

Professional Website Wireframe

Samuel Rodriguez (sar325)
Figma Wireframe Link: <http://bit.ly/3FtSKak>

Color Scheme



These colors evoke feeling of modern, clean, luxury, and boldness. This serves my purpose because I want my website to look professional and impressive

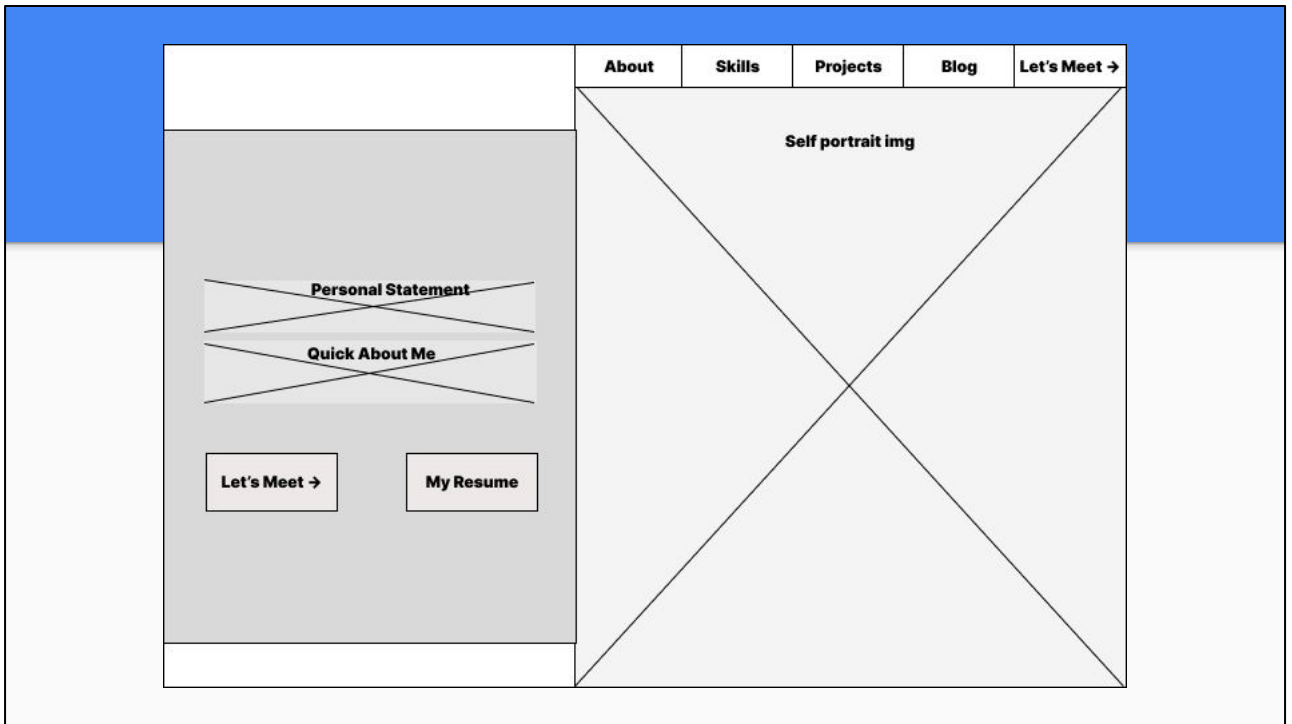
Font choice: Sans Serif

From

<https://www.canva.com/learn/best-professional-fonts-use-website/#:~:text=While%20many%20designers%20scoff%20at,never%20goes%20out%20of%20style.>

This font is neutral and never goes out of style, so my website will remain timeless.

This serves my purpose to make my website very approachable.



