

## Overview:

The goal for this project was to gain knowledge in web development. Nowadays it is very common for companies to ask for candidates with skills in both UX design and basic code language(HTML, CSS, JS). Having applied knowledge in web front-end development, I understand systems and their limitations and can help to smooth the process between conceptualization and implementation.

Additionally, this coding skills will help me to be more realistic when crafting my visions and design ideas.

## Context and Challenge:

The project brief for this task was to develop and design a personal design portfolio from scratch over a period of 3 months. I have learned how to apply HTML5 to my website in order to make it responsive to different screen sizes.

My key to this challenge is a responsive portfolio website guiding from best practices in terms of layout and style.

## Process and Insights

Before crafting the sitemap I applied research to other top best UX designer portfolios. I already had an idea for the layout based on a website I have made during the UX design course by using a template from Wix.com.

During this project, I had frequently skyped calls with my mentor Carlo van der Pluijm who was leading and directing me with best practices for my design and coding decisions.

My research, as well as my mentors guidances, implied that a portfolio site should consist from My Work page, About page, and a Contact page. At this stage, I have included an additional page "Homepage" where all the projects briefly displayed, however, I simplified it in order to achieve easier navigation with fewer clicks.

Creating a website from scratch allows for a wider range of freedom in terms of design choices, so this portfolio site also features a footer with a contact section standing for every page. For my My- work page I have included 4 project sections, using a two-column layout with an image from the left and a brief description on the right.

Once the layout was decided, I started pulling the content for each project.

The color palette I chose is the purple with the #6200EE code the same with my brand name. The purple associated with royalty, power, and ambition, characteristics of my personality.

I have added with CSS3 transitions to the buttons to alter the appearance and behavior, when it has hovered over, focused on, active, in order to achieve a fun, interaction and call to action buttons.

I also added manual and automatic slideshow effects by using CSS styling and script with js in order to display multiple images.

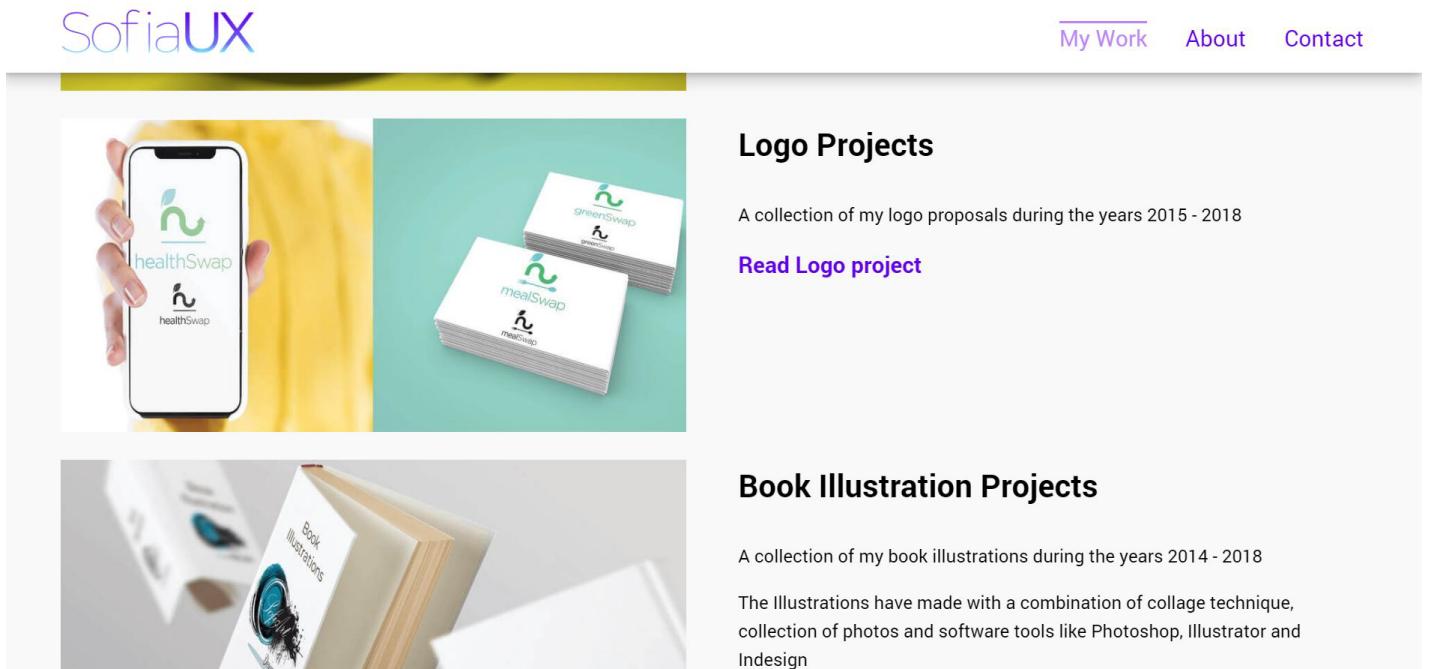
Usability Testing is following, familiar for me from the UX design courses, with 5 real-time participant sessions in order to evaluate the accessibility of this website. Based on the feedback I gained valuable insights which I have used in order to make the appropriate improvements.

