

# Polishing a Web Portfolio Project

ASSIGNED

Saturday, November 12

DUE

Friday, December 2 at 11:59pm

PLEASE SUBMIT ALL MATERIALS TO AUTOLAB

## Project Goals

Design an interesting *tool* or *set of user interactions* that will:

- be an *illustrative* and *impressive* addition to your web portfolio
- showcase your work to other people

## Project Overview

Translate the work you did in Assignment 5 to a fully-functioning, hi-fi prototype in HTML/CSS/JS. You should incorporate the feedback you received from Assignment 5.

## Deliverables

(20 points)

- A link or zipped files showing a high-fi prototype.

Include all js, css, and html files needed to load your prototype. Double check that all linked files in your code exist and are properly linked.

17 points

- A readme file with a few bullet points or sentences to describe your project, how to view your prototype or any information we need in order to understand your project

It should also include any outside libraries, plugins, forked code, or website templates you used (for this assignment, you don't need to mention standard references such as Stack Overflow or W3schools)

3 points

# 1 Ideation for my portfolio site

Asking the right questions

## Why is this product important?

1. Articulate strengths as a designer & show a breadth of work
2. Recruiters will be looking at it to assess who I am and my talents
3. Satisfy requirements for this assignment
4. If people don't like it it'll be more difficult to find a job

## What are we trying to communicate?

As all designers come from different backgrounds and specializations, I am focusing on articulating and communicating my competitive advantages. As my background is in cognition, visual processing, and emotion — I have found a focus in the subtleties of interaction between human and computer. Additional focuses to communicate are: social dynamics, incentive systems, visuoemotional impression.

## Content To Display

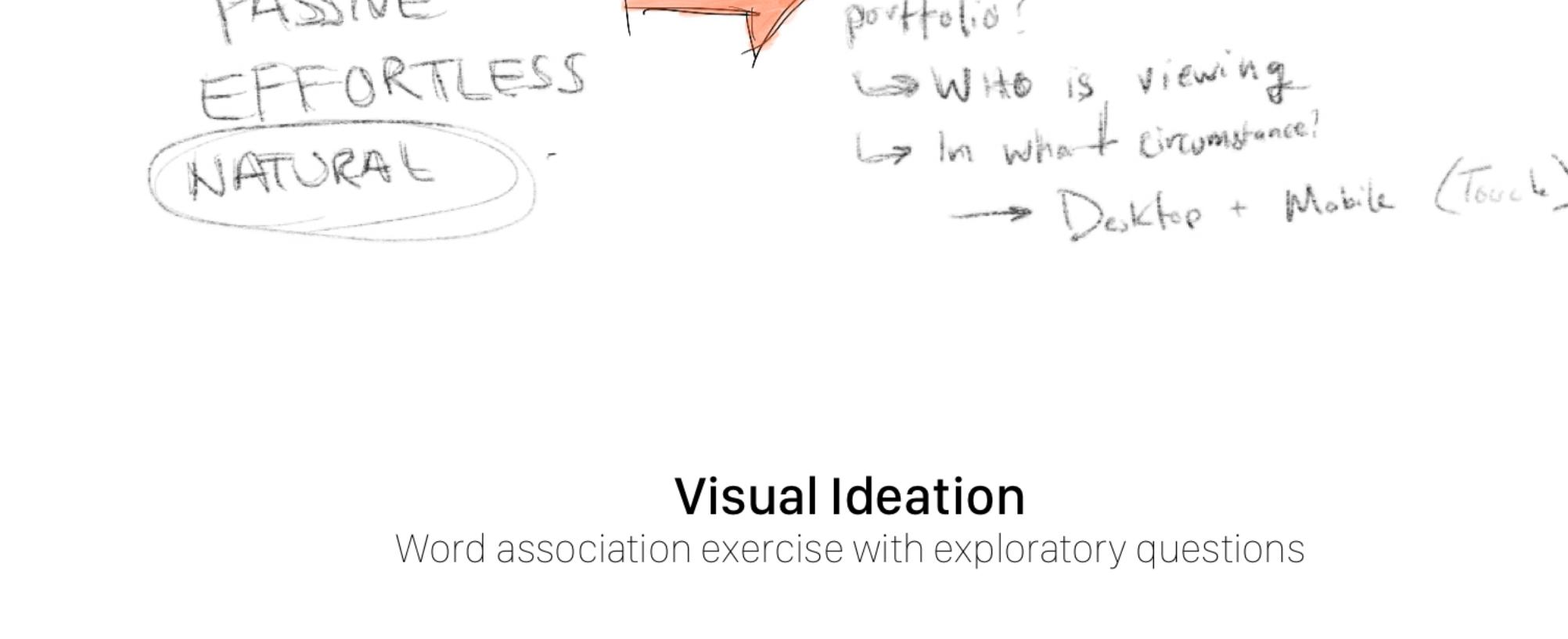
A Javascript visualization created for this website  
Films and videos I've produced — Up Photography  
Research papers — UX research  
Better Tests — a UX research project  
Designing a Cardboard Chair — Industrial Design  
Designin a Faucet — Industrial Design  
Things that I like (movies, TV) — ME  
Writing I've done — ME  
Photographs I've taken — ME  
Social Media — ME