Repetition

- Let's Meet button on left side of page and in navigation bar is to remind audience I want to be contacted.
- Additionally, placing it in multiple places makes it easier to be seen in case the audience looks at only one side of the page

Alignment

- Making the navigation bar aligned with a self portrait makes sure that it is pleasing to the eye and helps the navigation bar get noticed after users look at self portrait, or similarly for vice-versa
- Aligning Personal Statement, Quick About me, and Let's Meet will make it easier for users to read quickly since it is a concentrated piece of text. Users have a clear straight downward path when looking at this section
- Aligning navigation bar horizontally encourages left-to-right psychological behavioral pattern when reading, thus each section complements the other

Proximity

- Making the Personal Statement and about me close together helps users understand the purpose of my website when they immediately arrive to the website
- Putting the navigation bar sections side by side help the user understand all the sections of my website

Contrast

- White background will make the elements on the page pop out, especially since I will use a drop shadow for the Let's Meet and My resume buttons.
- White background contrasts with the filled-in with color navigation bar boxes

- Self portrait visual on the right side of the page will contrast with the text on the left side of the page. This makes the focal point of this page be my self-portrait

Purpose

- I want my audience to get a sense of my identity, and with the contrast of my self-portrait, it will help them remember what I look like

Audience

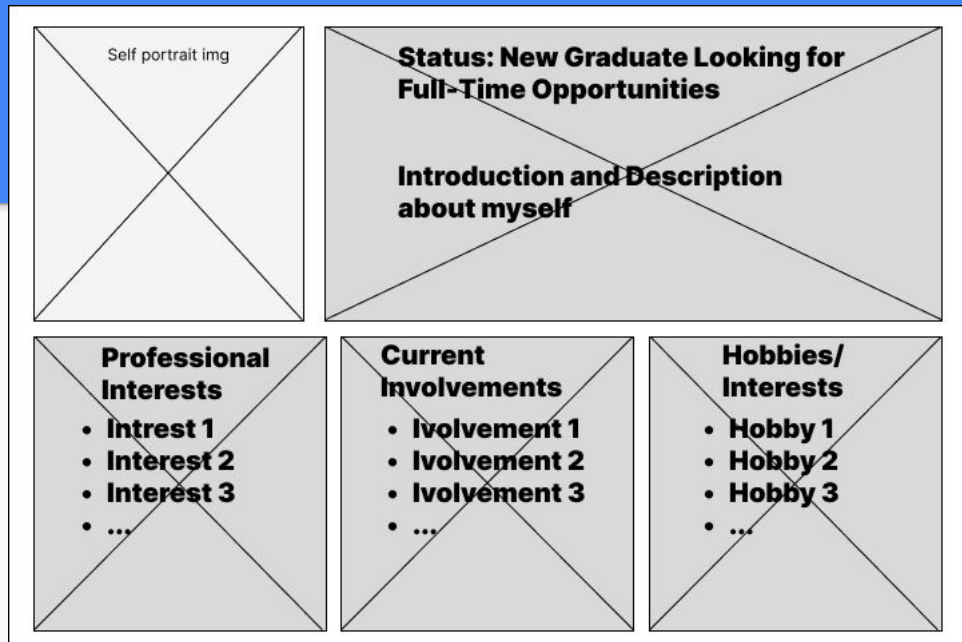
- Highlighting skills, projects, and let's meet sections on my arrival page signals that my audience is mainly for those interested in my professional experiences. So for instance, recruiters are looking for my technical capability so recruiters would be included as my audience.

Context

- Website existing on the internet means that while I made the website in NY, my website reaches an international audience and scale. So I want to reach as many people as possible so that they know my professional identity

Text

- Website with buttons and links are simple in design to make it easily accessible and intuitive to my audience



Repetition

- I repeat my self portrait (albeit with a different image) to reinforce my identity in the visual mode
- I repeat the style for professional interests, current involvement, and hobbies so that it looks appealing organizationally

Alignment

- Aligning each item in the interests section as a bulleted list signals to my audience that each item will be concise
- Aligning the self-portrait with professional interests help to distinguish this page into two main sections in my about me

Proximity

- I group together various interests and involvements because they are related to my passions and what I am interested in

Contrast

- There is clear contrast between my image and the text in the page
- Contrast with boxes and the white background distinctly separates each element on the page so it is easy to identify the organization pattern

