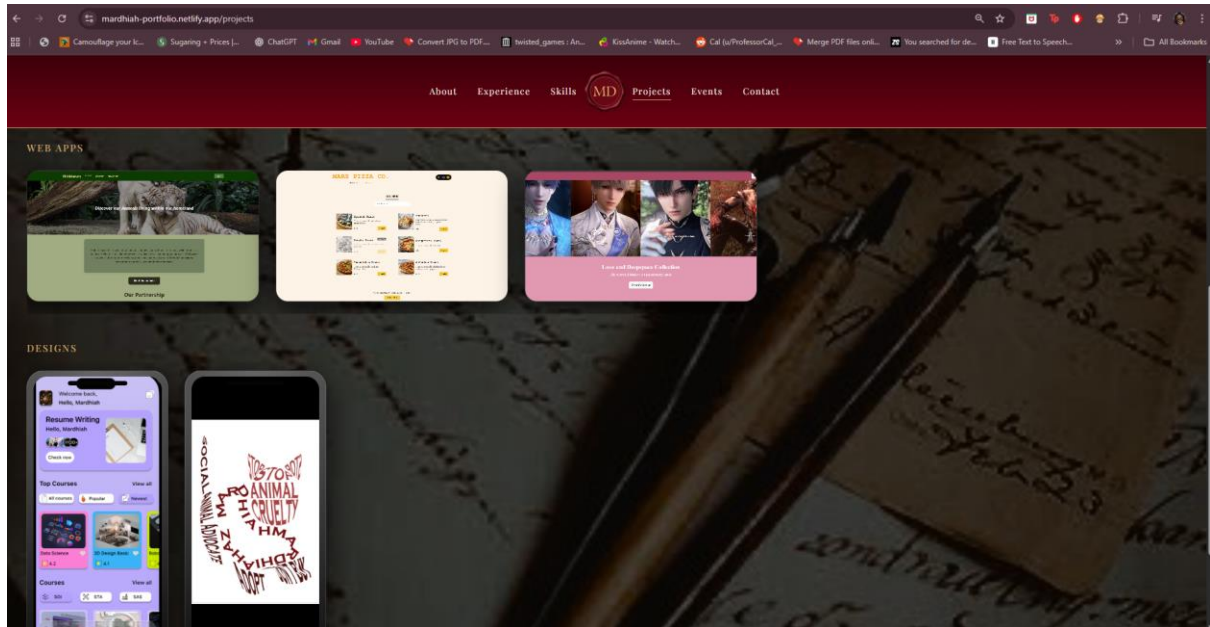
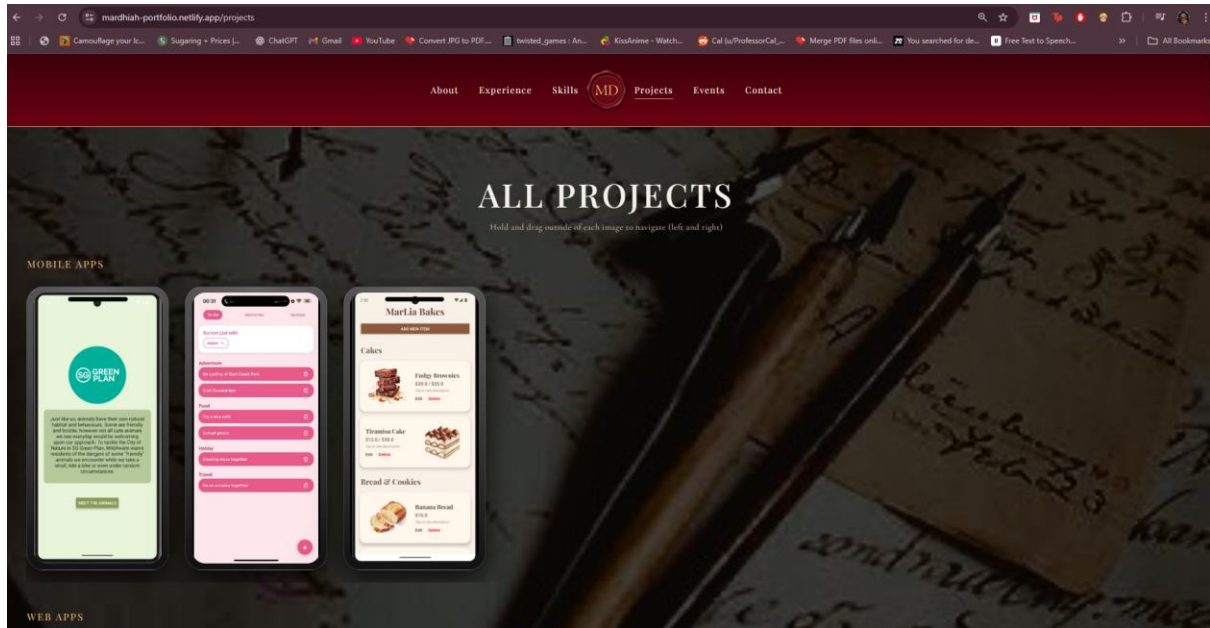


