

Final Website Vision Document

Mehmet Sezer

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 showcase photography/videography, 3D Design, 2D Design. Along with an about and contact page, the website details what I am capable of doing, my history in various projects, and a way to truly display myself in a professional manner.

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.

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.

User Persona #1

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

User Persona #2

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

User Persona #3

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

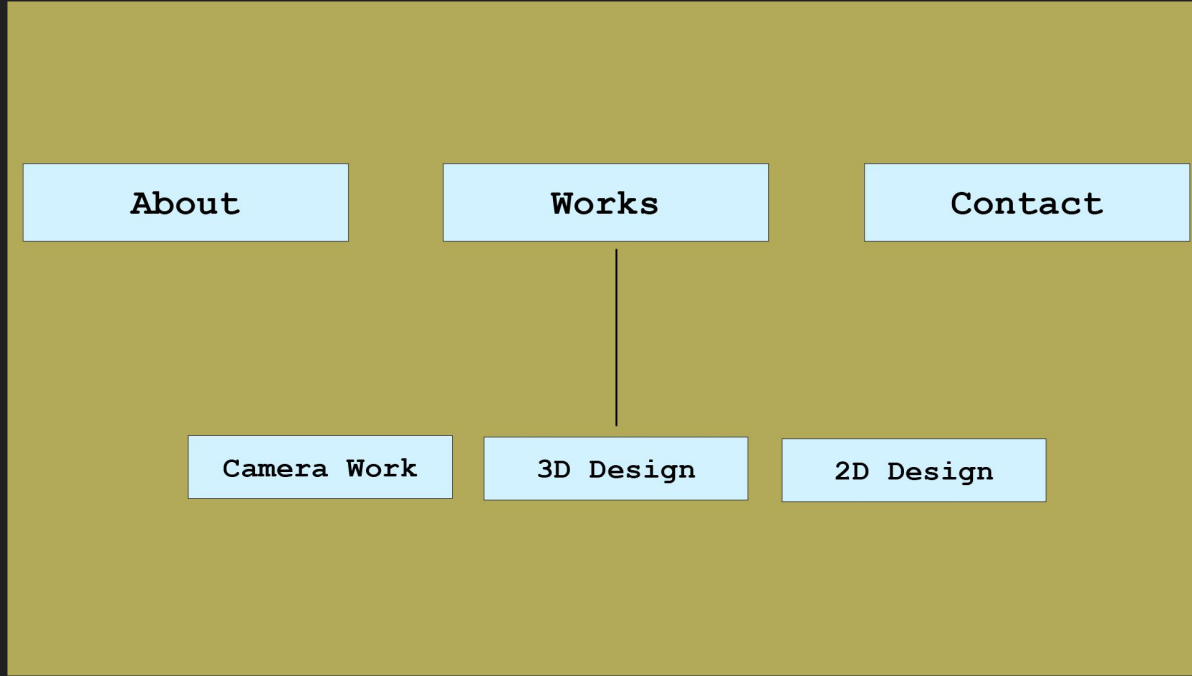
- Optimistic
- Hard-working
- Hospitable

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

Site Map

The website houses 3 pages. About, Works, and Contact. The Works page has its own sub-sections titled Camera Work, 3D Design and 2D design.



Main Page (About)

This is the hero page of the website. It gives a quick synopsis of myself in the field of digital design. A few images that showcase snippets of my work. This is a “resume” of sorts displayed in an artistic and aesthetic style.

Main Page Before

[About](#)[Works](#)[Contact](#)

MEHMET S.