Purpose

- Putting my current status at the top serves to clearly communicate to my audience that I want to receive opportunities for full-time employment as a new graduate

Audience

- My status clearly communicates that my primary audience are recruiters who

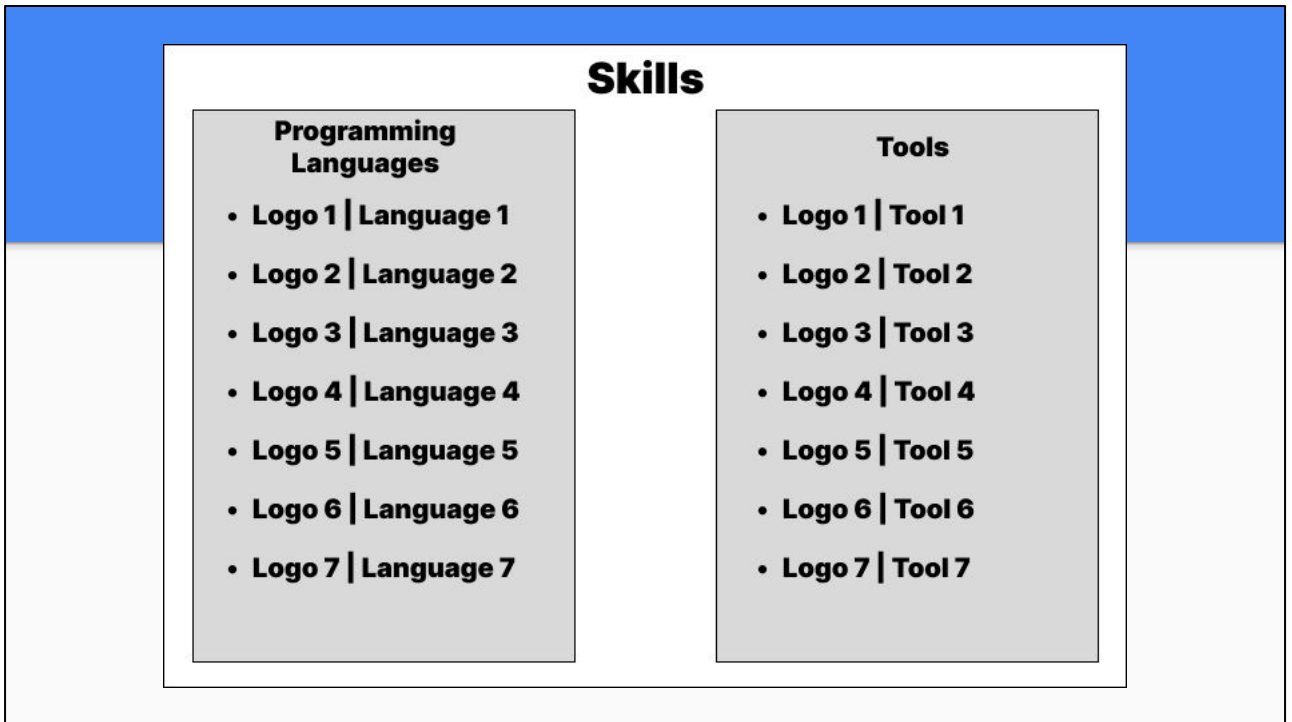
- are looking to hire me for positions that match my interests

Context

- Placing the date of when I last updated the site will give context to my audience that I am still looking for opportunities

Text

- Using bulleted format makes it easier to navigate the different interest sections



Repetition

- I repeat the same format for programming language and tools sections so that the page looks more balanced than choosing different formats

Alignment

- Aligning the different bulleted items in each section encourage the audience's eyes to go in a clear downward direction

Proximity

- Dividing the page into two sections and placing each item in their respective sections closer together make it clear there are two types of skills being shown

Contrast

- Contrast with white background and boxes reinforce the two section organizational pattern