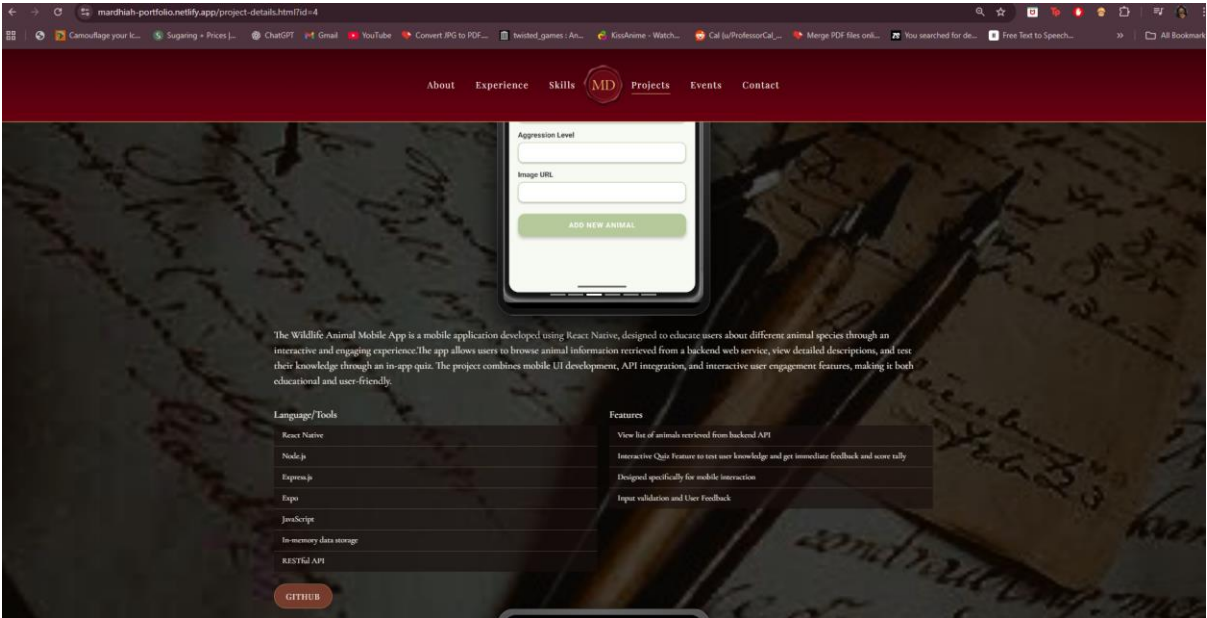
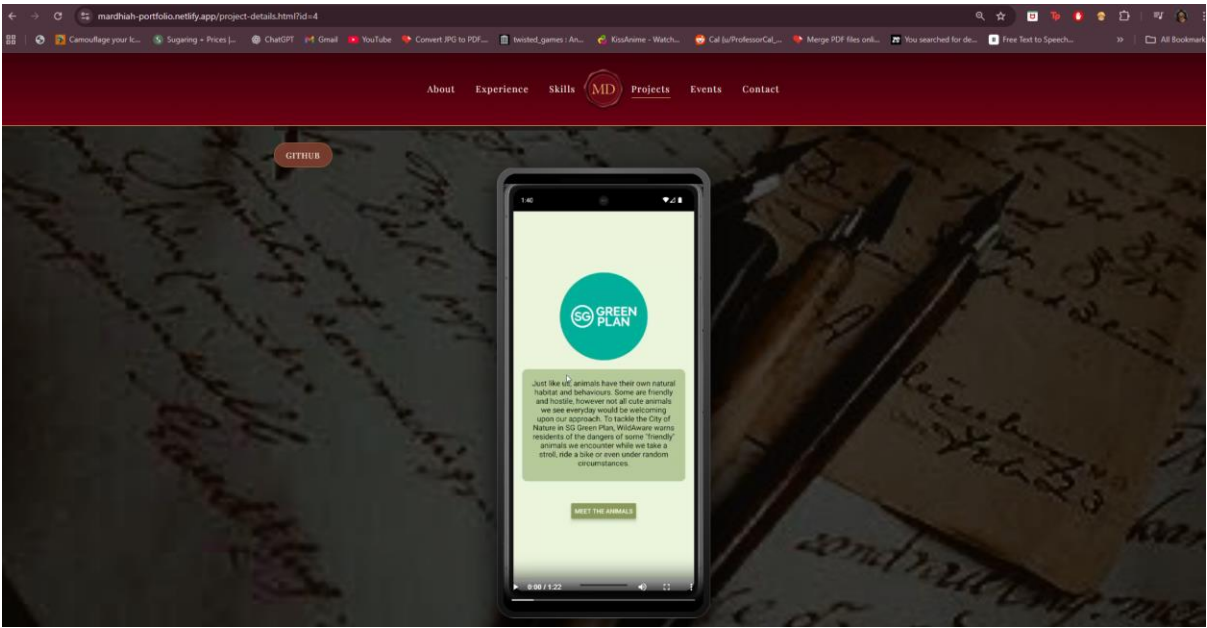


