Portfolio Website

Mehmet Sezer IMM 130

Big Idea

A website made for a personal portfolio. It houses everything necessary for future employers and freelance clients to make a hiring decision. Sections include photography/videography, 3D Design, Graphic Design and an About Me with a Contact tab at the bottom of the page.

The website needs to be created in such a way where people from various backgrounds and requests can easily navigate to their preferred section. The website will house every service and every piece of media that showcases my abilities in multiple programs and areas.

The sections will individually showcase a specific area of expertise with photos and information regarding each project. They will be organized so that anyone can look for their specific needs or interests when it comes to my work. The About Me section will house a mission statement, a little background and sample resumes to showcase an even deeper look into my work/freelance history.

Programs/Fields

Blender, Maya, Unreal Engine - 3D Modeling/Animation

Illustrator, Photoshop, Lightroom - Image Manipulation/Design

Photography/Videography -

Premiere Pro, After Effects, DaVinci Resolve - Video Manipulation/Animation

User Personas

Mike Simmons - Employer

Age: 32

Occupation: Senior Product Designer

Bio

Mike Simmons is a senior product designer for a furniture company where he spends most of his time working remote. He has sufficient experience in 3D modeling and design and has dabbled in animation work previously. He works from his home in North Carolina for his company that is based in PA.

Goals
- Excellence in their work
- To combine creativity with professionalism
- Efficiency in

Traits
- Introverted
- Energetic
- Determined

Motivations For Entering Site
- To find a new junior product designer
- To view previous works in the field of 3D modeling/design
- To gauge the creative and unique attributes

Jack Fenzie - Employer

Age: 28

Occupation: Brand Marketer

Bio

Jack Fenzie is a brand marketer for an electronics company. He works mostly on-site at the office but he also works remote sometimes. He is a very extroverted person who likes to engage in conversation with people and enjoys the company of others. He is a little timid and insecure at times.

Goals

- To become a salesman for the company
- To showcase his ability to handle more than he's given
- To learn more about the ins and outs of advertising and promotional material

Traits

- Outgoing
- Cautious
- Open-minded

Motivations For Entering Site

- To find somebody with the ability to match a brand's aesthetic
- To take inspiration in different logo and art styles
- To view the abilities of someone who is able to promote a brand or product

Caleb Serrosa - Freelance Hiring

Age: 29

Occupation: Basketball Coach

Bio

Caleb Serrosa works part-time as a youth basketball coach and has a deep passion for it. He loves engaging with the youth in a way that solidifies growth. He stays in NJ and dedicates much of his time to his basketball team.

Goals

- To help his team perform the best
- To be a good role model and influence others
- To help others achieve their dreams and ambitions

Traits

- Optimistic
- Hard-working
- Hospitable

Motivations For Entering Site

- To find someone who can produce promotional content for his team
- To find a source of inspiration for marketing material
- To check out previous work of mine

User Story

The people who visit the website will be those of future employers, people looking to hire for freelance services, and for anyone else curious about my work. I imagine their motivations will be strictly professional, as said before they are looking to hire me for whatever work or service they require. This could be a very large demographic as it includes many people from various backgrounds and intentions. For employers of a professional standing their career or position ideals could be brand marketing (logo, promotional material), product design (3D modeling, sketches) and many others. For freelance positions it could include photography, videography, logo design, 3D modeling and others.

