#### **Website Introduction**

My final project is a personalized illustrator portfolio website that serves as a digital gallery showcasing my illustration work. It is designed to attract potential clients and employers, entertain art enthusiasts, and engage other professionals in the illustration industry. By combining functionality and aesthetics, the website aims to highlight my creative abilities while providing a simple and intuitive user experience.

The website comprises four main pages:

1. **Landing Page**: This serves as the first point of contact with my website’s visitors, setting the tone with a hokusai-inspired (The Great Wave off Kanagawa) acrylic painting of a wave.
2. **Past Projects Page**: A gallery-style CSS grid layout to showcase a diverse range of illustrations and projects, with descriptions for context.
3. **About Page**: A straightforward introduction to my background and skills, intentionally kept simple to make it understandable at a glance.
4. **Talk to Her Page**: A contact form that will work in the future.

The website's color scheme primarily features blue, yellow, and grey tones. These colors were chosen for their versatility and ability to evoke a friendly yet professional atmosphere. A sans-serif font was selected to maintain an approachable and genuine tone, ensuring the website feels unpretentious and accessible.

Simplicity was a guiding principle in the design. By keeping the layout clean and unobtrusive, I aimed to draw the audience’s focus to the illustrations rather than overwhelming them with unnecessary design elements.

#### **Content**

Given that illustrations are the core of my portfolio, the site features 21 carefully curated visuals that demonstrate my range of styles and technical capabilities. Each artwork is accompanied by a brief description to provide context and entertain viewers, ensuring a balance between visual and textual engagement. The illustration categories include:

Sourbombe  
 Singapore Climate Rally  
 Thrive  
 Yale-NUS Closure   
 Graduation  
 The Busy Undergrad  
 Love

Although not all of my previous artworks are featured in this website, I made sure there is sufficient diversity in artstyle to showcase my adaptability.

The Sourbombe animation was strategically placed to immediately capture interest and encourage visitors to explore further into the website. This feature was inspired by my goal to appeal to a broad audience, from art enthusiasts to employers across different industries, who might see my work as a potential solution to their needs.

Additionally, the website includes a **Resume button** to provide a quick link to my professional background for visitors seeking more detailed information about my qualifications. This ensures that those considering hiring me can easily access the relevant details.

#### **Accessibility**

Accessibility was one of my key considerations during development to ensure inclusivity:

* **Alt Text**: Every image and video includes descriptive alt text, enabling screen readers to provide a meaningful experience for visually impaired users.
* **High-Contrast Design**: The darkened background of my painting throughout the website enhances the visibility of texts and illustrations, making them stand out without causing strain on the viewer’s eyes.
* **Responsive Design**: The website was designed to function seamlessly across various screen sizes, ensuring a consistent experience even when the website width is adjusted.
* **Clear Navigation**: Labels and a simple menu structure were implemented to facilitate intuitive navigation, even for first-time visitors.

#### **Process**

The process of building the website involved significant learning and problem-solving. Most of the time I sought help from ChatGPT before I reached out to anyone else. Below are the key milestones and challenges I encountered:

1. **CSS Grid Debugging**One of the most time-consuming aspects was troubleshooting the CSS grid for my gallery. Initially, the grid appeared too narrow and off-center. After days of experimenting with the code and consulting resources like ChatGPT, I sought help from Prof. Cohen and Yuri. With their guidance, I resolved the issue and learned valuable debugging techniques. Yuri even sent me an entire email explaining to me what went wrong. Basically the problem lied in how my pages’ sections were defined and how space is allocated.
2. **Adding a Footer**During a tutoring session, Yuri also pointed out that my website lacked a footer. I didn’t think it was necessary at first but later realised it adds an extra touch of personalisation and credibility to the website. Inspired by her suggestion, I added one but experimented with its placement. I eventually decided to position it at the bottom-right corner, inspired by the format of academic papers.
3. **Simplifying the About Page**An early version of the About page was visually complex (if you check out my initial wireframes in my project proposal) and I received criticism from a friend for it being too overwhelming. I then simplified the layout, focusing only essential information, turning sentences into highlighted keyphrases. This change aligned with the goal of prioritizing my illustrations over text-heavy content.
4. **Refining the Navigation Menu**Initially, the Past Projects categories were listed individually in the navigation bar. However, it felt too overwhelming once I added the About and Talk to Her pages. There also was difficulty in creating a clear visual hierarchy with all the illustration categories on the same plane as the page tites. To improve the design, I consolidated the illustration categories into a dropdown menu. This enhancement improved usability and maintained a clean interface.
5. **Curating Content**I grappled with the balance between showcasing my experience and maintaining a cohesive narrative as an illustrator. I wanted to add that I worked in the restaurant industry just in case opportunities to draw menu and food illustrations come my way. I also wanted to add my college experience to let my audience know of my academic background just in case opportunities to draw climate-related illustrations come my way. Ultimately, I included only content relevant to my artistic journey and added a Resume button for more detailed professional information. This should help keep the website text-light.

