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ENGCMP 0610

Web Portfolio Reflection

For my web portfolio, my goal was to create a collection of my work in the fashion and marketing industry that I can show to potential employers to highlight my skills in the field. I wanted this website to showcase my many skills in marketing including graphic design, PR writing, and advertising as well as show my creativity and styling skills in the realm of fashion. The design of my website is meant to be fun and colorful to show off my creativity and allow me to stand out. Fashion is a form of art and architecture that brings together interesting visuals with unique silhouettes, and in order to incorporate this into my webpage, I included a collage of outfits with interesting shapes, textures, colors, and styles in order to show viewers my understanding of the elements of fashion as well as my skill in styling and creating visually interesting outfits. My webpage includes samples of my previous writing that I did during an internship with Vogue, as well as graphics I made for other companies as a part of their marketing team. There is a page with screenshots of projects I worked on as a part of different marketing campaigns, and these pages are meant to demonstrate my technical skills within marketing and public relations. Overall, my goal for this page is to encapsulate both creative and technical skills within the fashion industry and demonstrate to employers that I have a strong understanding of fashion and the deign principles that go into creating a strong outfit and a strong marketing campaign.