Project Definition:

A Portfolio Website for Jordan Rodriguez

Description:

A portfolio website showing my product/UX/UI designs for native iOS and macOS applications. The goal is to highlight my ability to use Sketch and Figma, some of the industry standards in the field, to create designs that look and feel native as possible. Ideally the website will contain case studies for each, and be as polished professional and easy to follow as possible.

Purpose Statement:

The purpose of my portfolio website is to effectively present my work and skills to potential employers, hiring managers, or potential clients. The goal is for them to believe I have a deep understanding of what makes an app look and feel native. This attention to detail and appreciation for native apps is valued by certain startups, especially since native apps are often easier and faster to build.

Primary Persona:

Name: Dave Johnson

Description: Head of design at Flighty, a native flight tracking and information app. Looking to add an additional designer to help with their next big project, turn-by-turn navigation within airports, helping users navigate from the entrance to their gate. The designer needs to have experience building native elements in order for what they design to match the rest of the app's design language. Reviewed 20+ resume's already, some briefly mentioning experience with native design but none with as much experience or passion for it.

Name: Ella Morison

Description: Technical founder who writes apps in Swift UI. Looking to hire a founding designer for an all in one pet management app (pet vaccination records, diet history, medical history, weight, etc). Looking for a designer who can design the full product and iterate quickly, making sure the design aligns with what is easy to build using Swift UI.

Top five functions of the product:
1. Case study presentation: Detailed showcase of a defined problem, design process, iterations made, and final product with polished mockups.
2. Homepage with only product designs being showcased, and an additional click to access the case studies.
3. A bio that briefly describes me and my skills, leaving more detail out and leaving that for the resume.

4. Contact/Availability listed and as easy to access as possible.
5. Link to my resume for the hiring manager to read

Measures of success:
1. Case studies are easy to follow and not over-detailed or lacking detail.
2. Contact info is easy to access instantly upon loading the page.
3. At least 1 employer is interested in hiring me as a designer based on proven skills, attention to detail, and polish.
4. The website loads quickly, providing attention to detail and consideration.
5. Case studies / projects are strong and diverse, proving my skills can be applied to any problem.

Competitors visual audit:

Name:

Daniel Eden (daneden.me)

Description:

Native apps designed by Daniel that he built using Swift UI. Excellent use of Liquid glass within his apps. Large description of what he does at the top, videos that showcase his apps right below, with a case study for each linked. Each case study is short and sweet, shorter than what I have in mind for my own.

Name:

Markus Aarstad (itsfine.no)

Description:

Founding designer at Flighty, a successful app with a native iOS design. Describes his attention to detail and a description of himself as a person, but does not showcase visuals of his work, the interfaces he has designed at flighty. Makes it easy to connect with him on social media, even if it does not let you contact him. Very minimal website design, a single page containing only body and small heading text. Overall not a portfolio, but another designer's website nonetheless.