Sitemap

Main Page - This is the hero page of the website. It will showcase one image from the Camera Work, 3D Design, and Graphic Design sections. It will be a quick overview of my work with the images being secondary pathways to each individual section.
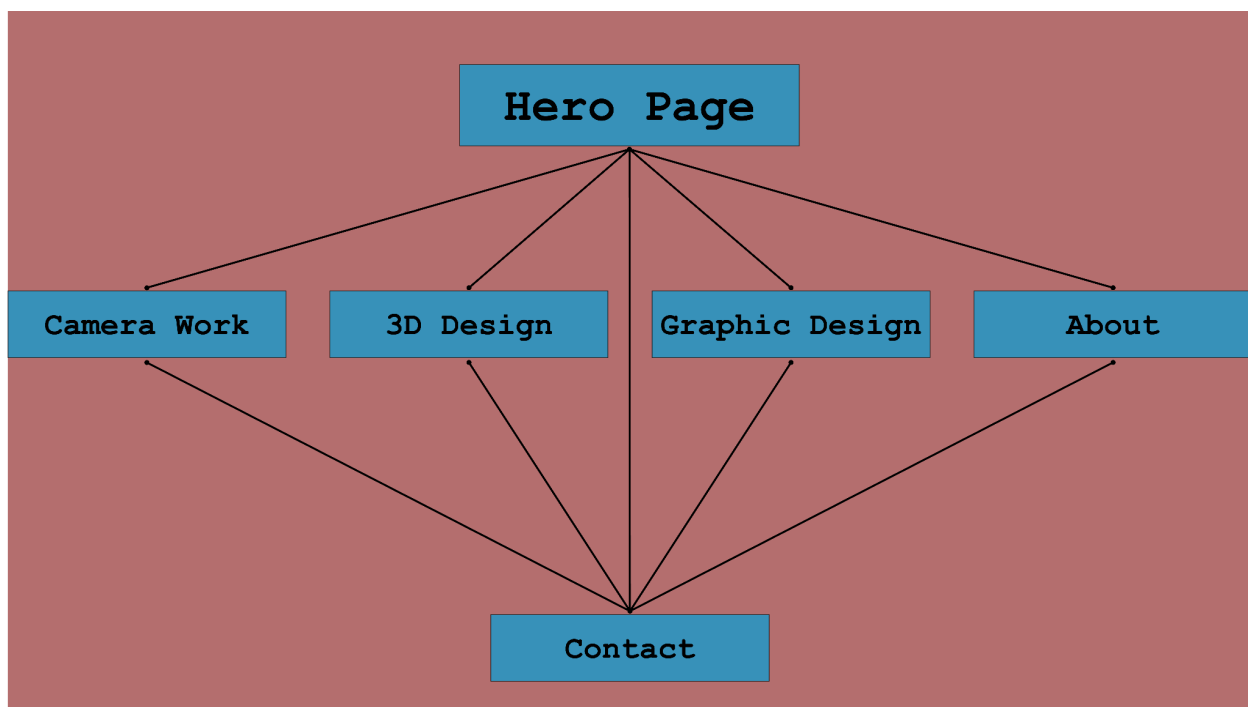
Camera Work - This section will house all photography/videography work. It will display them both in project format and arbitrary. Project being that the media has a title, date, and description describing either the events leading up to the moment or if it is a freelance (client) project then describing the interaction. For arbitrary it will just have a title, date, and a simple description. This will also showcase the specific programs used and the equipment.

3D Design - This section will showcase my 3D modeling/rendering work along with showing any Unreal Engine/Game development/design projects. The format remains the same with all media having a title, date, and description describing what has been done and how. There will also be an overview of the programs used and in what areas.

Graphic Design - This section will showcase my graphic design work including logo designs, clip arts, and any other artwork that fits under the category. This will have the same format with title, date, and description. The programs used will also be listed and shown.

About - The About section will be a personal "hello" to whoever is using the site. A warm welcome to anyone considering me for any kind of work. This section will have a mission statement along with a simple bio describing myself and my motivations/inspirations for my work. A full overview of every job, education, and project I have worked on will be displayed at the bottom, along with a list of skills and abilities I possess. This will be a "resume" of sorts displayed in an artistic and aesthetic style.

Contact - The contact section will be simple with it having a series of social media links and email. The bar at the bottom will stay persistent through any page that is on the site. It will be left in easy access in case anyone has the thought of hiring or reaching out to me for any reason. There will also be a side section for hiring services and what work they may request from me.

Inspirations -
https://zia.photography.com/
https://maximeheckel.com/
https://www.takearidewith.me