## Early Ideation

Most other portfolio sites I come across try to tell a story of a designer with a list of past projects, a technique which can be useful. However, while it's easy to provide a list of projects and have your users make inferences based on your past work, I believe there is a more holistic approach to capturing a designer. This is to say, I will convey my design strengths through both my past design project experiences, my work in other areas that inform my design, and a little about my likes, interests, and backgrounds to make me seem human.

## I begin with a pencil and a notebook

Trying to begin with the specific and real, I thought about my experience as a designer, my strengths that I gain from my other areas of interest (most notably, cognitive visual processing, emotional properties of interactions, and incentive systems).



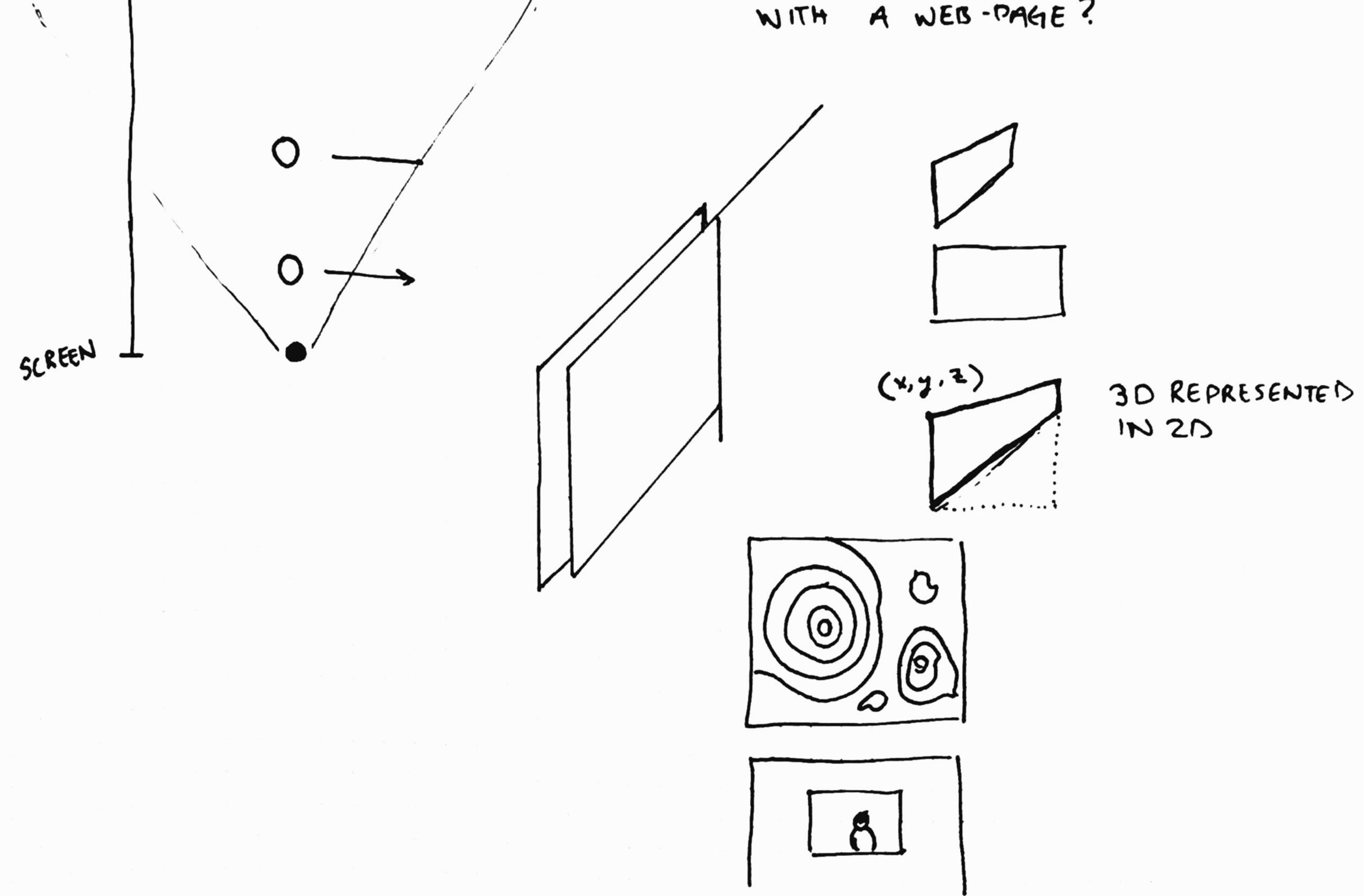
## Visual Ideation

Word association exercise with exploratory questions



## PORTFOLIO

- SHOWCASE PARTICULAR INTERESTS WITHIN HCI UX DESIGN
  - INTERACTIONS
  - SOCIAL/GROUP DYNAMICS
  - SHAPES/FORMS
  - VISUAL IMPRESSION