A Multi-Front Digital Designer

Mehmet is a digital designer based in New Jersey with experience in various related fields. This includes 3D modeling, game development/design, graphic design, photography, videography, and image and video editing. He is in the

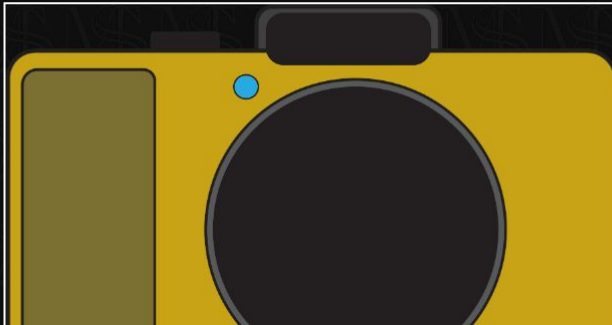
Main Page Now

 [About](#) | [Works](#) | [Contact](#)

MEHMET S.

A Multi-Front Digital Designer

Features



Main Page Now

NS [About](#) | [Works](#) | [Contact](#)

*"You cannot understand good
design if you do not understand
people"
- Dieter Rams*

Mehmet is a digital designer experienced in manipulating media in the digital atmosphere. Ranging from real-world photography/videography to 2D and 3D design; He is capable of creating logos, posters, brochures, 3D assets, renders and much more. With knowledge in programs such as Photoshop, Lightroom, Premiere Pro, Blender and Maya, he is here to turn your vision into reality!

Works Page

This page houses all digital design work. With three sections titled Camera Work, 3D Design and 2D Design.

Projects are displayed by having a title and date.

These sections are located throughout the page and the navigation bar at the top will scroll to the section the user clicked on.

Works Page Before

[About](#)[Works](#)[Contact](#)[Camera Work](#)[3D Graphics](#)[2D Graphics](#)

WORKS

A Series of Digital Design Works

Photography

Videoaraphv

Works Page Now

[NS](#) [About](#) | [Works](#) | [Camera Work](#) | [3D Graphics](#) | [2D Graphics](#) | [Contact](#)

WORKS

A Series of Digital Design Works

Camera Work



Works Page Before

Title mm-dd-yyyy

Title mm-dd-yyyy

Title mm-dd-yyyy

Title mm-dd-yyyy

Works Page Now



About

Works

Camera Work

3D Graphics

2D Graphics

Contact



MONEY HUNGRY

07-2024



A GOLDEN TEAPOT

10-2023

Contacts Page

The Contact page showcases a single form for the user to fill out.

Contact Page Before

[About](#)[Works](#)[Contact](#)[Professional Hire](#)[Freelance Hire](#)[Other Inquiries](#)

CONTACT

How do you plan to reach me?

Contact Page Now

 [About](#) | [Works](#) | [Contact](#)

CONTACT

How do you plan to reach me?

Contact Me!

Your Name:

Your Email:

Your Message:

Design Principles

The website incorporates a simple center focused design. The navigation links are centered and are stuck to the top to offer easier usage for the user.

The main content is all centered aside from the headings. The website also features outlines in order to add depth and to format the layout clearly.

Overall Design Style

A more luxury and serious/professional aesthetic was applied to the website in order to give it a stronger presence. This was done through the use of simplistic layouts, gold, black and white color schemes and a focus on consistent order.

The typography is meant to showcase a professional feel as well, using Josefin Sans-Serif allowed for this.

Interactivity

The website features interaction with the navigation links. Active pages are lit up and gold and are in italic, while hovering over the links scales them up.

Images scale down when hovering over them and JavaScript is used to open the images in a full screen view.

Inspirations

Zahra Ziaei Website

<https://zia.photography.com/>

Maxime Heckel Website

<https://maximeheckel.com/>

Take A Ride With Me Website

<https://www.takearidewith.me/>

Architecture

The website will be hosted using the GitHub platform as it is free for public access.

All images and videos will be created by me.

The Final Verdict

I believe this website came out better and worse than I had anticipated. I feel like the format and overall layout is well done however maybe too simplistic. I also feel the implementation of images could have been done better. I also feel the same towards the contact page in regards to the form and offering users a clearer connection to me.

I plan to continue to work on this and improve it as much as I can before finalising its release.