Sketches

About   Works   Contact

MEHMET S.
A Multi-Front Designer
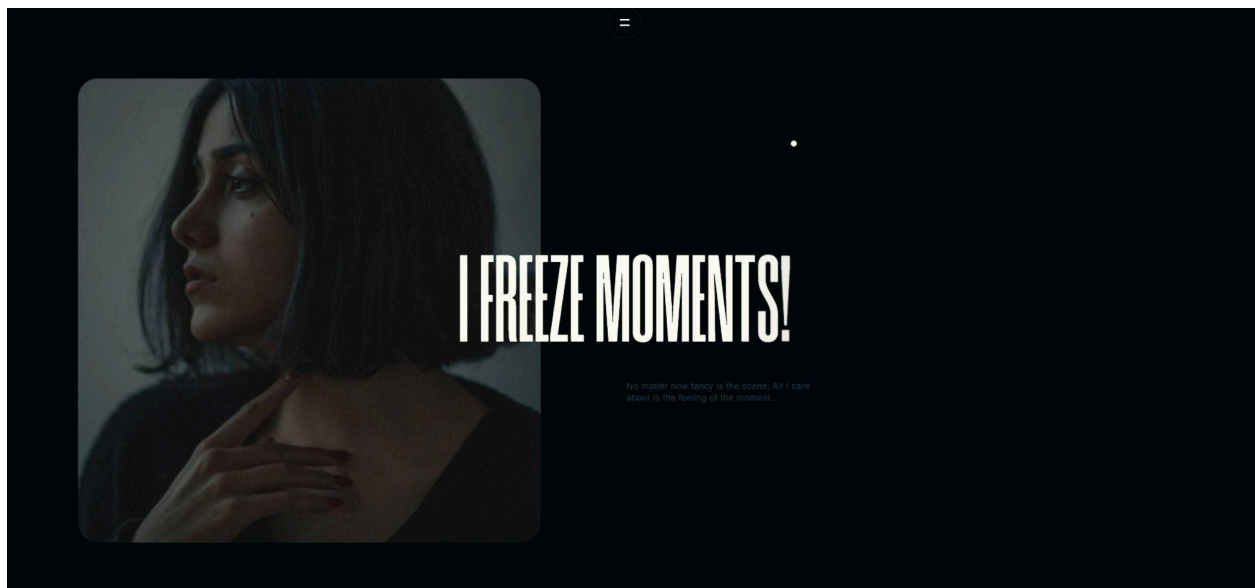
About   Works   Contact

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Instead of having a "home" page I felt it would be a little redundant so I decided to just have "About" "Works" and "Contact" pages. The about page will just describe me, where I'm from and what I do. Along with sample gallery images that will link to their sub-sections.

About   Works   Contact

WORKS

Photography ->
Videography ->
3D Graphics ->
2D Graphics ->

A Series of Digital Design Works

About   Works   Contact

Photography

Title   mm-dd-yyyy   Title   mm-dd-yyyy

Title   mm-dd-yyyy   Title   mm-dd-yyyy

For the works page I am thinking about setting it up in a way where the links next to the title will scroll the page down to those specific sections rather than setting up new pages for them. I might include some more sections or I may have to reorientate the layout of the links depending on further additions.

About   Works   Contact

CONTACT
Ways to Get in Touch

Professional Hire ->
Freelance Hire ->
Other Inquiries ->

About   Works   Contact

Professional Hire

Title

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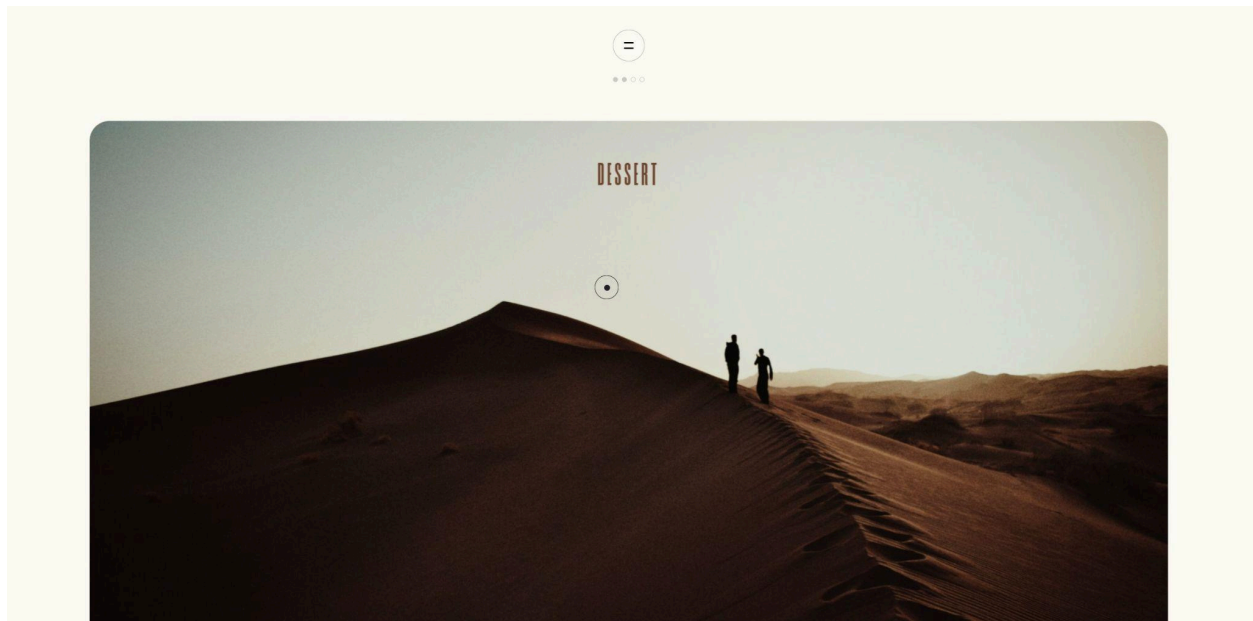
With the contact page I decided to keep the same style and layout as the works page. This is ideally where somebody would go to either hire me for whatever work or for any other miscellaneous reason. That is the reason why I have the links labeled and organized. For the professional hire I want to make a downloadable pdf of my various resumes depending on the type of work.

