PORTFOLIO DESIGN CRITIQUE

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[WWW.RLEONARDI.COM](http://www.rleonardi.com)
SCORE: 95

- Chose to critique:
    - Has an attractive and interactive portfolio. I can implement ideas from how the website is formatted for my own portfolio.
- Color scheme:
    - Very bright and colorful. Very eye-catching,
- Font selection:
    - The font styles are fun and wide, and they grab your attention.
- Element formatting:
    - I like how the designer showed his different skill levels through a scale in a creative way. It shows the range of his skills and his experience. I also like how he used different colors and drawings to do this.
- Website implementation:
    - I like how he included his work and a picture of it on the portfolio itself. It would have been better if the work was a link as well so we can view it on an external window.

I would hire this person based on their portfolio because it's very creative and stands out from all the other applicants. It highlights their skills and projects well.

WWW.MARJORIELEGGITT.COM

SCORE: 95

- Chose to critique:
  - The portfolio is by a scientific illustrator, and since I'm thinking of my portfolio revolving around STEM, I wanted to see how to design a portfolio with a scientific audience in mind.
- Color scheme:
  - I like how it's mostly simple with a few contrasting colors. Because the text is so simple, it calls attention to the projects, which are more colored.
- Font selection:
  - The font is simple and easy to read.
- Element formatting:
  - The font size for the title and the name is bigger, which highlights the important information. There's only two paragraphs that mention experience, which calls more attention to the illustrations.
- Website implementation:
  - The work is on the page itself and hovering over and clicking on them expands the work. It highlights relevant projects well.

I would hire this company based on the website because they have an attention-grabbing portfolio, is easy to read, and highlights their experience and projects well.

[WWW.NATALIEVANDEPOL.COM](http://www.natalievandepol.com)
SCORE: 70

- Chose to critique:
  - I want to go into microbiology and genetics, so viewing her portfolio gives me an idea on how to format a research portfolio.
- Color Scheme:
  - Simple, has a few pictures that have a warm tone to it, but it is mostly blank.
  - Wasn't attractive/grabbing my attention.
- Font Selection:
  - Simple font, easy to read. Bolded important words.
- Element formatting:
  - Paragraphs broken into sections, but there's a lot of words. No clear distinction between sections other than paragraph breaks. Would look better if there were section headings.
- Website implementation:
  - Links on the bottom for LinkedIn - I don't feel pushed to visit any of these links.

I would not hire this person based on their portfolio. While they have relevant experience, they do not have an attractive portfolio and would not grab my attention if I'm looking through multiple other candidates' portfolios as well.

MADEBYFIELDWORK.COM
SCORE: 100

- Chose to critique:
  - The portfolio is simple and the layout highlights projects well, the design is something I can use to inspire my portfolio ideas.
- Color scheme:
  - I like the bright colors, it's very attractive and changes colors when you hover over them.
- Font selection:
  - The font is simple and easy to read.
- Element formatting:
  - The font size is big and there's only a few words, which calls more attention to what is written.
- Website implementation:
  - The links are on the pictures, which pushes people to click on them.

I would hire this company based on the website because they have an attention-grabbing portfolio, is easy to read, and highlights their experience and projects well.

WWW.REZO-ZERO.COM
SCORE: 95

- Chose to critique:
  - I wanted to see portfolios that revolved around showing various project examples that were not just illustrations.

- Color scheme:
  - I like that it is simplistic, but the black and white is a little boring. It however calls more attention to the projects, that are more colorful.

- Font selection:
  - I like the font for the company description. It's very futuristic and fits their mission.

- Element formatting:
  - I like the large text for their description, a medium text for skills, and smaller text for mission. It puts more emphasis on the bigger font.

- Website implementation:
  - like the spacing and format of the selected projects. It highlights them well and shows the range of projects they worked on.

I would hire this company based on their portfolio because the website is simple but attractive, and they highlighted their projects well.