

1. Referring to the homepage wireframe in the project brief, write a short introduction about yourself and select at least 2 pieces of design work to showcase.

- I’m Zoe, a web developer and comic artist from Ontario, Canada. I love working with visual mediums to convey information and stories in an appealing and creative way, be that with websites, comics, or anything in between.
- Project Blurbs:
 - Aquire: Aquire is an online storefront for fish and aquarium supplies, designed to be inviting and friendly as well as easy to use.
 - Cat Tracks: Cat Tracks is a mobile app inspired by late-night walks with my old roommate.
 - Under The Rosebed: Under The Rosebed is a webcomic I write and illustrate – but I also built and designed the website it’s hosted on myself.
- Create an image to display on the homepage for each project. Use the learnings in this Exercise to create the correct file sizes and formats.
 - (thumbnails from portfolio)

2. Referring to the about page in the wireframe (see project brief), write an introduction about yourself in the same document as step 1 above and list what skills and tools you’ve mastered. There’s no character-count limit, so feel free to add as much information as you’d like.

Where are you based?

I live in Guelph, Ontario.

How do you spend your free time?

When I’m not drawing (I’m usually drawing), I love being outdoors. I’ve been horseback riding since I was a kid, so I love being around the ranch, as well as going for walks in the woods and just enjoying nature in general. I’m also a big fan of video games, especially rhythm games and open world exploration.

What’s a fun fact about you?

I essentially live in a little zoo! I love animals, and have had pets all my life – I never feel right without them. Right now I have a ball python, leopard gecko, three hermit crabs, a pacman frog, a toad, a vinegaroon, and two tropical fishtanks.

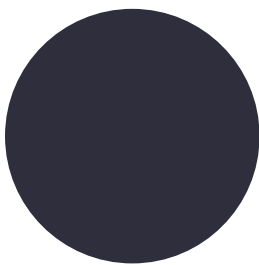
(unheaded general content for now, need to find a heading)

I have little professional experience in UI/UX or web design just yet, but it’s something I’m excited to get properly in to. I started designing websites as places to share and organize my art and characters, and found it to be very enjoyable work – so I looked into education surrounding it and began building my skillset and portfolio. I love finding creative and functional ways to share information and tell stories, and web design is a natural extension of that for me.

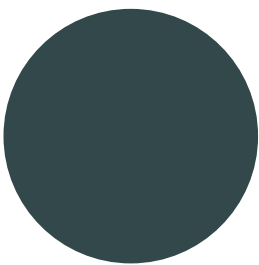
Skills & Tools

- UI Design
- UX Design
- Figma
- Sublime Text
- CSS, HTML, Javascript

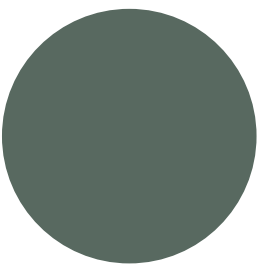
3. I will just be cutting things from my behance case studies – I may modify them further, so I will be grabbing images and content when I add them to the actual site. I plan to start with the three listed above, and they can be found here: <https://www.behance.net/zoeamaral>



Dark (Text)
#2F2E3C



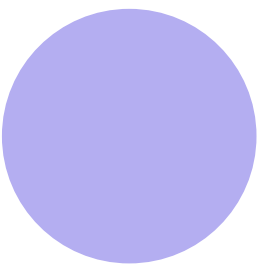
Dark Green
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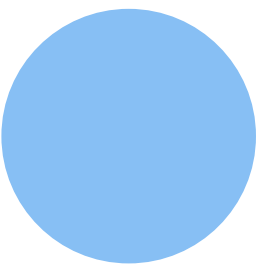
Light Green
#586960



Cream (BG)
#FFF8F0



Accent Lavender
#B4AEF1



Accent Blue
#87BFF4

Title & Headers (Advent Pro SemiBold)

Body Copy and Subtitles (Akshar)

TITLE & Headers (CRUSHED)

Body Copy and Subtitles (Khand)

Title & Headers (Cherry Swash)

Body Copy and Subtitles (Andika New Basic)

I really enjoy olive green, so that’s where I’d want to start for a colour palette. My goal for creating a portfolio site for myself would be to use the more muted, cozy colours I like, while still ensuring the site feels modern and sleek.

A lot of the weight for style would be carried by fonts (these are prone to change as I get into wireframes as I need to see them on a screen to really know how they’ll interact with the layout, but the chosen ones are a good ballpark). I don’t want it to feel TOO corporate, but I also want to ensure it doesn’t feel childish or unserious even if it has a lighter and more playful feel.