# 2

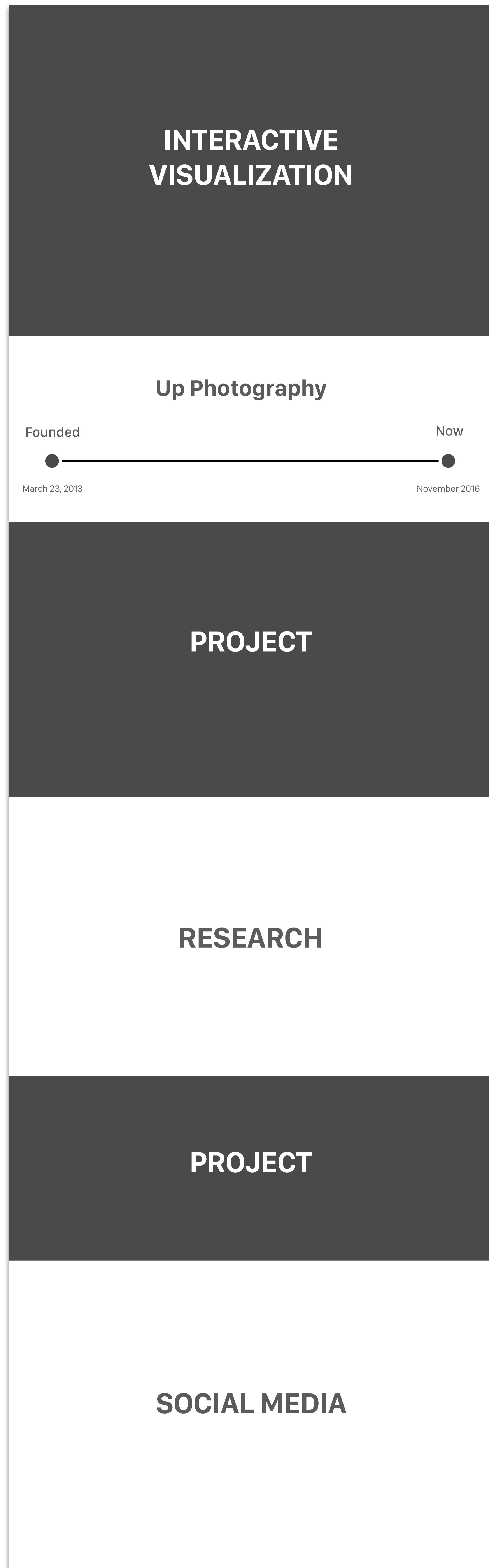
# Sketching a Low-fi Prototype

From abstract thoughts and concepts to visual layout

I took a look at how the information on the page should be organized hierarchically. Conceptually, I viewed this step as an extremely low-fi yet important prototype: a guide for where everything could be, generally speaking.