#### **User Testing**

To ensure the website met user needs, I conducted face-to-face user testing with three participants. Each session lasted around five to ten minutes, during which the users explored the site and provided feedback immediately.

##### **User 1: DKU Freshman (21, male, Technologically Savvy, Art Enthusiast)**

* **Feedback Highlights**:
  + Praised the landing page and clear color scheme (he likes the colour blue and yellow).
  + Appreciated the Instagram logo for quick access to social media. He prefers to stalk illustrators on Instagram where he can see how they interact with their community.
  + Suggested toning down the footer’s white font to reduce its prominence since it isn’t a key information per say.
* **Changes Made**:  
  The footer text color was adjusted to grey, creating a clearer information hierarchy.

##### **User 2: DKU Exchanger (24, male, Technologically Savvy, New to Illustration)**

* **Feedback Highlights**:
  + Liked the desktop experience but noted difficulties reading descriptions on a phone.
  + Pointed out the Resume button’s limited availability. It was initially only available in the Past Projects page. An oversight in hindsight.
* **Changes Made**:
  + Improved mobile responsiveness by tweaking font sizes and layout for smaller screens.
  + Added the Resume button to the navigation bar on all pages for consistency.

##### **User 3: Singaporean Friend (25, male, Limited Tech Experience, Art Enthusiast)**

* **Feedback Highlights**:
  + Loved the background wave illustration and found it iconic.
  + Enjoyed the descriptive text and storytelling for my illustrations. He especially loved the sourbombe opening animation.
  + Suggested prioritizing the About page but later agreed with its current placement after understanding that my audience is interested more in my art than my profile.
  + He suggested I put a huge Instagram logo in my “Talk to Her” page instead since he knows I would reply faster on social media compared to email, but I assured him that the distinction is necessary.
* **Changes Made**:
  + Confirmed the decision to keep the "Talk to Her" page distinct with an emphasis on email rather than Instagram.

#### **Analysis of User Feedback**

**Key Areas of Success**:

* **Visual Design**: All participants found the website visually appealing, with a strong emphasis on the illustrations.
* **Intuitive Navigation**: The menu structure and layout received positive feedback for being straightforward and user-friendly.
* **Engagement Features**: The Instagram and Gmail logos effectively drew attention and provided clear pathways for further interaction.

**Areas for Improvement**:

* **Mobile Responsiveness**: Font sizes and layout needed refinement for smaller screens.
* **Content Placement**: Some users suggested adjustments to the hierarchy of pages, indicating room for experimentation with user flow.

#### **Future Plans and Revisions**

If given more time, I would execute the following steps to further improve my website:

1. **Enhanced Mobile Experience**I will continue optimizing the website for mobile devices by testing various screen sizes and refining the responsive CSS rules. This includes adjusting padding, font sizes, and image scaling.
2. **Content Accessibility**While alt text is already implemented, I plan to test the website with screen reader tools to ensure the descriptions are both informative and concise.
3. **Streamlined User Flow**To address feedback about the order of pages, I will experiment with different navigation sequences to better align with user expectations. This may include creating an optional quick-access menu on the landing page.
4. **Additional User Testing**Future testing with a broader audience, including potential employers and less tech-savvy users, will provide more diverse insights.
5. **Feature Expansion**To further engage visitors, I plan to include an interactive section, such as a blog or Q&A feature, where I can share insights about my creative process and projects.

#### **Reflections**

Ultimately, this project reaffirmed my commitment to continuous improvement and adaptability—qualities that I believe are essential for any designer. I would not have been able to do this project without the guidance of Prof Cohen, Yuri and ChatGPT. As I look ahead, I am excited to build on this foundation and further refine my digital presence.