

**To:** Janine Solberg  
**From:** Gianna Leidich  
**Date:** March 8, 2025  
**Subject:** Planning Document for Gianna Leidich's portfolio website

## Summary

The purpose of this memo is to describe the working plan for my final portfolio. I provide an overview of this website's purpose and main audience, a comprehensive sitemap, and wireframes for the **Home**, **Portfolio**, and **About Me** pages.

## Discussion

**Background:** To design and develop a website that is visually representative of who I am as a designer and that is demonstrative of the various skills, including UI design, technical writing, and computer, that I bring to the table, is my main goal in creating this portfolio.

Because this website is something that I plan to include on my resume and proudly bring up during interviews, my audience will most definitely be employers hiring for design roles. As such, when these employers come to my website, they will focus on the design first, and the content second: my audience members will expect a strong, professional-looking design while also be on the lookout for what makes my designs unique from that of others in the industry. It is thus imperative that I focus on delivering here, to both satisfying their initial expectations, as well as maintain their attentions such they are encouraged to explore more of my projects, review my resume, and learn more about me.

To put myself as a designer first is ultimately the main goal but it is equally as important to me that I highlight my other, supporting skills: technical writing and communication and a background in computer science. Showcasing the former is paramount, because I want my audience members to see me as a strong communicator: I am a designer that is able to clearly convey my ideas and decisions. I plan to use the work I have completed in my professional writing courses to illustrate this, as well as ensuring that the language I use on my website is clear and descriptive.

Putting emphasis on the latter skill is also critical, because that is what truly separates me from other UI designers. I seek to have my audience members understand my background in computer science as a tool that helps me make informed design decisions from a technical perspective. In particular, I plan to highlight my studies in the adjacent field of human-computer interaction via case studies, which document the creation of choice projects. What this shows my audience is that I have a deeper understand of designing for user and human needs, and thus makes me unique amongst others in the field.

Above all else, this website must be easily navigable and accessible. The user *must* have a pleasant experience whilst using my website, especially if that user is looking for someone who can produce accessible web content. Therefore, the aesthetics of this website will likely veer on the side of minimalistic, while also containing my own unique design choices. If the initial visual design is the first impression, then the usability of my website is what fills in the remaining gaps in the image the user has of me. When the user clicks off my website,

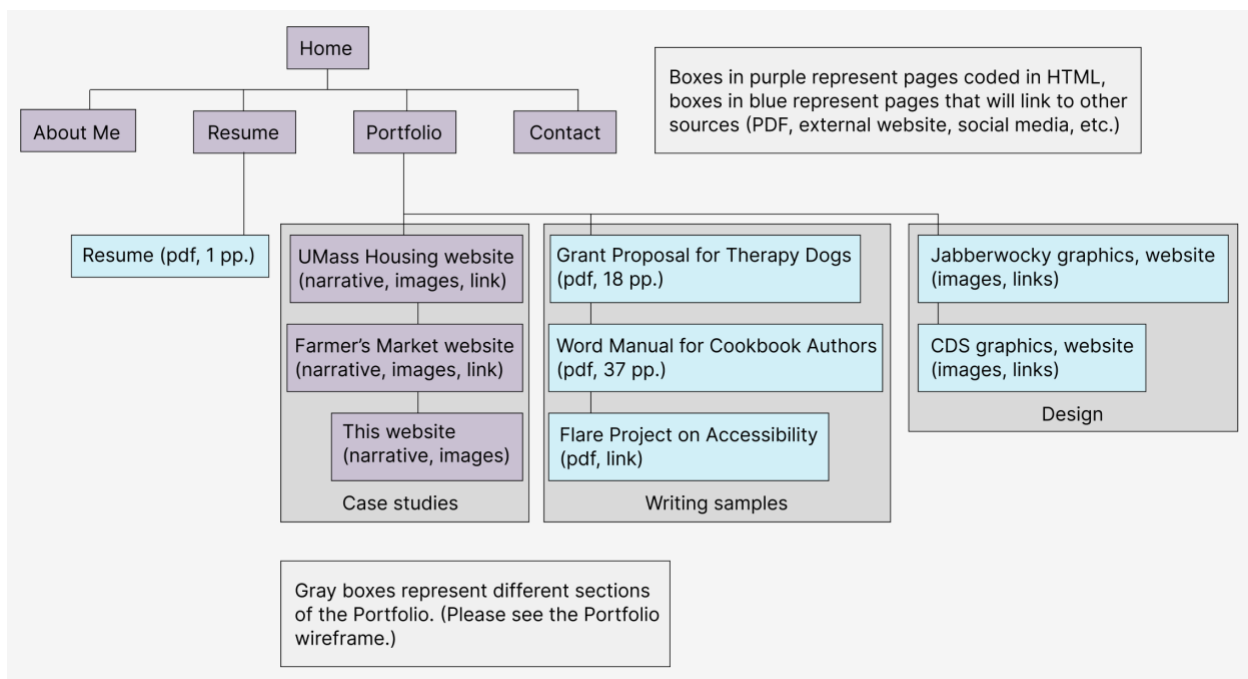
what I want them to come away knowing is that I can create a website that has a usable, accessible, and visually pleasing design, in addition to the information that makes me distinct from other designers.