Purpose

- Displaying my knowledge of languages and technical tools fit my purpose because these skills are particular relevant for software engineering roles

Audience

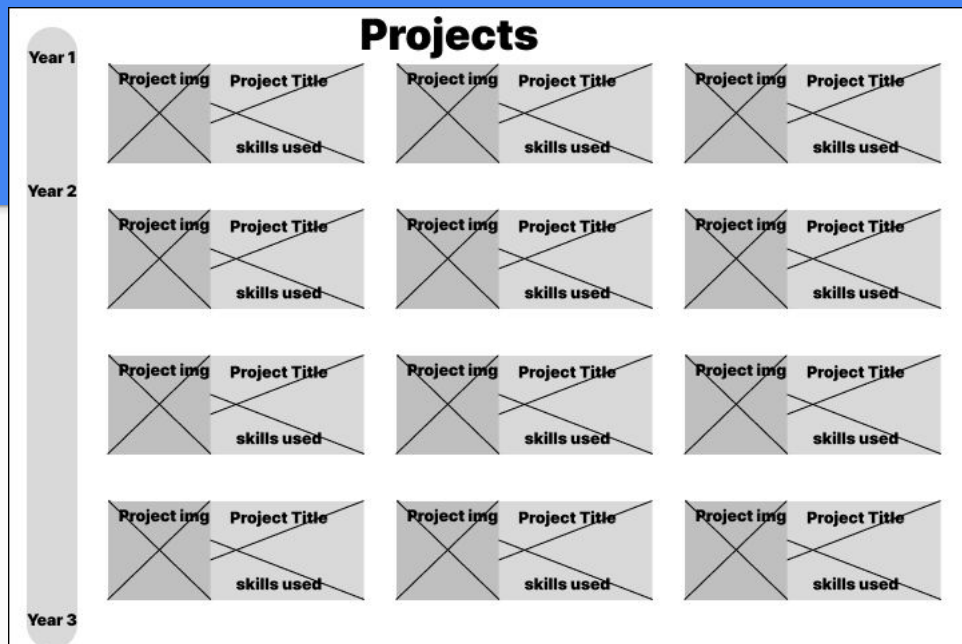
- Specific skills in technology indicate that I am specifically looking for recruiters that hire people in tech roles that are expected to know skills I list on this page

Context

- Website existing on the internet means that while I made the website in NY, my website reaches an international audience and scale. So I want to reach as many people as possible so that they know my professional identity

Text

- Using linguistic and visual modes to highlight each skill make it clear what skills I am referencing



Repetition

- I repeat the same format for each project

Alignment

- I align the years vertically that serves as a timeline
- I align all projects into three columns to make more use of space while still maintaining a clean organizational look

Proximity

- I group projects based on year to show progression of my professional work over time

Contrast

- Contrast between timeline and text form an imaginary separating line between groups of project by their year

Purpose

- Dedicating a page for past projects serve to show my audience relevant professional experiences and show where my interests are

Audience

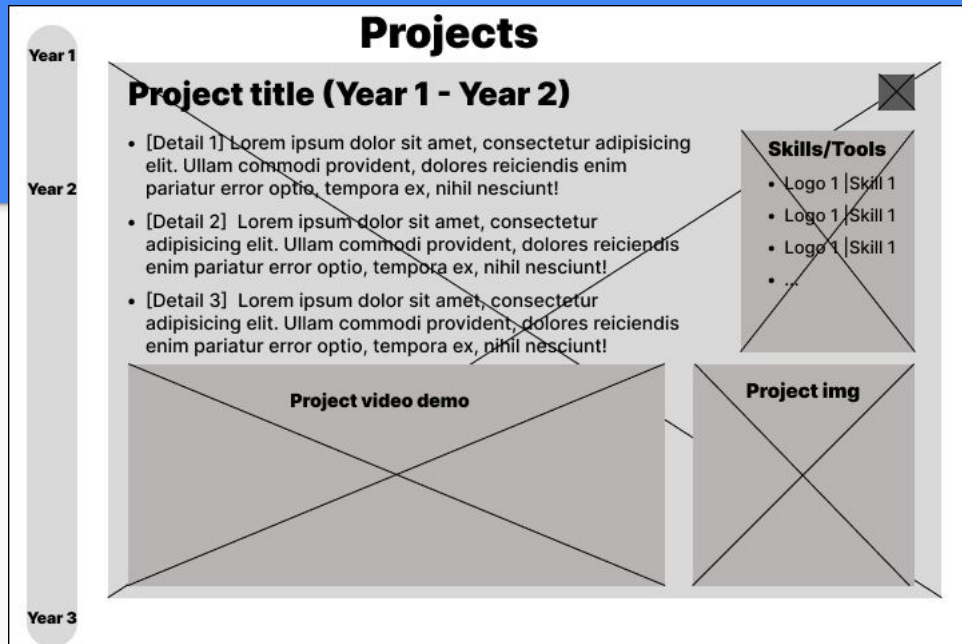
- Professional experiences designing software applications indicate that my audience are recruiters who hire software engineers that have applicable years of experience

