

James Dodge  
Professor Siarto

## One-Pager

### Elevator Pitch:

Provide a web based format for viewing the resume, accomplishments, and programming projects of James Dodge.

### Long Pitch:

Through JamesDodge.com, recruiters will be able to access a digital resume and portfolio of James Dodge's work from anywhere in the world. This website will not only showcase HTML knowledge, but will also provide a link to James Dodge's programming side projects on Github. Any other news or important information regarding James Dodge will be posted on the site, making it a very valuable asset for headhunters.

### Personas:



John the Headhunter

Recruiter for a big time company attending local career fairs



Doug the Startup Guy

Working on a small startup and in need of web design help



Ashley the Acquaintance

A friendly colleague who has connections with previous companies and wants to help on the job hunt

### Comps:

-<http://www.devonstank.com/>

Devon Stank, web designer with great way of attracting potential headhunters. Awesome layout.

-<http://www.riseagainst.com/>

Rise Against, great use of pictures as well as social media links. Simple and easy to navigate

-[qz.com](http://qz.com)

Quartz news, amazingly simple and fast. The writing style is condensed and easy to read.