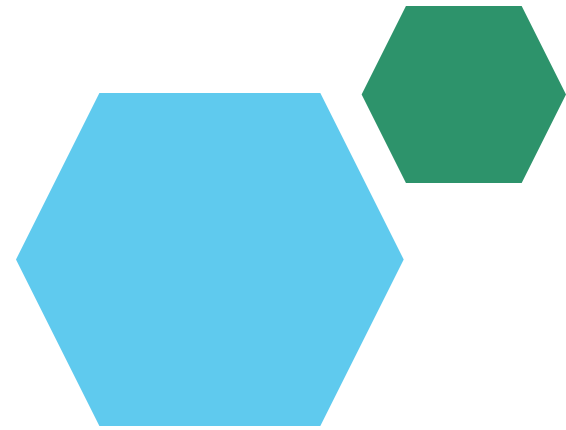
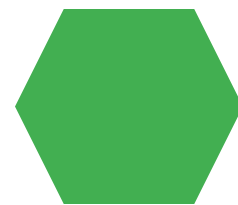


# Digital Portfolio



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# Digital Portfolio



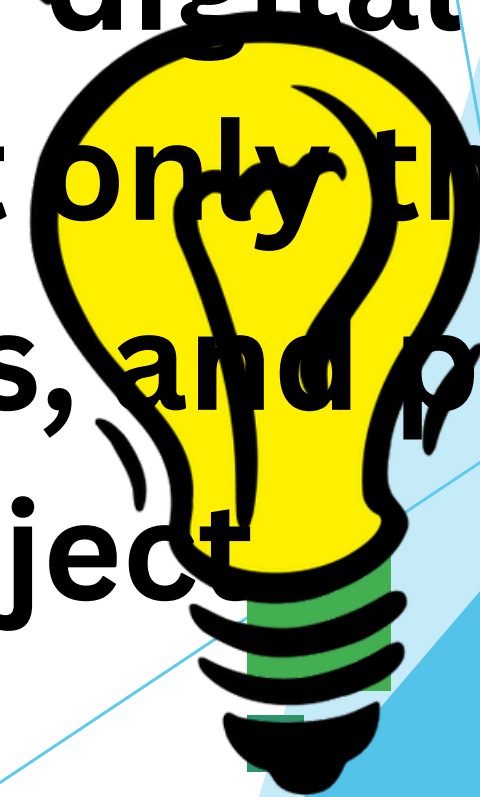
# AGENDA

1. Problem Statement
2. Project Overview
3. End Users
4. Tools and Technologies
5. Portfolio design and Layout
6. Features and Functionality
7. Results and Screenshots
8. Conclusion
9. Github Link