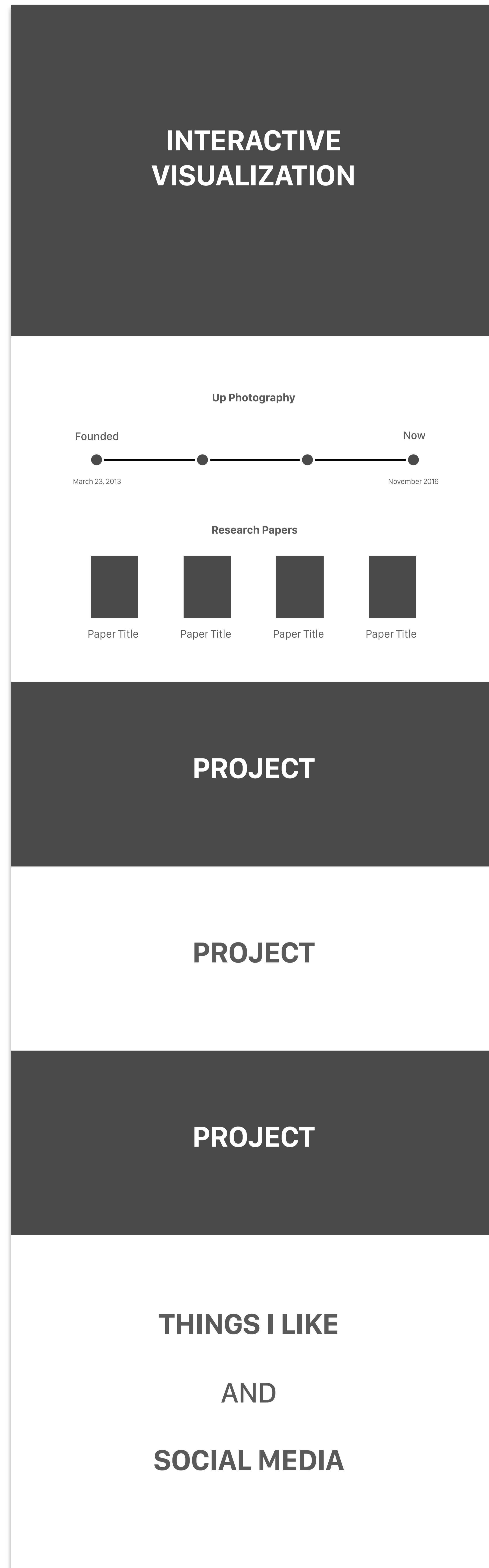
Initial Structure

v0.1



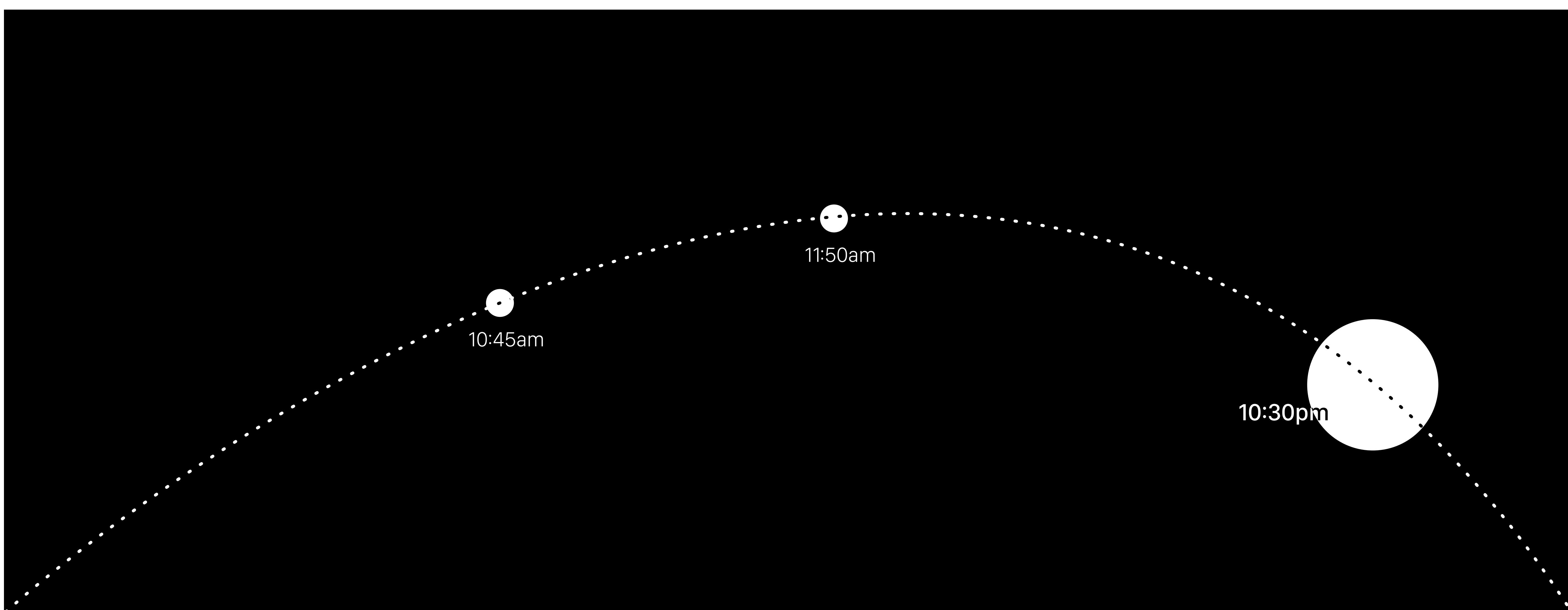
Rough Structure

v0.2



# 3 Designing the Interactive