While developing my portfolio, I understood that my website has to be constantly checked, with the inspector tool, in a smaller device screen iPhone5 and to be successfully displayed all the elements with consistency on the desktop, mobile, and tablet. These whole processes were guided by my mentor who always gave me a very clear instruction by explaining and giving me to understand the logic of programming clearer. Lastly, I validate my code with the W3school validator in order to prevent errors and beautify my code.

## Solution:

Below is My Work page that works as the homepage of my website with a two column layout where all the portfolio projects are displaying. On top right of the website stands a clickable logo (personal logo) that navigates the user at the home page "My Work".

### Desktop

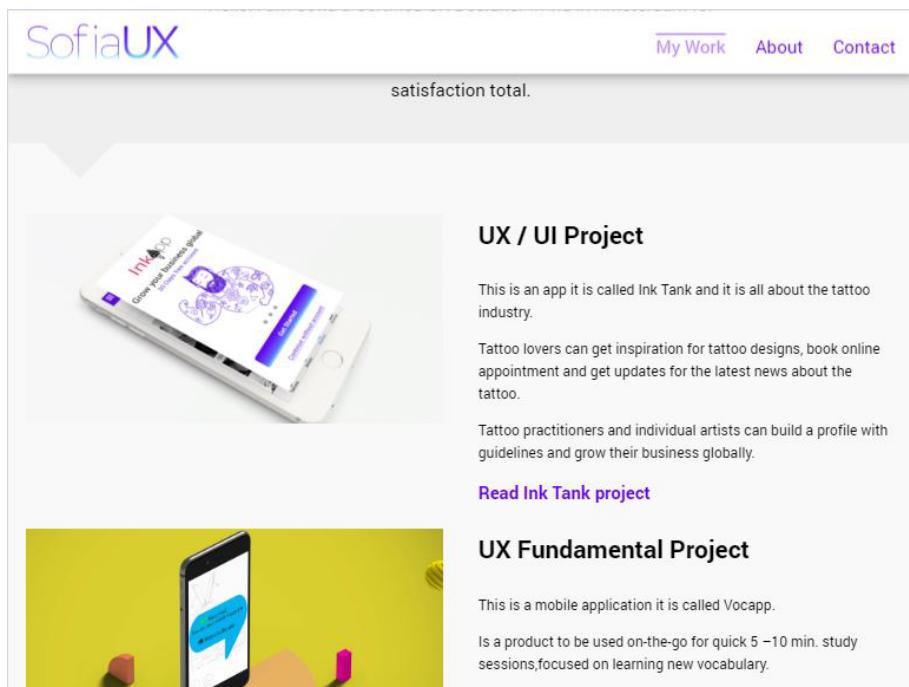


The screenshot shows a two-column layout. The left column features a large image of a hand holding a smartphone displaying the healthSwap app interface. Next to it is another image showing stacks of business cards for greenSwap and mealSwap. The right column contains sections for "Logo Projects" and "Book Illustration Projects", each with a title, a short description, and a "Read Logo project" or "Read Book Illustration project" link.