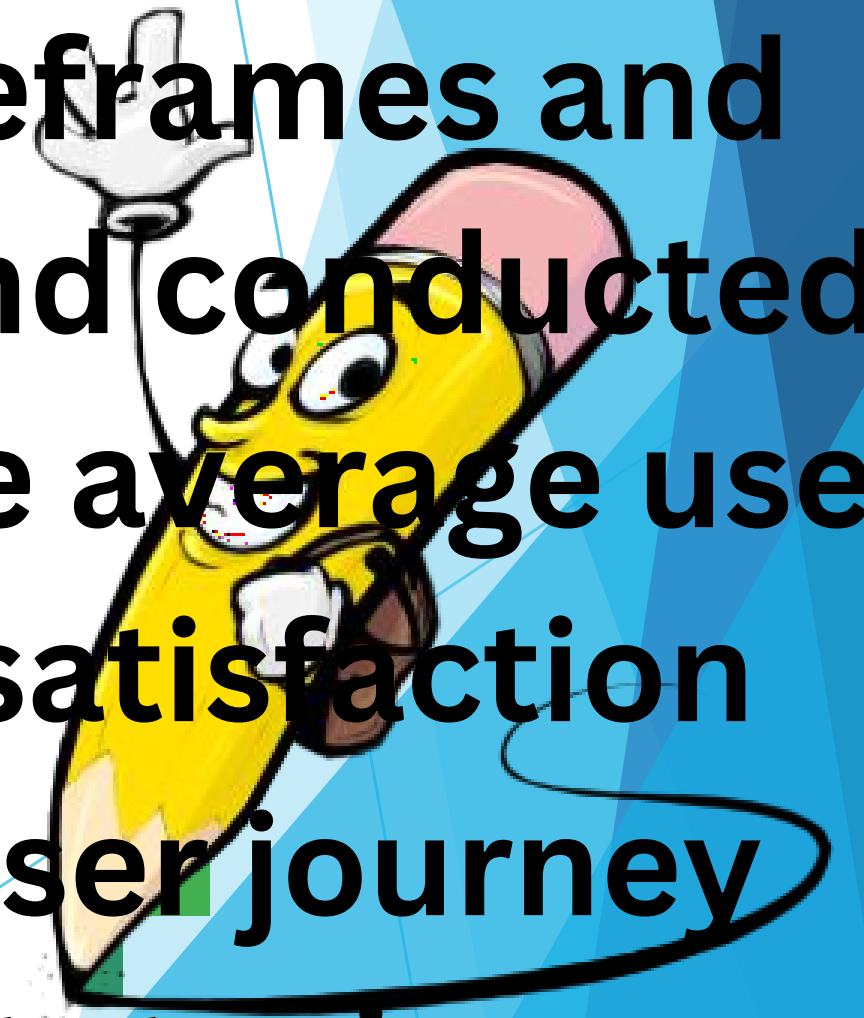
# PROBLEM STATEMENT

Designers often face difficulty presenting their creative process and final outcomes in a way that is both engaging and professional. Traditional resumes fail to highlight visual thinking and design evolution. My digital portfolio addresses this gap by showcasing not only the final designs but also the thinking, iterations, and problem-solving involved in each project.



# PROJECT OVERVIEW

**This UI/UX project focused on redesigning a mobile banking app to improve user flow and accessibility. I conducted user research, created wireframes and high-fidelity prototypes using Figma, and conducted usability tests. The redesign reduced the average user task time by 30% and improved user satisfaction scores. My responsibilities included user journey mapping, interface design, and prototyping.**



# WHO ARE THE END USERS?

**Hiring Managers / Recruiters**

**Purpose: To assess your qualifications, experience, and potential fit for a job.**

**What they care about:**

**Clear display of skills and experience**

**Relevant project examples**

**Easy navigation and professional appearance**

**Contact information**

# TOOLS AND TECHNIQUES



**Wix – Drag-and-drop site builder with design flexibility**

**Squarespace – Stylish templates, great for creatives**

**Webflow – No-code builder with full design control and animations**

**WordPress – Popular CMS with thousands of themes and plugins**

**Notion + Super.so – Lightweight, modern portfolios with minimal design**



# POTFOLIO DESIGN AND LAYOUT

**Purpose: Showcase your best work.**

**Layout Tips:**

**Grid or card layout for visual clarity**

**Filters or categories if you have many projects (e.g., Design, Dev, Marketing)**

**Each project links to a detailed case study page**



# **FEATURES AND FUNCTIONALITY**

**My digital portfolio includes a fully responsive layout, interactive project gallery, downloadable resume, and an integrated contact form. Each project page contains detailed case studies, tools used, and live demo links. I also included social media integrations and SEO-friendly metadata to improve visibility and connectivity.**

# RESULTS AND SCREENSHOTS

Quantifiable OutcomesFinal Product UI

Website, app, logo, dashboard, etc.

Work in Progress

Wireframes, sketches, Figma boards, code snippets

"Increased conversion rate by 25%."

"Reduced load time by 40%

"Grew Instagram engagement by 150% in 2 months."



# CONCLUSION

**The conclusion section of a digital portfolio is your final chance to leave a strong impression. It should wrap up your personal brand, reflect on your growth, and invite engagement. Think of it like the closing paragraph in a persuasive essay — confident, reflective, and action-oriented.**