Graphic

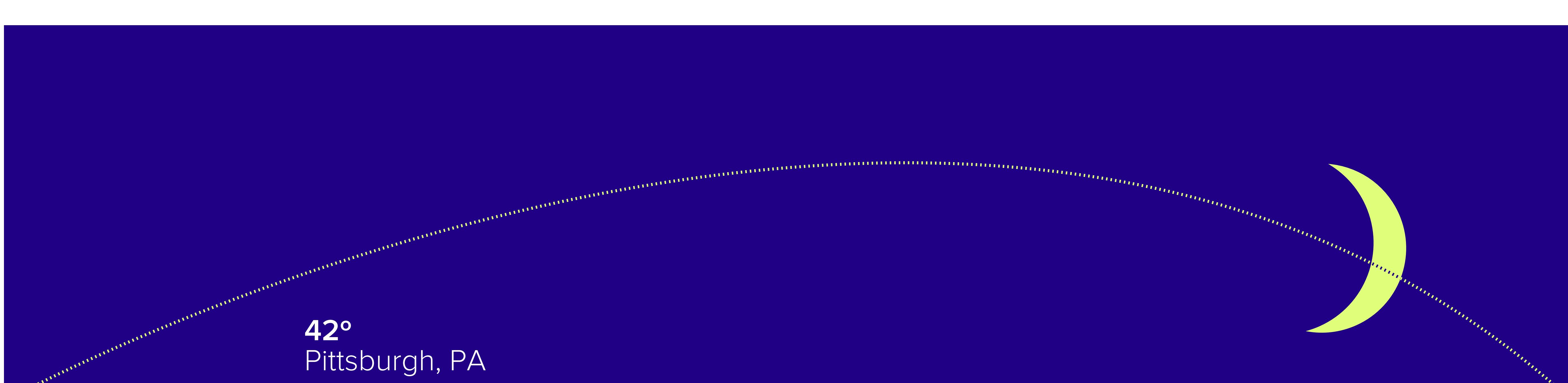
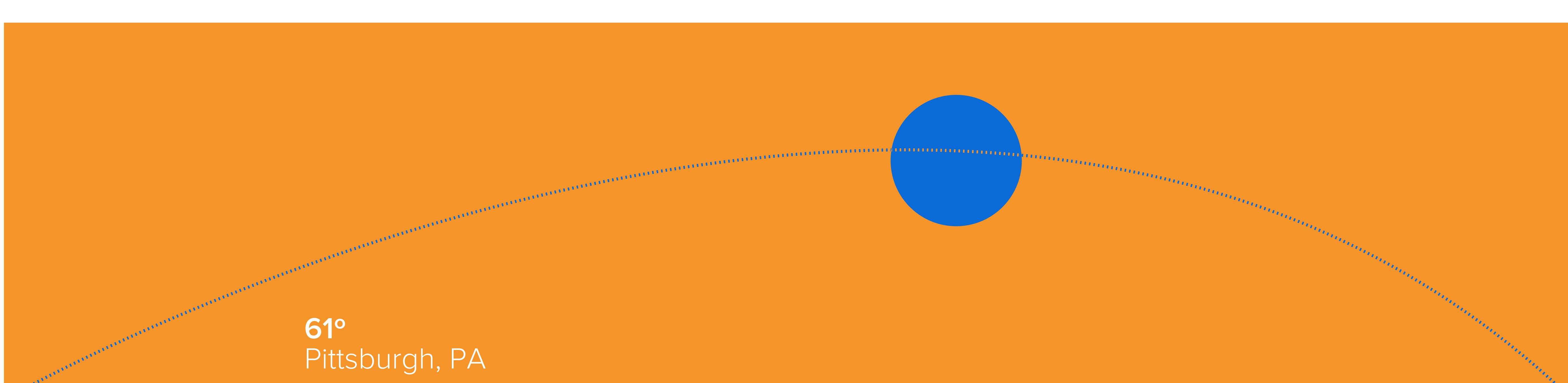
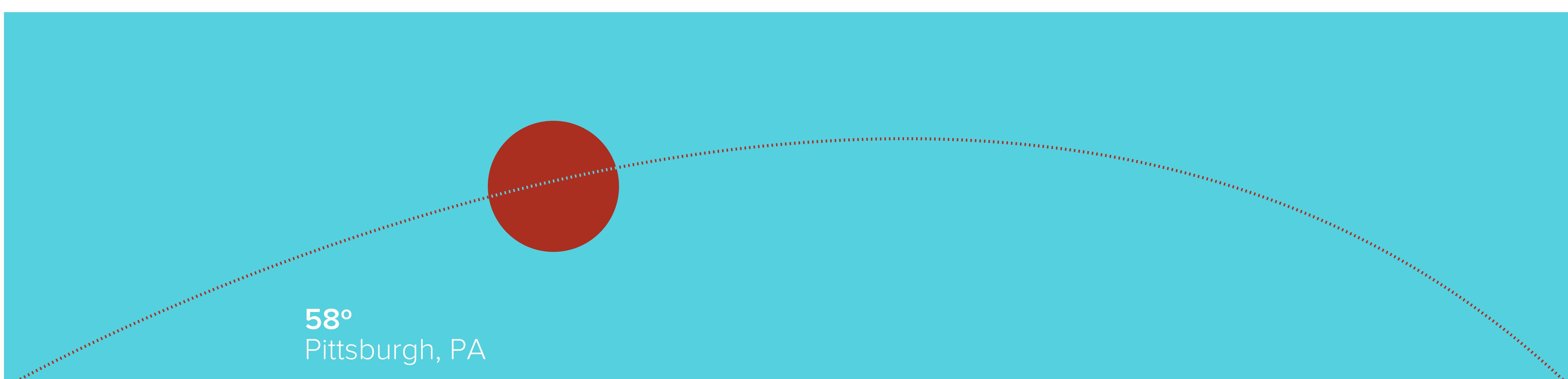
Designing to inform and intrigue.