**Logo Projects**  
A collection of my logo proposals during the years 2015 - 2018  
[Read Logo project](#)

**Book Illustration Projects**  
A collection of my book illustrations during the years 2014 - 2018  
The Illustrations have made with a combination of collage technique, collection of photos and software tools like Photoshop, Illustrator and InDesign

### iPad

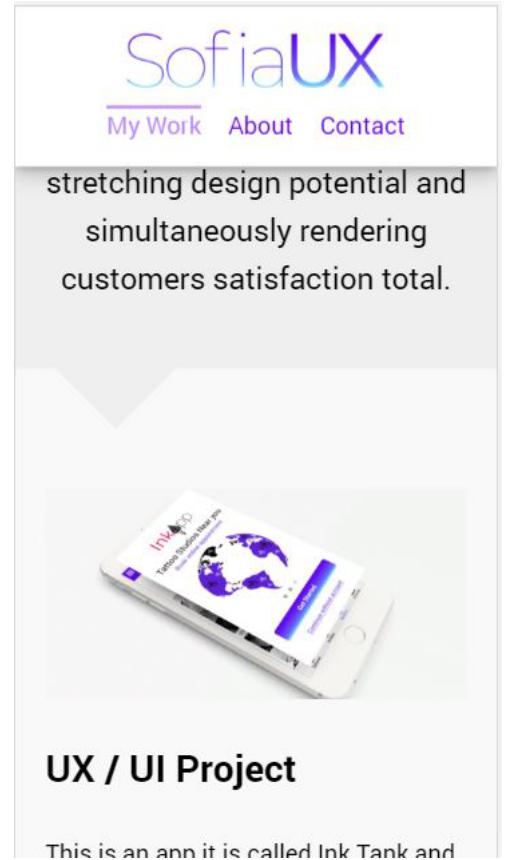


The screenshot shows a two-column layout. The left column features a large image of a smartphone displaying the Ink Tank app interface. The right column contains sections for "UX / UI Project" and "UX Fundamental Project", each with a title, a short description, and a "Read Ink Tank project" or "Read UX Fundamental Project" link.

**UX / UI Project**  
This is an app it is called Ink Tank and it is all about the tattoo industry.  
Tattoo lovers can get inspiration for tattoo designs, book online appointment and get updates for the latest news about the tattoo.  
Tattoo practitioners and individual artists can build a profile with guidelines and grow their business globally.  
[Read Ink Tank project](#)

**UX Fundamental Project**  
This is a mobile application it is called Vocapp.  
Is a product to be used on-the-go for quick 5 –10 min. study sessions,focused on learning new vocabulary.

### Mobile



The screenshot shows a single-column layout. It features a large image of a smartphone displaying the Ink Tank app interface. To the right of the image, there is descriptive text: "stretching design potential and simultaneously rendering customers satisfaction total." Below the image, there is a section titled "UX / UI Project" with a brief description: "This is an app it is called Ink Tank and".

stretching design potential and simultaneously rendering customers satisfaction total.

**UX / UI Project**  
This is an app it is called Ink Tank and

## Solution:

Below is the About page of my website with a two column layout where there is a small description about me and a personal photo on the right. It follows a call to action button that links my CV pdf with the site and below a gif related with a curriculum document

### Desktop



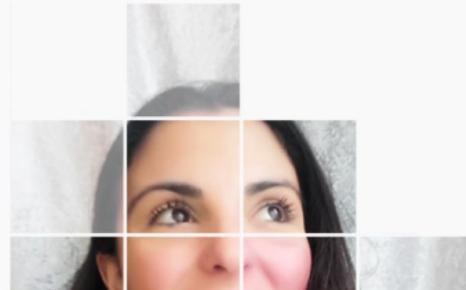
[My Work](#) [About](#) [Contact](#)

# About

I am Sofia, a Certified UX Designer by following an intensive 10 months UX Design Specialization course from Careerfoundry.

