Short Pitch //

A well thought out design to showcase Chloe's professional method using interactivity followed by her designs and attributes.

Long Pitch //

Cjennings.com will open up with an interactive visualization of methods and steps used by Chloe to create a finished design. The user will then be introduced to the home screen where they have the option to view the interactive visualization again, see more finished designs by Chloe, or learn more about her and connect via social media. This site will be used by Chloe as a digital portfolio to showcase her knowledge on interactivity and design to potentially assist in her recieving her dream career.

Personas //

Name: **Daniel Stigsson**
Employer

"I've been in the business for about 15 years and know good design vs. bad. I always check out the interactivity and flow of a potential employee's website, and I'm looking to hire."

Name: **Margaux Rhodes**
Designer

"I'm a fellow designer who likes to check out other designer's websites to make a connection, get inspiration, or to grow my designer circle."

Name: **Casey Bass**
Fellow College Student

"It is my senior year at Michigan State and I'm applying to every design firm in Michigan and I have 4.0ed all my classes and have had two internships in New York City."

Comparables: