

# Vibe Coding – Personal Digital Presence (UXD Hackathon PRD)

**Project Name:** Vibe Coding - Personal Digital Presence

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**Version:** v1.0

**Short Pitch:** Transform a generic academic website template into a fully customized, accessible, and interactive personal UX portfolio that communicates my professional identity, work, and thinking through multiple modalities.

**Relevant Links:** [GitHub Repo](#)

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## 1) Core Context

### Problem

UX designers need a personal digital presence that goes beyond static CVs and PDFs. Existing academic templates are functional but fail to express individual UX identity, accessibility values, and interactive storytelling.

### Solution

Customize the Academic Pages template into a branded, accessible, and interactive personal website featuring a custom theme, a personalized hero landing page, a tri-modal accessible CV, and interactive paper / portfolio project pages.

### Target Users

- Recruiters and hiring managers
- UX professionals and peers
- Professors and academic reviewers
- Accessibility advocates

### Primary Use Cases

- Quickly understand who I am and my UX focus
- Explore my work through interactive case studies or papers
- Consume my CV in text, visual, or audio format
- Download supporting documents (CV, papers, reports)

## North-Star Metric

Visitors can understand my profile, values, and work within **60 seconds** and successfully access at least one interactive or downloadable artifact.

## Non-Goals

- Building a full CMS
  - Monetization or blogging platform
  - Backend-heavy personalization
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## 2) UX Foundations

### Personas

- **Recruiter Rita:** Skims quickly, values clarity and accessibility
- **Peer Alex:** Explores interaction patterns and UX decisions
- **Professor Ignacio:** Evaluates completeness, accessibility, and milestone fulfillment

### Key Insights / Pain Points

- Recruiters spend very little time per profile
- Accessibility is often claimed but rarely demonstrated
- Static portfolios fail to convey process and thinking

### Experience Principles (Vibe)

- Personal but professional
- Calm, confident, and intentional
- Accessibility-first
- Interactive, not decorative

### Accessibility & Inclusion Requirements

- WCAG 2.1 AA compliance
- Keyboard navigation for all interactions
- Screen-reader friendly structure
- Color contrast compliant theme
- Alternative text, captions, and transcripts

### High-Level Journey

Landing → Hero Overview → Quick Navigation → CV / Paper / Project → Interaction → Download / Contact

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## 3) Scope & Priorities

### MVP (V1) Goals

- Fully customized visual theme
- Personalized hero landing page
- Accessible tri-modal CV
- At least one interactive paper or UX project page

### Out of Scope

- Multiple language versions
- Advanced analytics
- User accounts

### Assumptions & Risks

- Assumes GitHub Pages + Jekyll constraints
  - Time-boxed hackathon delivery
  - Accessibility trade-offs due to template limits
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## 4) Tech Overview

### Frontend

- Jekyll (Academic Pages)
- HTML, CSS, Markdown
- JavaScript for interactions

### Backend

- None (static site)

### Database

- None

### APIs / Integrations

- GitHub Pages
- Optional: Embedded media (audio/video)

### Deployment

- GitHub Pages

## Security / Privacy

- No personal sensitive data
  - Public-facing content only
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## 5) Feature Modules

### Module 1: Custom Theme

**Priority:** P0

**User Story:** As a visitor, I want to visually sense the designer's personality and UX brand immediately.

**Acceptance Criteria:** - Custom color palette defined - Typography updated - Light/Dark mode preserved - Icons and UI elements customized - Theme switcher functional

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### Module 2: Personalized Hero Landing Page

**Priority:** P0

**User Story:** As a visitor, I want a clear and engaging introduction with fast access to key content.

**Acceptance Criteria:** - Clear tagline and welcome message - Profile image or AI-generated hero image - Primary CTA links (CV, Portfolio, Contact) - Accessible heading hierarchy

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### Module 3: Accessible CV (Tri-Modal)

**Priority:** P0

**User Story:** As a visitor, I want to consume the CV in the format that best fits my needs.

**Acceptance Criteria:** - Text-based, screen-reader friendly CV - Visual CV (timeline / infographic) - Audio CV with controls and transcript - Interactive navigation between modes - Downloadable PDF

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### Module 4: Interactive Paper / UX Portfolio Project

**Priority:** P0

**User Story:** As a visitor, I want to explore a UX paper or project through interactive storytelling.

**Acceptance Criteria (Paper):** - Title, authors, citation - Abstract, method, results - Interactive visuals (hover / click / scroll) - Downloadable PDF

**Acceptance Criteria (Project):** - Problem statement and context - Process and methods - Outcomes and impact - Visual or animated elements - Downloadable report

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## 6) AI Design (If Used)

### Usage

- Optional AI-generated hero image
- Optional AI-assisted content drafting

### Safety & Reliability

- Manual review of AI-generated content
  - No misleading or fabricated claims
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## 7) IA, Flows & UI

### Main Screens

- Home / Hero
- CV
- Paper / Project
- About / Contact

### Key Flows

Hero → CTA → Content → Interaction → Download

### Design Tokens

- Color variables
- Typography scale
- Spacing system

### Tone & Localization

- Professional, human, concise
  - English (default)
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## 8) Iteration & Workflow

### Sprint Rhythm

- Hackathon-based, milestone driven

## Review Process

- Continuous self-review
- Peer feedback during pitch

## Risk / Spike Items

- Accessibility validation
  - Interaction performance
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## 9) Quality

### Testing

- Manual interaction testing
- Cross-browser checks

### Accessibility Checks

- Keyboard-only navigation
- Screen reader testing
- Contrast validation

### Performance Targets

- Fast initial load (<2s)
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## 10) Metrics & Analytics

### KPIs

- Time to first meaningful interaction
- Successful downloads

### Experimentation

- Not in scope for V1
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## 11) Launch & Operations

### Environments

- Local → GitHub Pages

### Rollout Plan

- Incremental commits per milestone

- Git tags: PRD done, Theme done, Hero done, CV done, Paper/Project done

## Support & Maintenance

- Content updates via Markdown
- Ongoing iteration post-hackathon