I have a BS degree in Graphic design being experienced mainly on logos, packaging, and illustrations. I feel eager to continuously expand my knowledge on new topics; my exploitations thrive when satisfied customers provide positive feedback and become loyal.

This perception led me to the UX Design process for enhancing user experience, stretching design potential and simultaneously rendering



### iPad



[My Work](#) [About](#) [Contact](#)

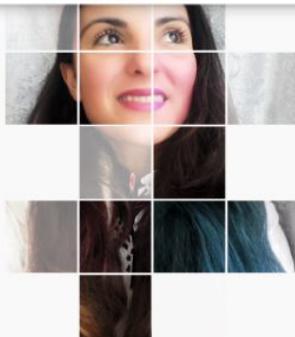
logos, packaging, and illustrations. I feel eager to continuously expand my knowledge on new topics; my exploitations thrive when satisfied customers provide positive feedback and become loyal.

This perception led me to the UX Design process for enhancing user experience, stretching design potential and simultaneously rendering customers satisfaction total. I have expanded my experiences to design and develop web responsive applications from scratch.

I have gained knowledge of how to approach, understand the real problems and design better solutions for the product's audience.

I have reached all these aspects through:

- Research
- Analysis
- Real-time interviews
- Best practices in UX Design



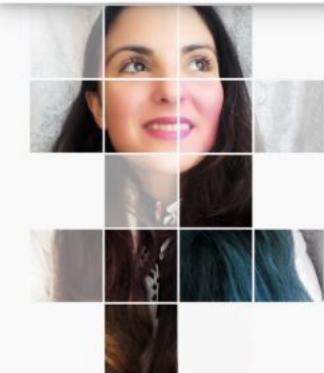
You want to find out more about my experience?

[VIEW MY CV](#)

### Mobile



[My Work](#) [About](#) [Contact](#)



You want to find out more about my experience?

[VIEW MY CV](#)

## Solution:

Below is the Contact section of my website who stands at the footer for both My Work and About pages. This section consists from a call to action button that users can directly send me an email message.

### Desktop

The screenshot shows the desktop version of the SofiaUX website. At the top, there's a navigation bar with the logo "SofiaUX" on the left and links for "My Work", "About", and "Contact" on the right. Below the navigation is a banner featuring a book and the text "Read Book Illustration project". The main content area has a dark grey background with the heading "Get in Touch" in white. Below it is a smaller text "Do you like my work and want to discuss a new project, please send me an email". A purple-bordered button labeled "SEND ME EMAIL" is centered below this text. At the bottom, there are social media icons for LinkedIn and Instagram.

### iPad

The screenshot shows the mobile version of the SofiaUX website on an iPad. The layout is similar to the desktop version, with the "SofiaUX" logo at the top and a "My Work" link underlined. Below the logo are sections for "Logo Projects" and "Book Illustration Projects", each with images and a "Read [Project] project" link. The main "Get in Touch" section is at the bottom, identical to the desktop version.

### Mobile

The screenshot shows the mobile version of the SofiaUX website on a smartphone. It features a large "Get in Touch" section at the top with the same text and "SEND ME EMAIL" button as the desktop and iPad versions. Below this, there's a "Do you like my work and want to discuss a new project, please send me an email" message. At the very bottom, there are social media icons for LinkedIn and Instagram.

## **Result:**

I will establish my website once all the content and the final styling will be done.

Iterations of usability testing will be done and regarding the participant's feedback, I will make the improvements with the aim to launch a user center personal portfolio website.

You can view my temporary portfolio website at the following link:

<https://sofiaux.000webhostapp.com/index.html>