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WRA 210  
Module 3

### **Professional Writing Alumni: Mike Kulick**

I decided to contact Mike Kulick who is not only a PW alumni, he was also my boss last summer. Mike is the Web + Digital Media Manager for the Museum of Contemporary Art Museum. I worked under him as a Communications Intern at the museum the summer of 2014.

### **Questions and Responses**

1. Why do you think it is important for a PW major to have an online portfolio?

Having an online portfolio offers the complete picture of who you are as a person, and who can be professional with a PW degree. There's just no way all the work produced through projects in PW and internships/freelance/work is presentable in any other way. Full descriptions along with media to supplement the information makes it so that employers can know what you're capable of, that you know how to work competently and can write too.

2. Was it hard for you to create your portfolio?

Overall not that hard, if you're using the site as a testing ground as a UX/UI developer its going to be much tougher because the site should actually be your crowning portfolio piece. Since I am highly organized and used Wordpress it was pretty easy to make everything available. The toughest part was writing and editing about the projects I completed, especially those that had been a few years old.

3. What is your favorite design aspect of your portfolio?

Well, its responsive which is nice, I think my favorite design aspect though is the simple popout for photos. A simple thing but something even massive sites can't get right.

4. Did you have to perform many trial and error runs when creating it?

I did a ton of testing while creating it. I had fellow PWers edit my writing, a few developer friends check my custom codes, and practiced presenting the site numerous times, even once to my family over Google Hangout before the big presentation.

5. What did you learn while developing your portfolio?

That I had a various range of projects from PW courses that would be keystones in my portfolio. Specifically the app development project and social media/communications project for The Ave. Both have continued to be major talking points even two years after graduating.

6. What do you wish you had known when you first started creating and developing your portfolio?

Start writing about the projects! Setting up a site can be done but writing so there's a steady voice and style throughout all your projects is difficult to do, starting early and allowing yourself to throw out some and start over is crucial and time consuming.

### **Synthesis**

After interviewing Mike and analyzing his responses, the most important take away I received was that the more feedback and advice, the better. Portfolios are important, they're the best way to showcase professional writing samples, and they demonstrate your multimedia capability. To successfully create a responsive portfolio, advice from fellow PW students, professors, and alumni is highly desirable to receive unbiased, objective feedback. In addition, designing the site will not be the most difficult step. Surprisingly, a difficult challenge will be consistently describing projects completed for internships, jobs, and classes. These are all really influential pieces of advice that I will take seriously in the planning and creating of my portfolio.