Portfolio Website Concept

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Developer & author: I develop the site and I am the author of all the text and images I place on it. I will create maps, pictures and links showcasing my projects and skills. The website will initially be hosted in Labranet.

Website will be shared publicly and <u>accessible to anyone with the link</u>. Link will only be shared alongside a resume in a job application. The website will not contain any contact information (exact location (i.e., full address), email, phone number). It will include a link to LinkedIn. Website will be <u>updated quarterly/seasonally</u>.

Target Audience

Website is <u>primarily</u> aimed at experienced hiring managers and HR specialist in the IT sector. They have a well-defined list of requirements for the roles they need. They look for those specific qualifications first, everything else is considered a bonus. An applicant also must have personal characteristics that match the overall image and company culture. They deal with a lot of job applications, so they want concrete and direct information to not waste time.
Demographics: 35-50, M/F/X
Occupation: HR Specialist, Head of Department (Software Development, Data Engineering), Manager positions
Goal: Find proof of and details about *my skills* and *background* that make me stand out from other candidates to make a hiring decision or recommendation
Expectations from website:

- *intuitive* and *easy* navigation to important information
- *easy to read* descriptions with no typos and clear language
- *concrete* examples of my skills and projects that match the competences they are looking for
- *concise information* about private life gives them an idea of who I am as an individual and helps me stand out

Hierarchical structure