Context

- Dating years of projects indicate a chronological pattern of my professional growth

Text

- Mix of images and text brings visual and linguistic modes into my project presentation



Repetition

- Repeating title, skills, and image helps confirm to the reader their expectations after clicking on a project

Alignment

- Aligning description details as a bulleted list serves to distinguish each idea

Proximity

- Users expect to continue to read all written details of a project, so putting all text elements together reinforces their expectation

Contrast

- Contrast between visual and linguistic elements make the visual elements pop

Purpose

- I have this extra pop-up for each experience with text and visuals to clearly communicate what each experience is about and what challenges faced

Audience

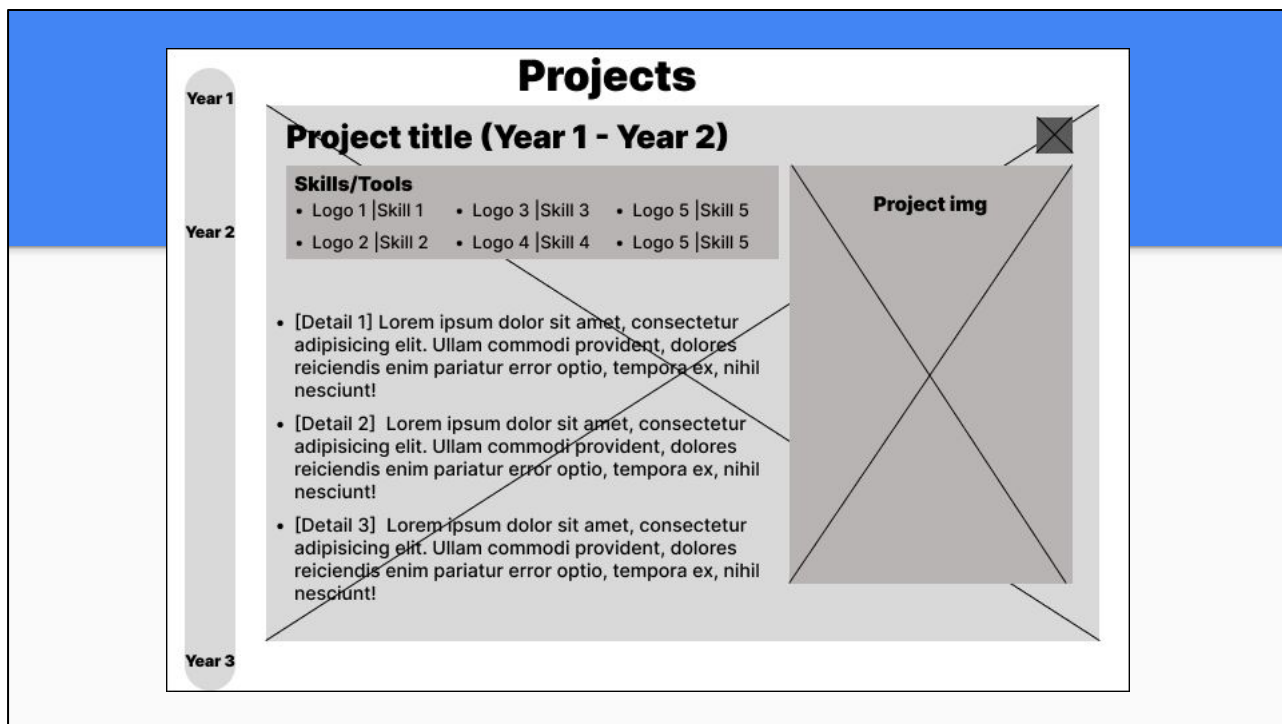
- Same as previous

Context

- Because this pop-up element is only accessed after clicking on a particular experience, I put extra details and demos because the audience indicated interest into this project