I am designer and I am so much more, and the goal of this website is to show both of those ideas, respectively, through the overall visual design and individual portfolio items.

**Sitemap:** The **Home** page is the landing page. My goal is to have the user explore other pages pretty quickly after opening my website, so the Home page has minimal information and instead links to other pages that contains more in-depth information: **About Me**, **Resume**, **Portfolio**, and **Contact**. The **About Me** contains a larger summary of who I am and my goals, the **Resume** contains a PDF and HTML copy of my resume, and the **Contact** contains my contact information.

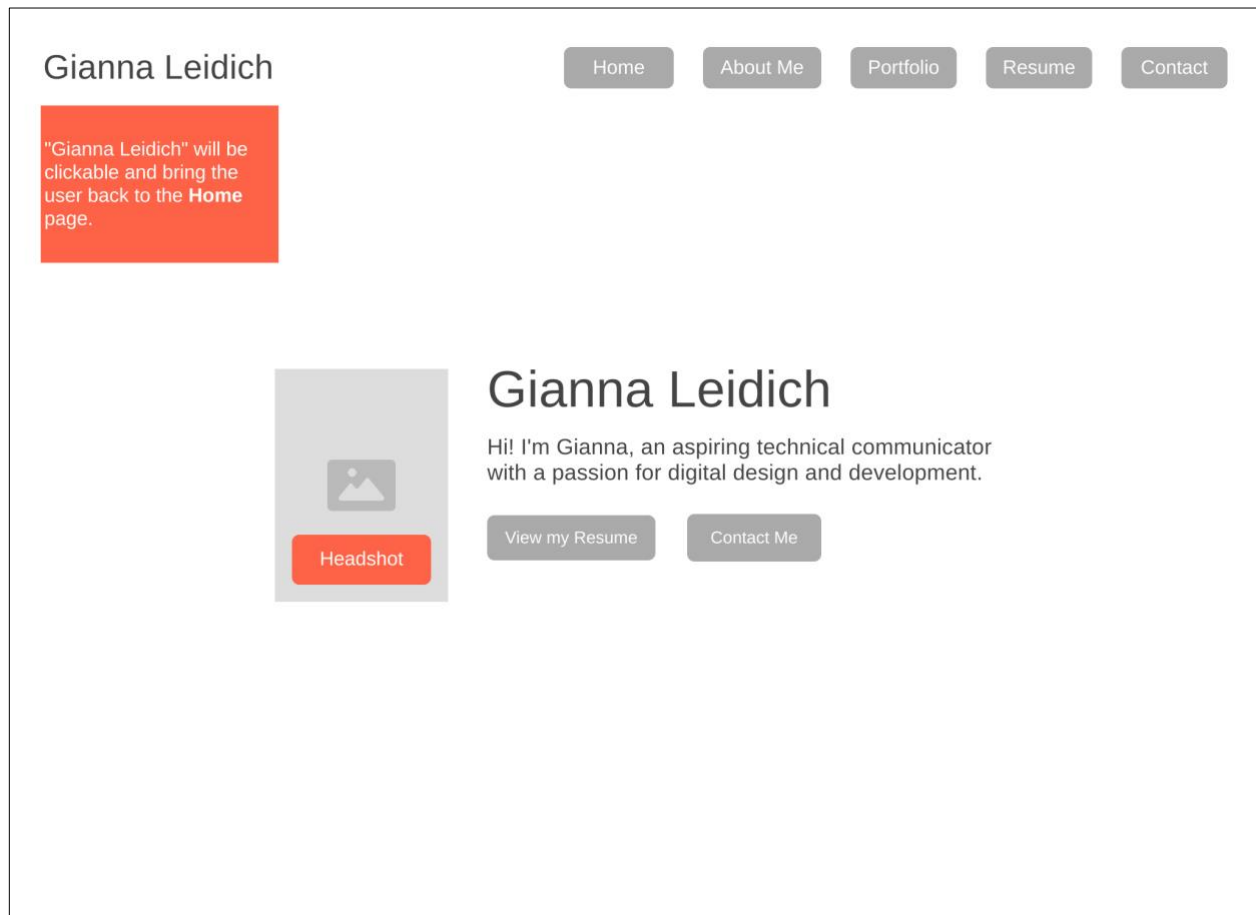
The **Portfolio** page is especially important. It contains three distinct sections—**Case studies**, **Writing samples**, and **Design**—as indicated by the three gray boxes in the sitemap. Note that these sections are *not* different pages, but the content within those sections *do* link to different pages, including HTML pages, external websites, social media platforms, and PDFs.

