

## **Portfolio Report: Deborah Hermanson-Pulos**

Deborah Hermanson-Pulos is a freelance artist. Her specialty: jewelry designs. She's been working since 2007 on her work, and just recently started using her website, [deborahpulosdesign.com](http://deborahpulosdesign.com), to market her jewelry. I asked her questions regarding this strategy. The interview went as follows:

**1. What made you believe that making art as a career was viable enough for this day and age?**

I still don't believe that it's viable, but I think that it's a good way to make a second income.

**2. What was/is your first job in the field?**

Teaching beading classes in Cherry Valley, Illinois.

**3. What do you think is the most influential piece in your portfolio in terms of your ability to get a job?**

The uniqueness of my jewelry; inspired by the different focal beads and the way in which they are put together, and these are positioned on my website in a certain way so that way viewers can see the beauty I do too.

**4. What kinds of things would you include in your portfolio if you could do it over again?**

I would probably include a blog, because it would put me in a position where I had to address my website on a more regular basis.

**5. What is the best advice you can give someone regarding making a portfolio?**

The best advice I can give is to make sure you understand e-commerce and that you have a good relationship with your banker for setting up these credit cards. It's not just about the pictures and the beauty, but it's also about making business, especially when you're like me and using your website to get clients. If you're actually expecting to do business, you need to be able to figure out how everything works. Getting a good hosting service is a good start, but you need to understand ecommerce before you can understand how that works.

Essentially, these answers tell us two things: one, websites should be used intelligently if they are being used to generate business, especially in something stereotypically unsustainable as art. Two, websites need to be tended to in order to generate business. What Deborah said about her portfolio website was that she was selling her art in the same way a traditional portfolio would, except her website is a more direct way of selling her talents.