



ALL PROFESSIONAL THINGS *CHESEA*

client: **chelsea hayashi**  
designer: *conner calabro*

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## *purpose*

This websites will be the one-stop-shop for all-professional-things-chelsea. It bring the chelsea hayashi brand to life. It will provide a platform that will showcase her diverse body of work—both written and visual. The website will express to its viewers not only what she is capable of doing, but also who she is as a writer, a designer, and a person in a clear, user-friendly way.

## *qualities of chelsea*

Chelsea is chill, personable, chic, creative, diverse, intelligent, personable, curious, happy, eager, and genuine. So the site with exudethese qualities in order to reflect her.

# *specific objectives*



The site visitor will understand who Chelsea is as a young professional and person. Even before site visitors see any of Chelsea's individual visual samples, they will get a vibe for who she is by the layout and design of the site. In a similar vein, before site visitors read any of Chelsea's written work, they will have an idea of her voice through her introductory text and words used around the site.

She will personally design her own 'about' page and make sure to include not only her personal goals/aspirations (via text or visuals) but also anything she feels is necessary to show the site viewers that they might not get solely through her posted work. Her resume will be included.

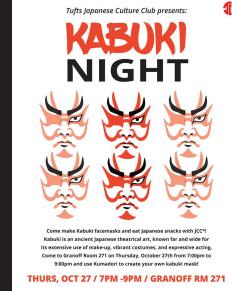


The eclectic sample of work Chelsea has done from buzzfeed-like blog posts to Japanese translations to personal essays to longform fiction stories will make up this section of the site. Differentiation between the types of writing she has done will be clear.



All of Chelsea's paintings and drawings can be found and seen in the highest quality along with their details (size, medium, date, etc.) in order to demonstrate her expansive skillset and unique aesthetic.

A personal blurb written by Chelsea about the work—giving the viewers personal insight and context about the piece, will accompany each painting and drawing.



All of Chelsea's graphic design pieces will be posted and categorized according to their purpose (i.e. for different organizations, for a class, etc.) in order to demonstrate her knowledge and use of many different programs and ability to be versatile in the type of work she does and who she works for.

Similar to her print work, a personal blurb written by Chelsea about each piece will accompany each painting and drawing in order to give the viewers personal insight and context about the piece.

# *target audience*

This site is primarily aimed at potential employers of Chelsea. But also can be for anyone aiming to get to know who Chelsea is and of what she is capable.

# *success measurement*

**Success?** The ease at which the site is navigated

**Way of Measuring:** Interview new site visitors

**Success?** The authenticity of the site

**Way of Measuring:** Interview people who know Chelsea

**Success?** Acquisitions of jobs acquired

**Way of Measuring:** Rate of callbacks before site versus after site