"Aim for delight"

Header graphic should:

- \* be thoughtfully interactive, seamless
- \* be interesting — always show the user new information
- \* pertain to me and shed light on my personality
- \* convey design skill, thoughtful interaction

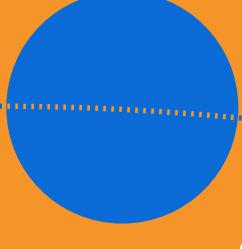


Color Transition Mimics Natural Light



Early      Morning      Noon      Afternoon      Late

# 4 High Res Mockup: 3 Versions



61°  
Pittsburgh, PA

UP

UX/UI

USABLE SECURITY

INDUSTRIAL DESIGN

ME

# Up Photography

KEYWORDS

photography, video, real estate, drones

ABOUT

Along with my good friend and co-founder, Up Photography has been providing aerial photos and videos to realtors in New England since 2013. Over the past few years, we've had the pleasure of making hundreds of photos and videos for dozens of clients. [I just need to write one more sentence to make this copy really fit, visually. Perfect.]

## A BRIEF LOOK BACK

Mar. 25 2014

April 15  
2014

June 15  
2015

May 15  
2016

Today

Up officially  
incorporates as a LLC  
in the state of MA.

Client receives first  
video and is surprised  
but impressed.

Receive 3.2K views on our  
video, MIT from Above,  
prompting MIT admissions  
to request usage as a  
means to showcase their  
campus.

Our photo used as cover  
in high end real estate  
magazine, Real Homes.

Over 50 jobs completed  
and open for service.

FACTS

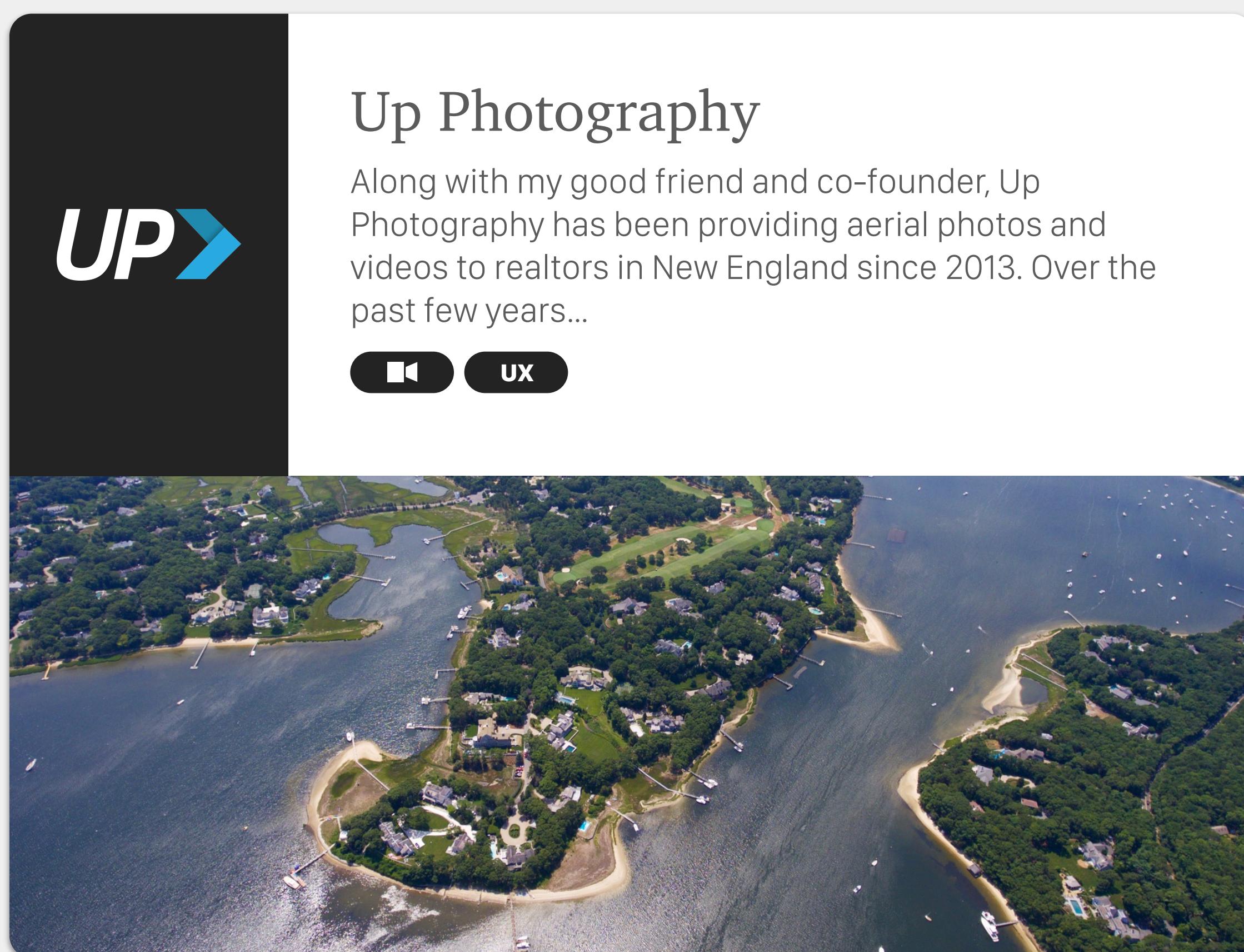
- Over 50 jobs completed and dozens of customers satisfied
- Used extra time in the summer to pivot to a client-facing market to capture a perceived (later proven) demand
- Infiltrated highest end of the market where realtors have particular demand for our services
- Sold our product however we could, including cold calling, door-to-door sales, and email campaigns