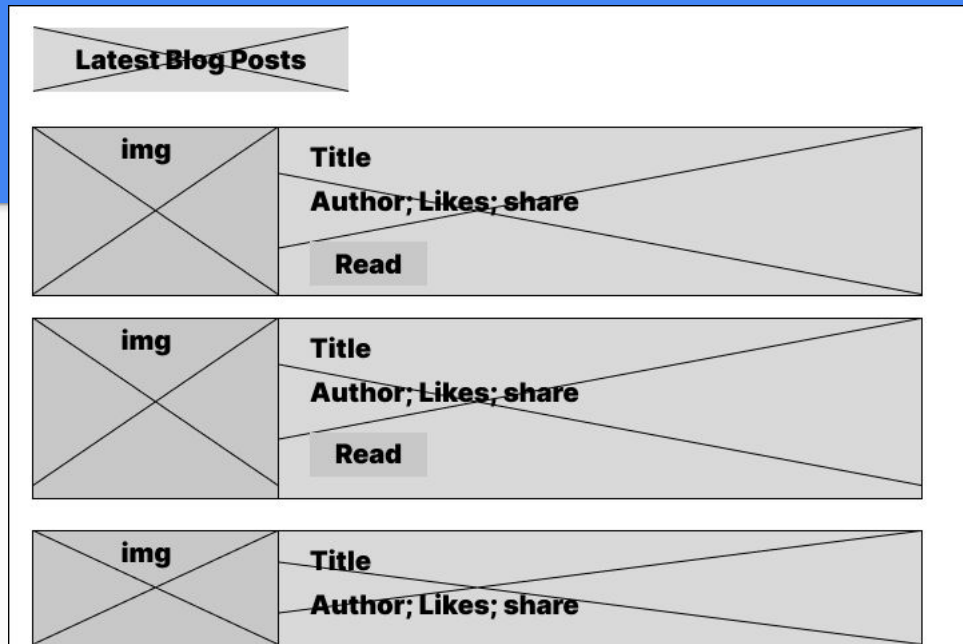
Text

- Mix of images and text brings visual and linguistic modes into my project presentation



This is the same page as previous, except in the case I do not have a demo video to showcase. I make up for this lost element with larger image and reorganized skills/tools to use the extra whitespace

Aligning the skills/tools into three columns and rows make this section quicker to read
Contrast between text and image makes the project image pop out



Repetition

- I repeat the same format for each blog post

Alignment

- I align the blog posts vertically to signal the users should scroll vertically to see each post

Proximity

- I group each post's image, title, author, and read buttons to make each blog post distinguishable

Contrast

- Contrast white background and blog posts make the posts pop out of the page

Purpose

- Including opinions and blogs on my website show that I want to highlight my passions with opinions on professional topics and industry news