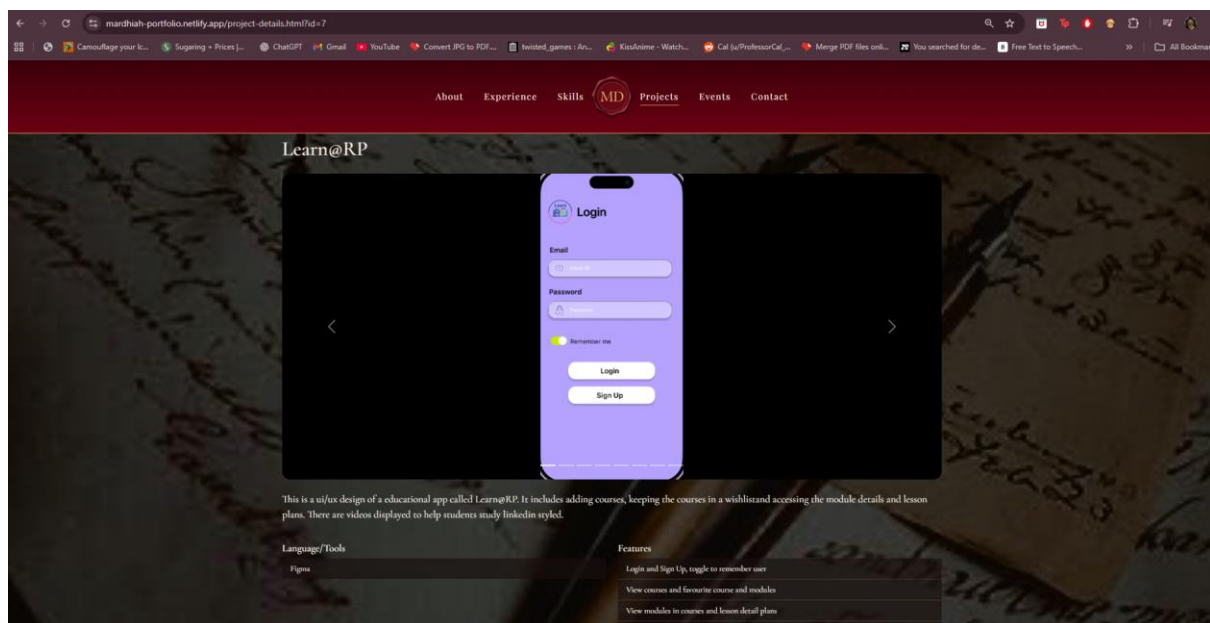
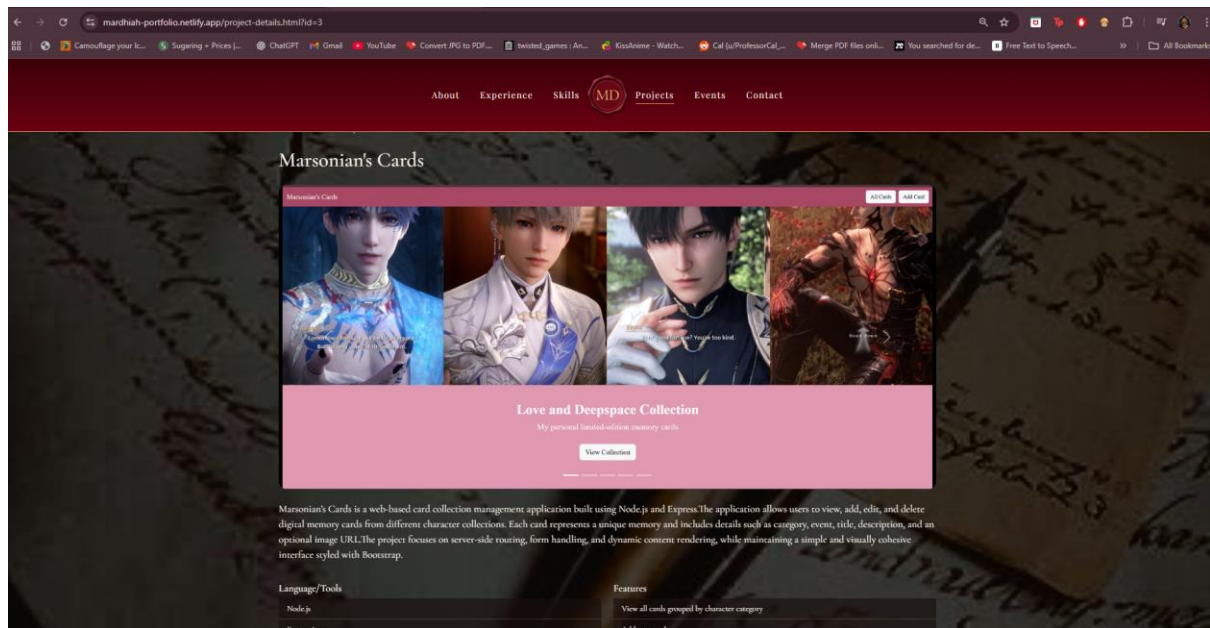












**Link to your Prototype – Most likely on Figma (make sure your lecturer is given access to the site)**  
*(To fill up for milestone 2 and 3):*

**1<https://www.figma.com/design/WvqP4xxbzmWVcpAtQiSMTu/Untitled?node-id=97-24&t=MoSqynmqsbBbUKTm4-1>**

**Reference sites (\*Optional):**

*Any reference websites you have make references*

*Behance.net*

*Pinterest.com*