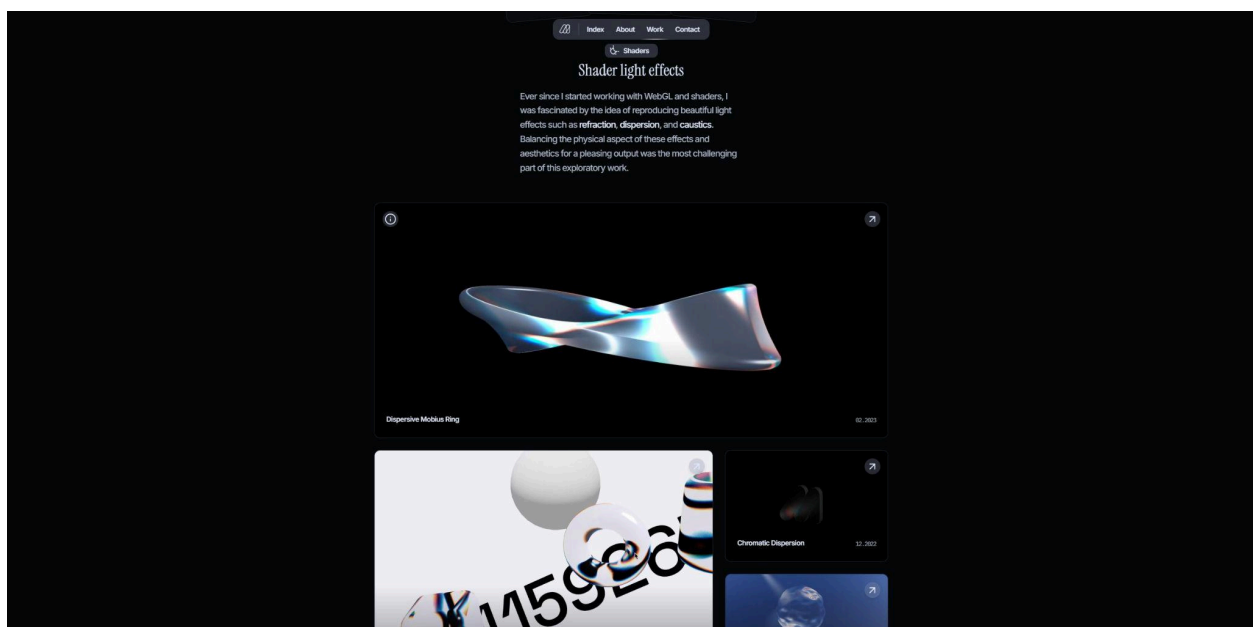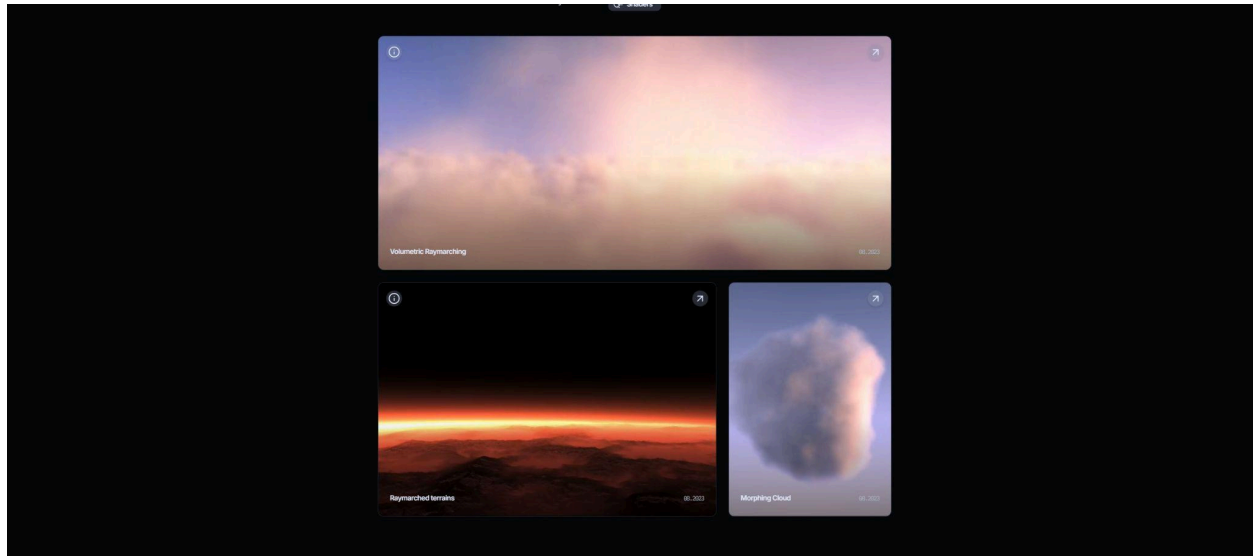**INSPIRATIONS**