MORE

Still curious? Looking for some aerial photos or video? Visit us at [upphoto.us](http://upphoto.us)

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Pittsburgh, PA

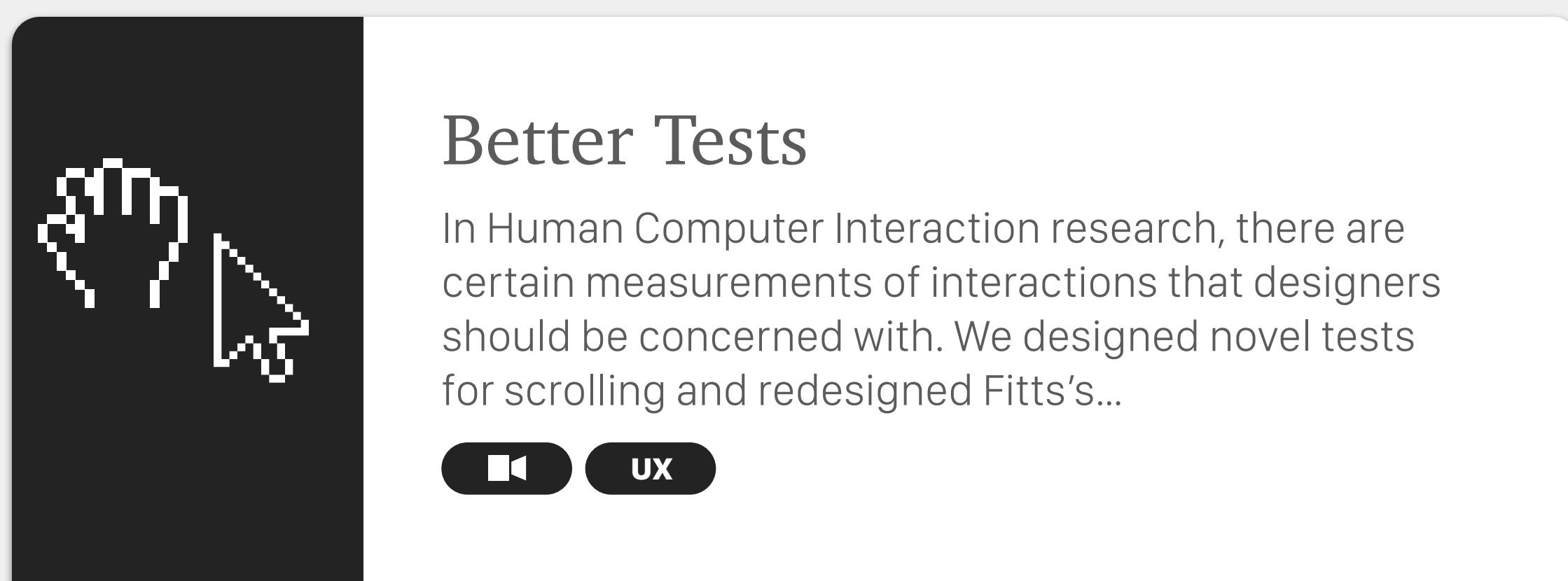
HENRY DIXON  
Product Designer studying  
at Carnegie Mellon.



**Up Photography**

Along with my good friend and co-founder, Up Photography has been providing aerial photos and videos to realtors in New England since 2013. Over the past few years...