The total number of planned pages is: 8 pages.



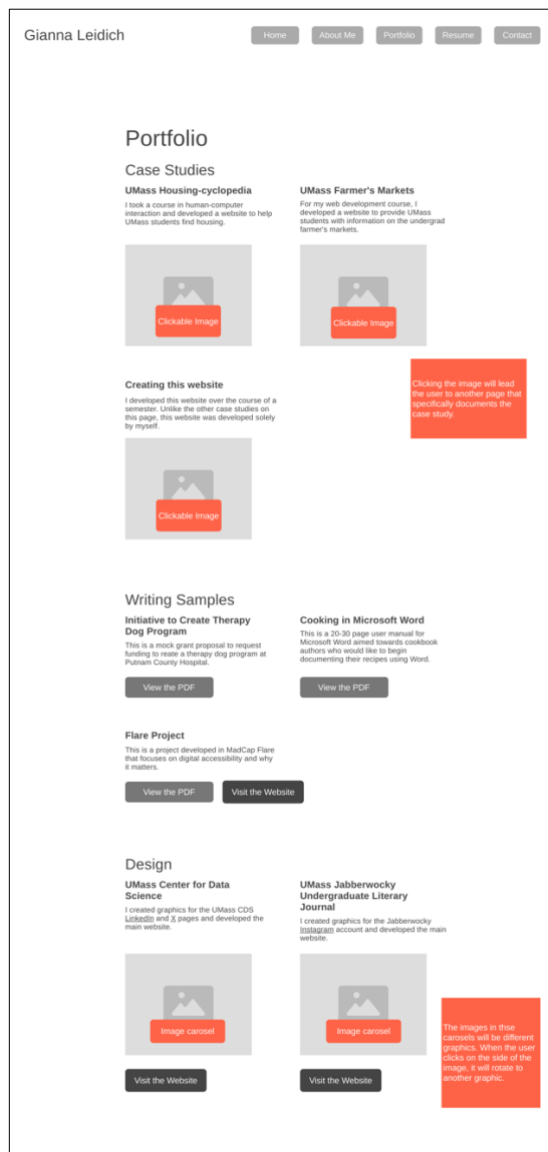
**Wireframes:** The purpose of the **Home** page is to act as the initial landing page and is designed to be the “hook” to my website. The center of the page contains my headshot and some introductory information about me: the **View my Resume** and **Contact Me** buttons are calls to action that encourage the user to explore more of my website and necessarily get to know me and my designs more in-depth.

As an aside, the navigation bar at the top is consistent on each page, and each button links to their respective pages; for example, clicking the **Home** button brings the user back to the **Home** page. The **Gianna Leidich** in the opposite corner will also be clickable and link back to the **Home** page.