https://zia.photography.com/

I find this website interesting because of its unique style and aesthetic. It has a very monotone yet powerful image. I like the title card she has at the very beginning and the layouts for her gallery. It's formatted in a very elaborate way.

This is an example of one of her gallery pieces that I think is presented in a very large and beautiful way. My only problem with this style is that it leaves no space on the page for other works. I would like to use this type of design when the user clicks on an image but when just showcasing inside the gallery I would want it to be similar to what I see in this next website.

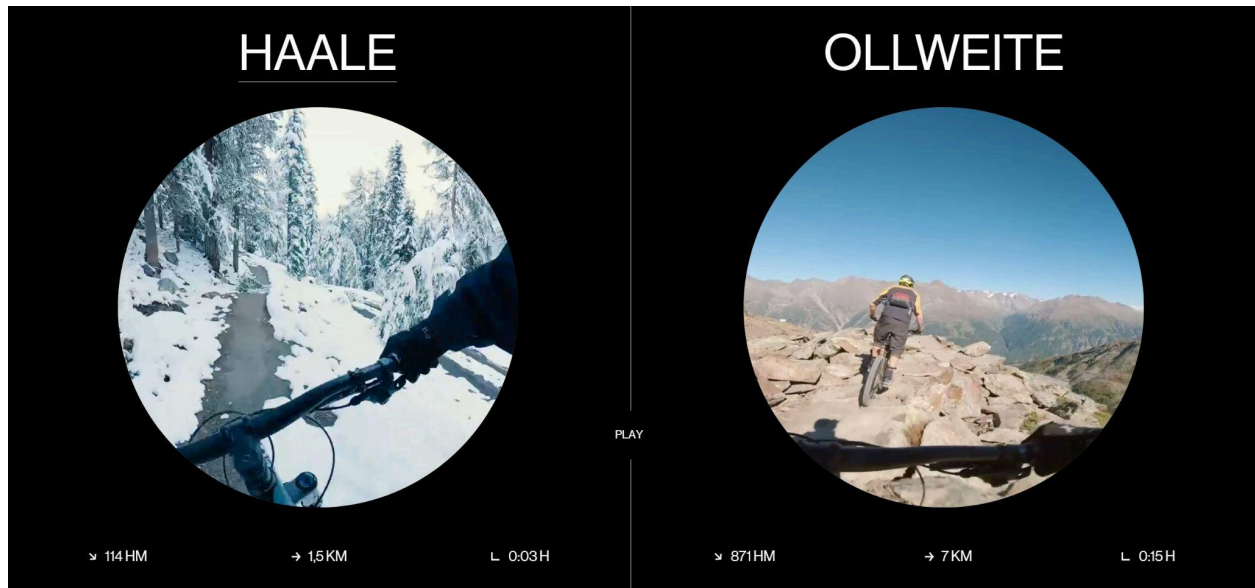https://maximeheckel.com/

I think this layout for a gallery is perfect. It's very organized, neat, and effective. It's pleasant to look at and provides just enough information: title and date. The description at the top is also very well done and written, short and sweet.

This bottom image is from a blog post from the same author of this website. I really like the "Last Updated" position which I plan to mimic. I also might include writing in the "Full View" of each work that can go into more detail with what's going on.

https://www.takearidewith.me/

What I like about this website is the circular layout and the font is simple yet effective. I also like the thin lines outlining everything. I don't think I would use this as a template for my website but I wanted to include it in the list because this definitely caught my attention.