

## **Creative Brief**

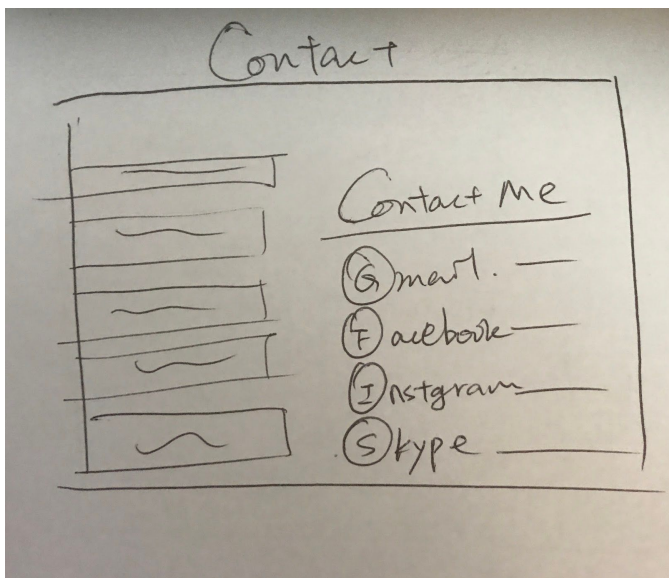
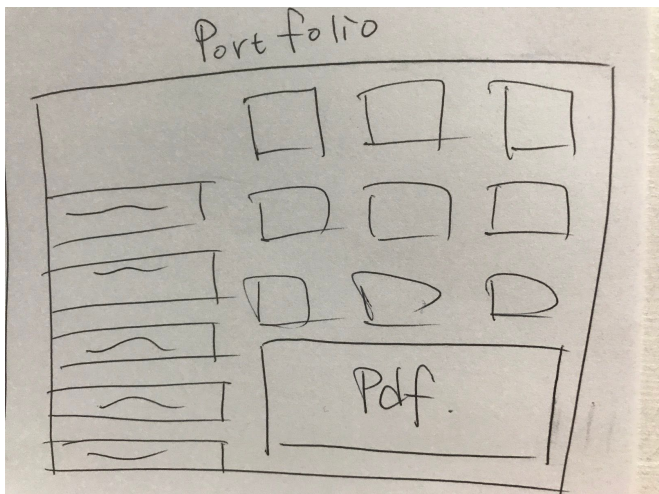
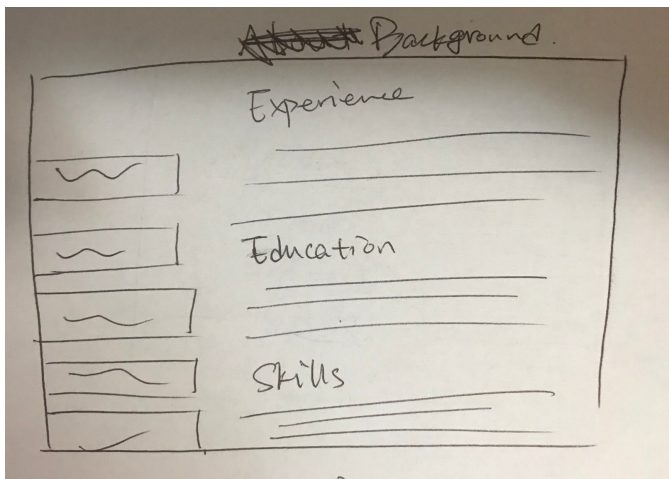
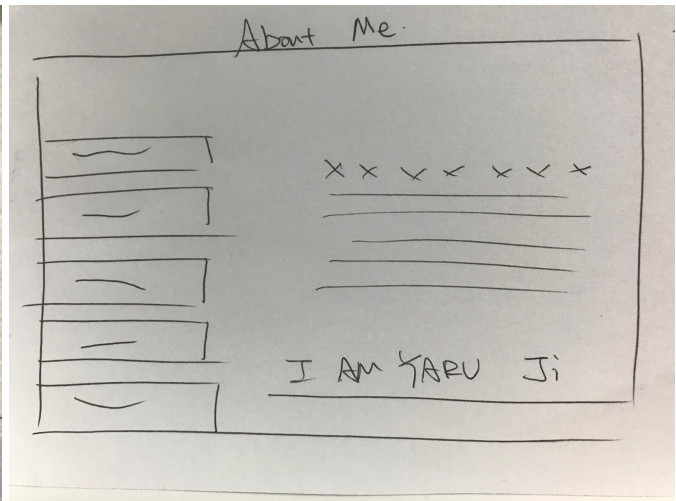
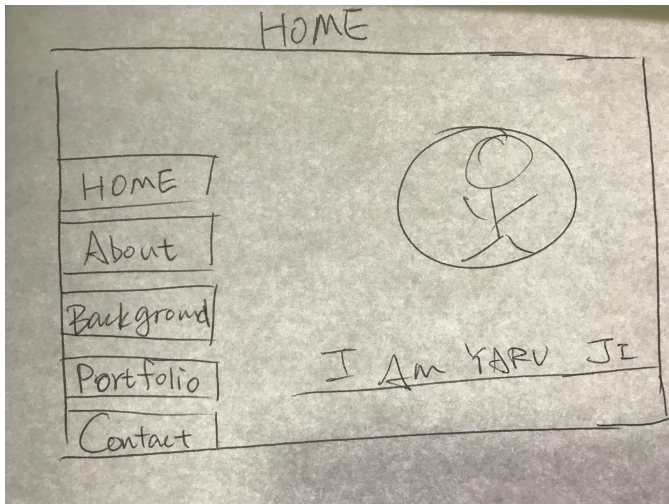
The project is a personal website for Yaru Ji. The intent is to create a digital portfolio of my online work and identity. It helps me to keep an updated collection with my best work, alongside a short bio and contact information to increase my visibility to future clients and job opportunities. The reason behind it is that creative agencies and companies can easily find me, identify my skill level and reach out with a proposal all in one place. It's always important to have a strong identity online that can be reached from everywhere and at any time.

My portfolio is the best opportunity to showcase my skills, process, and problem-solving abilities to future employers and clients. After landing on my website, I expect them to know who I am and what my specialties are. They also need to navigate to my portfolio samples quickly.

My competitors will be the graphic designers who also have their websites. Many of them have professional work experiences and more works to put in their portfolio. My advantage compared to them is that I have a multicultural background, and I have different design styles and inspirations that the others don't have. Also, my target audience does not only include English speakers but also includes Chinese speakers due to my multicultural background.

It is critical to put something out there that is always able to represent who we are and what we do: always up-to-date with technological innovations and with visually impactful.

## Wireframes



## **Inspirations**

<https://jasminestar.com/>

<https://ana-santos.com/>

<http://thuytruc.me/>

<http://www.ignaciomacri.com/index.html>

<https://www.farbfabrik.it/>