Audience

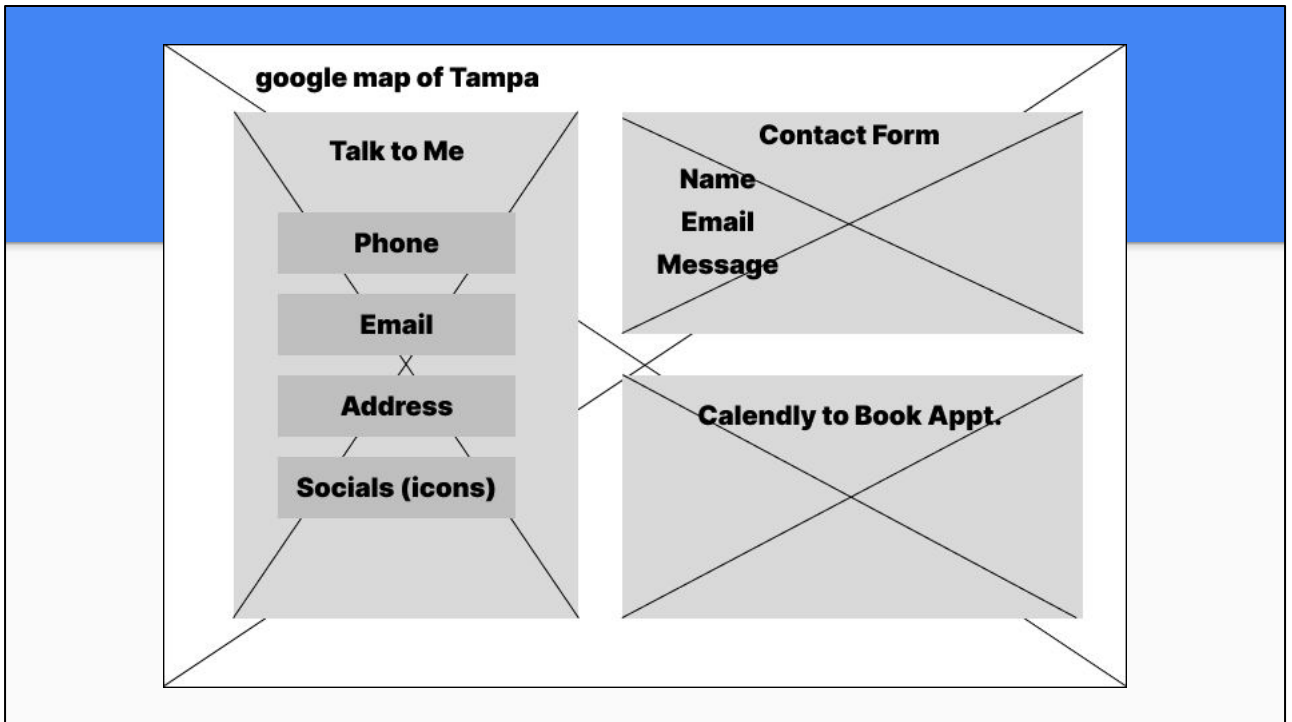
- Blog posts about virtual reality and machine learning/ai indicate that my audience are those who are similarly interested in the VR/AI industry

Context

- Updated frequently blog page show the current events during the time I made my professional website

Text

- Article text for each blog post indicate that I am making an informational/opinionated piece of writing



Repetition

- I repeat social links that were in the welcome page to give audience more chance to see them

Alignment

- I align the different contact information and Contact form entries

Proximity

- I group the contact information into one section, separate from the others
- The right side of the page are calls to action by encouraging audience to act by either emailing me or booking an appt to talk

Contrast

- Google map background contrasts with more solid color sections on the page to make the contact information clearly visible

Purpose

- I am encouraging my audience to reach out to me and give them several different channels of communication. This is to make it easier for them to contact me

Audience

- Since I make several call to actions, I show that my audience are people who might be interested in speaking to me about employment opportunities

Context

- Location is given as an address so my audience knows where I am based
- Phone number also indicates location by showing my area code
- Phone number and email address indicate that this is my updated contact

- information
- Social media sites like LinkedIn and Github show that I am present on other parts of the internet

Text

- Calendar showing appointments make it easy for those to find an appt slot bc of its intuitive interface
- Text boxes for contact form make it clear the audience should write in the boxes