

# Portfolio Proposal

## Introduction

This is my portfolio proposal for PP7. I will be providing examples of who my target audience is and what they may want to see in my portfolio based on research. I will also be showing what projects I plan to include and at what stage they are currently at.

## Audience

For my portfolio target audience, I will be going towards a **mid sized company** that need web developers. This will be a medium to larger company not associated with big tech but in need of the services of a web developer. Unlike FAANG companies, my ideal audience will want to see someone who is well rounded in all areas of web development.

## What do they want to see?

The most important thing they are going to want to see is a portfolio that is easy to navigate and find what they need. For my portfolio I will make sure to have an easy to navigate UI and a CTA button for the user to directly go to my contact.

Mid-sized companies offer a mix of both large, big-tech companies and small start up companies. John Sonmez (2019) states, “you’re going to probably spend a lot more time coding than a startup or than a big company because the job there will be primarily to write this code.”. Because of this, I will emphasize what tools/skills I am comfortable within my about me page. I will also make sure that the projects I choose to showcase reflect my usage of those tools.

Mid-size companies are going to have smaller teams as opposed to FAANG, because of this, they are going to want to see more about me and my hobbies to determine if I would fit within their culture. According to John Sonmez (2019), “there’s probably going to be a very distinctive culture which you might fit in with” (p. 8).

## Tech Stack

For this portfolio I will be using a combination of both front end and backend tools to further show the viewer that I can use them effectively. I will be using the MERN stack for this project.

## Content

### Homepage:

The Homepage will provide a brief overview about myself and a call to action to my contact page

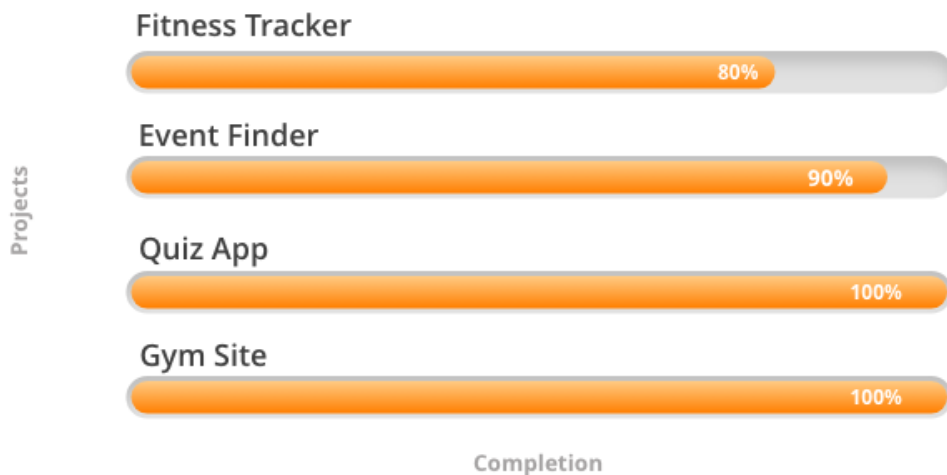
### About:

The About page will provide more detail about myself and my skills. This page will also contain details on how to contact me and my resume.

### Projects:

The Projects page will showcase projects that I have completed over my time at full sail and that i feel show what skills i have learned. Project demos will be provided as well as the link to the git hub repo.

## Portfolio Projects



## Resources

Chae, D. (2021, February 23). *The pros and cons of being a software engineer at a BIG tech company*. Stack Overflow Blog. <https://stackoverflow.blog/2021/02/17/the-pros-and-cons-of-being-a-software-engineer-at-a-big-tech-company/>

Moss, E. H. (2016, June 6). *Can you be a developer but NOT at a tech company?* Built In Chicago. <https://www.builtinchicago.org/blog/can-you-be-developer-not-tech-company>

Sonmez, John. "Working At Startups Vs. Big Companies As A Software Developer." *Simple Programmer*, 25 July 2019, [simpleprogrammer.com/working-startups-vs-big-companies](https://simpleprogrammer.com/working-startups-vs-big-companies).