

Riley Dillon

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### 1. Evidence Rather Than Presumptions

Instead of speculating, design choices should be based on user requirements and observation. I used straightforward HTML for this website since research recommendations advise users to scan rather than read in-depth. To make it easier for visitors to comprehend the purpose and locate content. I divided the homepage into logical sections (projects → manifesto → contact). This is in line with best practices, which state that portfolio websites should be simple to browse and quickly comprehend.

### 2. Clarity is a Feature

Effective design conveys itself right away. Users can quickly understand why they are on either one of the sections because of the headlines. The top navigation employs very clear labels such as "Projects," "Manifesto," and "Contact." These adhere to standard navigation conventions and make it easier for users to find what they need. The website feels tidy and readable thanks to the use of consistent typography and logical visual hierarchy. Including headings, subheadings, and buttons. This is in line with web design principles, which state that clarity enhances usability.

### 3. Design truly improves when refined.

To make it easier to iterate I used reusable CSS classes when building this website. This allows me to update styles in one location rather than having to redo the entire website. The structure reflects the iteration techniques I used in projects like Grand Slam Grill Redesign by allowing me to add or modify project entries. I experimented with grouping and spacing to make the content easy to read. This adheres to recognized UX best practices, which state that clear hierarchy and spacing enhance retention.

### 4. Context Shapes Design

The situation and user needs must be taken into consideration when designing. I anticipate that visitors will scan this portfolio for work quality. They may look for if it is professional and readable rather than a site with eye-catching graphics. So I stayed away from distracting elements like intricate animations and graphic embellishments. The contextual goal of directly and professionally communicating my UX design capabilities is served by this simplicity. I organized the HTML first and adhered to responsive design standards by

using concepts like centralized CSS controls and scalable elements. The layout functions well on a variety of screen sizes.

#### 5. Simplify When Possible

Clarity can sometimes be improved more by eliminating elements than by adding them. I avoided distracting extremely complicated menus in favor of a simple and content-focused site design. This speeds up the site's loading time and allows users to concentrate on your ideas and work. In order to let the work speak for itself I have an uncomplicated layout. Simple buttons like "View Project PDF" reduce cognitive load, a fundamental web design principle, by keeping interactions clear and intentional.

### **Reflection**

This portfolio is an application of all I learned this semester about human-centered design, not merely a compilation of projects. When I first started, I thought a portfolio could be useful after it looked "cool." I learned the opposite from actual feedback and UX research. The cornerstones of good design are clarity and usability. This website places a high priority on readable text hierarchy and adaptive layout. All tactics that enable users to confidently comprehend my identity and accomplishments. Every HTML and styling decision I made reflects the principles I outline here. Not just in projects, but in the way I built the portfolio itself. It's practiced in every section of this site.