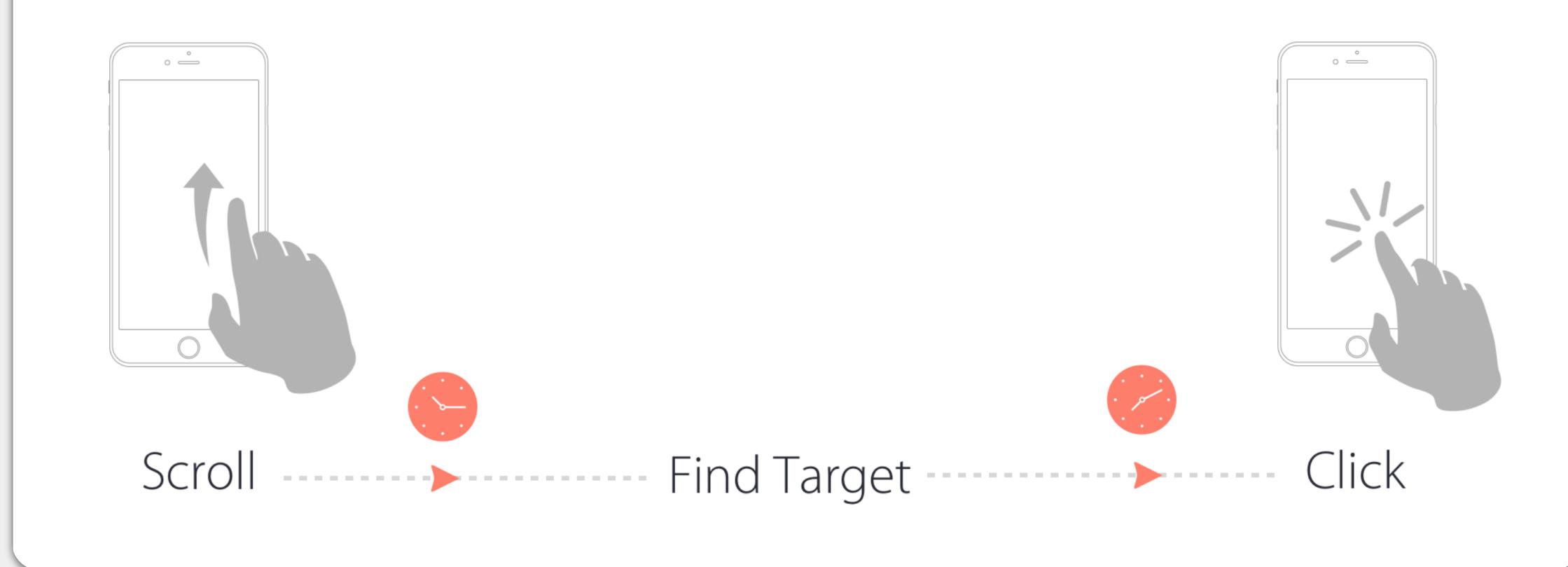
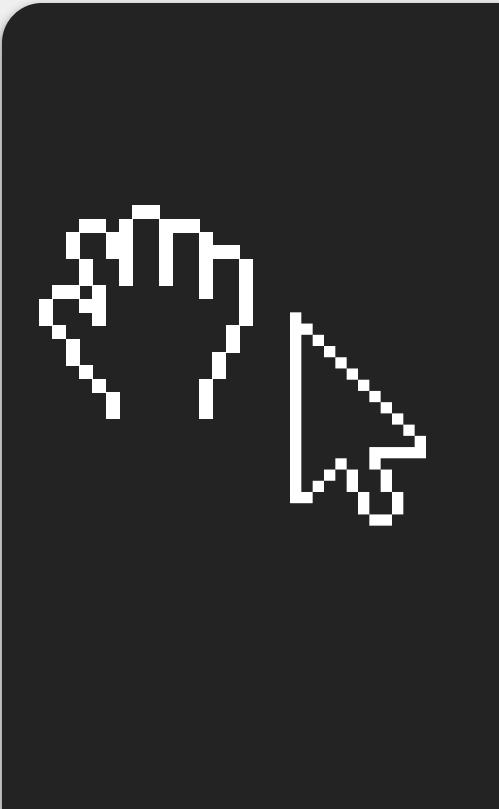
▶ UX

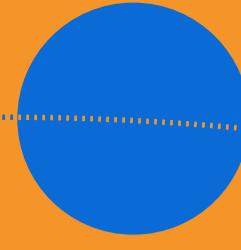


**Better Tests**

In Human Computer Interaction research, there are certain measurements of interactions that designers should be concerned with. We designed novel tests for scrolling and redesigned Fitts's...

▶ UX





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UP

UX/UI

USABLE SECURITY

INDUSTRIAL DESIGN

ME

### Up Photography

Just another drone company.

See more.

### User Experience and UI

Just another drone company.

BetterTests

TouchBase