Q1: Describe the steps required to modify the code to blink your last name instead?

First I would look up the morse code:

My first name is Smith

So the code should submit the code

... -- .. - ....

Transmitted Morse is interpreted based on gaps between button holds.  
Holding for more than double the length of the average gap is a dash, and anything shorter is considered a dot.

With a gap of 3 spaces between repeating the sequence.

Q2: Discuss on the effectiveness of your modifications. Reflect on how you should modify your code to be reusable and modular to adapt quickly to changes in requirements.

To create a more effective modification I would utilise functions to program the blinks so that it is easier to create functions to manage creating dots and dash and providing appropriate structures for gaps.

Q3: Create a repository named BlinkName on Github. Upload your code to the repository. Include the link to your repository here. Make sure your marker has access to the repository

<https://gist.github.com/Pr3views/70340ab2d24318557fc642e027ddcbe6>

Q4: Take a short video (few seconds) of your Argon board with the LED blinking your first name and upload it to youtube. Include the link here.

<https://youtube.com/shorts/_aHuw7obqgc?feature=share>