

CONTENT OF PORTFOLIO

SHOWCASE
INFORM
EDUCATE

11/17/15

- IS USEFUL TO JOBS SEEKING AN EMPLOYEE
- LOOKS USABLE TO JOBS SEEKING EMPLOYEE
- SECTION DEDICATED TO DIGITAL RIGHTS/PRIVACY EDUCATION

PROJECT PAGE

CASE STUDY

TITLE IMAGE

- TAKE AWAY FROM EACH STEP

IMAGES OF PROCESS

- WHAT TOPICS/WHO I AM/ABOUT ME
MY THOUGHT PROCESS (SUBSTANCE)
(PORTFOLIO) WEB PROJECTS, SIGNAL, D-METER
BLOG, DIGITAL RIGHTS (INFORMATIVE WEBPAGE)

- WHY/ TO SHOW HOW I CAN BE A GOOD FIT/ASSET
DEMONSTRATE VALUE I CAN PROVIDE
SPREAD EDUCATION/MESSAGE IMP. OF DIGITAL RIGHTS/
PRIVACY

SHOW
WHERE
INTEREST
LIES

- HOW/ DELIVER CLEAN EASY TO USE CONTENT
SHOW VALUE FOR USES DIRECT TO ME

* ANSWER QUESTIONS
BEFORE THEY CAN BE
ASKED

- WHERE/ ACROSS VARIOUS PLATFORMS

* PROVIDE LINKS FOR
PEOPLE TO FOLLOW/
UNDERSTAND

- WHEN/ UPDATED BY ME, AS PROJECTS ARE COMPLETED
BLOG POSTS ARE CREATED ON A FREQUENT BASIS

WHO/ ME

CONTENT STRATEGY/ "COME UP W/ VOICE, EDUCATE"

I FEEL A STRENGTH AND A CALL TO ACTION FROM THE SOCIAL/DIGITAL SERVICE WORLD.
I INSPIRE BY OPENING UP MYSELF TO CREATIVE POSSIBILITIES, TRUSTING THAT AS LONG
AS I REMAIN GROUNDED IN THE NEEDS OF THE COMMUNITIES I AM ENGAGED IN
OUR IDEAS WILL EVOLVE INTO THE RIGHT SOLUTIONS

OUTLINE CASE STUDY

- INTRO PAGE

- o What THE PROJECT IS
- o TEAM?
- o ROLE AND CONTRIBUTION

- SITUATION

- o HOW WHY PROBLEM EXISTS
- o WHY THE PROBLEM MATTERS

- ACTION

- o PROCESS YOU TOOK

o UX DELIVERABLES / DONE TO SOLVE

- PERSONAS
- USER RESEARCH
- WIREFRAMES

- RESULTS

- STATS, ANALYTICS
- USER TESTING FEEDBACK
- WHAT TAKEAWAY / WHAT LEARNED

"FREEDOM WITHOUT
STRUCTURE IS ITS OWN
PRISON"

- RESUME (PDF)

PROBLEM
PROCESS
INVOLVEMENT
FINAL PRODUCT
PRESS/AWARDS
OUTCOME

BIG
PICTURE

PROBLEM
FIRST VERSION
ITERATION
IMPROVED VERSION

SMALL
PICTURE

HOW TO TELL MY STORY

- TELL STORIES THAT FIT MY AUDIENCE

- DESIGNERS, DEVELOPERS, PRIVACY ADVOCATES, DIGITAL RIGHTS ORGS

- TELL STORIES THAT SELL

- EXPLAIN VISUALLY

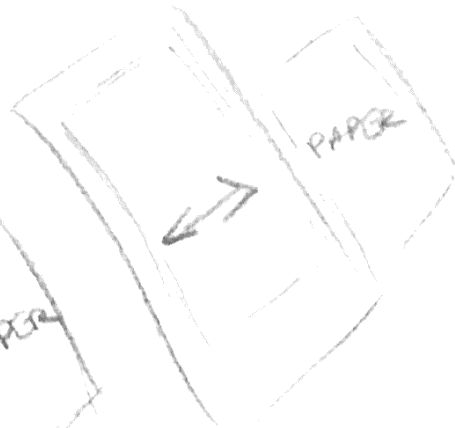
- TELL STORIES THAT HAVE AN AWESOME ENDING

- RESULTS / OUTCOME

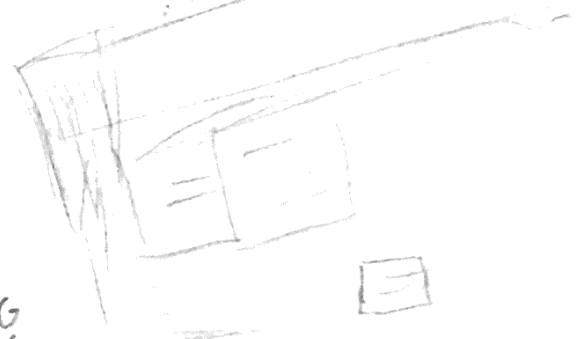
MOTIVATIONS ARE WHAT WE WANT (GOALS)
AND EMOTIONS ARE WHAT WE FEEL WHEN
WE GAIN OR LOSE WHAT WE WANT (FEEDBACK)

11/17/15

PROJECT 11



PROJECT # Add BOARDS
- Also write about firm #15



IMAGES
SHOWING
FEELING

BLUR

BLUR

BLUR



TILTSHIFT

STORYBOARDS

- FOCUS SCOPE!
- NARROW DOWN PICTURES

- FIGURE OUT CASE STUDIES
- FIGURE OUT CASE STUDY IMAGES

TEMPLATE