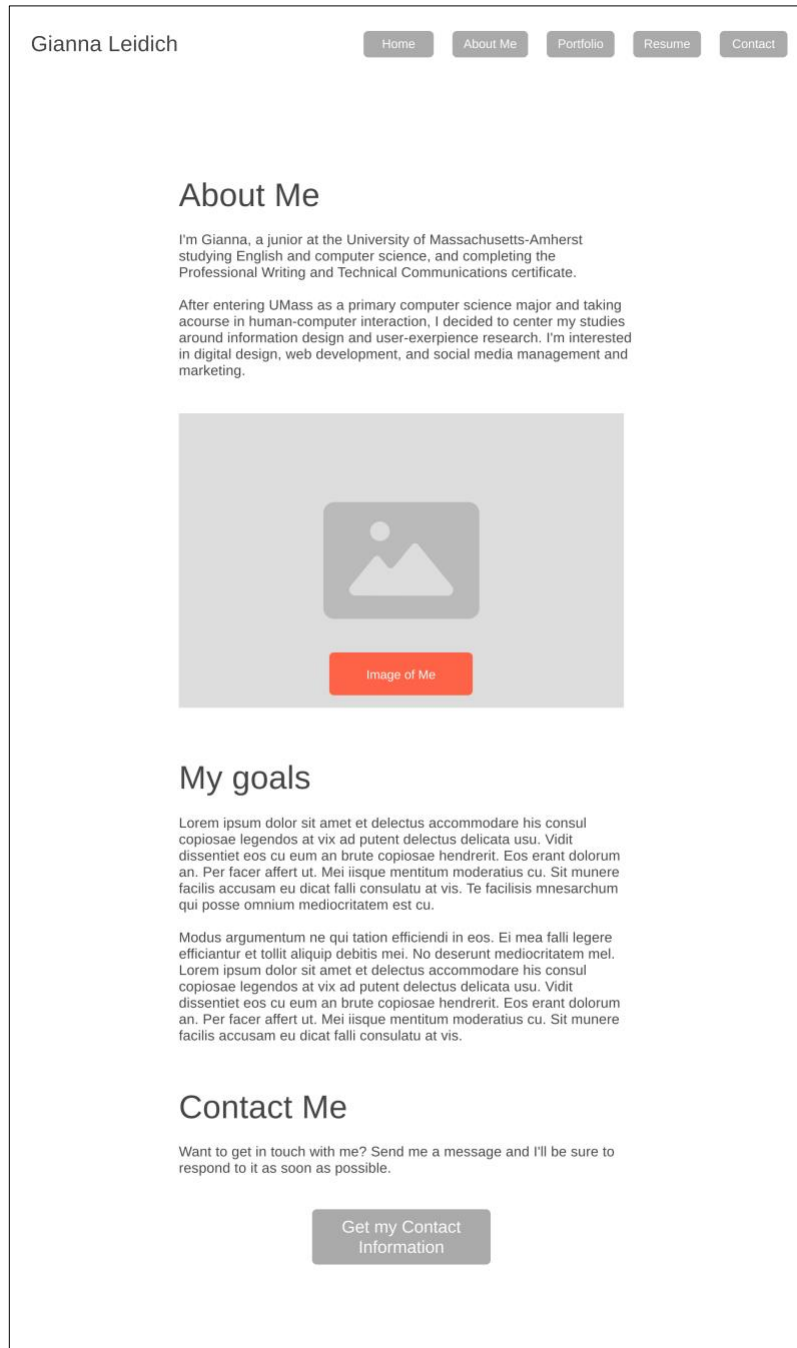


The purpose of the **Portfolio** page is to house my projects. It is broken up into three categories: **Case studies**, **Writing samples**, and **Design**. If the user is looking for anything in particular, they can easily find it. The titles of these categories also parallel what a user might look for. For example, a hiring manager looking to fulfill a design role would gravitate towards **Case studies** (this is also why that category is at the top).

Each section contains introductory information about its pieces, giving the user the chance to explore more if they are initially interested. The **Case studies** section associates an image with each item that links to a page that goes more in-depth about that particular study. The **Writing samples** section contains links to either a PDF copy of the sample or a link to an external website. The **Design** section contains links to social media platforms and external websites, as well as a carousel rotates through images as the user clicks on the image.



The purpose of the **About Me** page is to provide more information to the user that is not available to the user on the **Home** page. The **Home** page is the hook, the **About Me** page is the rest of the introductory paragraph. It contains more information about who I am as a designer and as a person, another image of myself (that is not my headshot), and a summary of my goals and what I am looking to do. At the bottom is an easily accessible way to contact me, implemented with my audience of employers in mind; although I have a **Contact** page, if they want to contact me then and there, I'm going to give them as easy way to do so.



**Conclusion**

I feel confident in my plan and excited to begin implementing my website. To showcase my skills in design and underscore them with my skills in adjacent fields is my main goal. I believe that producing an accessible and usable website that highlights my portfolio items and that has a clear and consistent visual design is the best way to accomplish just that. Any feedback at all that can help me refine this plan would be greatly appreciated. Thank you for reading this memo, and I look forward to developing this website with your insight and feedback.