

# Portfolio Development Process – First Submission Report

**Karim Massaoud**

## 1. Interactive media products

### GOAL:

My main goal was to design my personal portfolio in Figma in a way that reflects who I am as a designer. I aimed for a layout that is clean, professional, and easy to navigate. In addition to the portfolio itself, I also worked on developing a visual brand for the site and began designing a mobile app to explore more interactive design skills.

### ACTION:

I began by researching different portfolio and branding examples to understand what makes a strong and appealing design. From there, I created wireframes and structured the layout in Figma. I included key sections such as About Me, Projects, and Contact, using consistent colours, fonts, and spacing that match my personal branding. I also started working on a mobile app concept to broaden the range of what I could include. After completing the first version, I asked for feedback from my teacher and classmates and used it to make improvements.

### IMPROVEMENTS:

Based on feedback, I made several improvements to both the desktop and mobile versions of my designs. I improved the alignment and spacing to make the layout cleaner and more balanced. I increased the colour contrast for better readability and ensured that the design was responsive on smaller screens. I also made the navigation bar fixed at the top, which improved the overall user experience.

### REFLECTION:

This project helped me understand that good design is about more than just how something looks — it's also about how it works for the user. I've developed more confidence in using Figma, especially when it comes to layout structure, visual hierarchy, and branding. The feedback I received helped me catch details I overlooked and made the outcome stronger.


### WHAT I LEARNED THROUGH THIS PROCESS:

I learned how to take an idea from concept to a fully developed digital design. My skills in using Figma improved a lot, especially in planning layouts, creating consistent branding, and designing for both desktop and mobile. I also got better at thinking from a user's perspective and making decisions based on usability.

### WHY IT MATTERS TO ME:

This project is important because it represents something real that I'll use going forward. It's the first time I've combined portfolio design, branding, and mobile interface work into one complete project. It shows how much I've grown and what I'm capable of creating on my own.

### FEEDBACK:

Checkpoint 5 Portfolio Pim 24-03-2025 



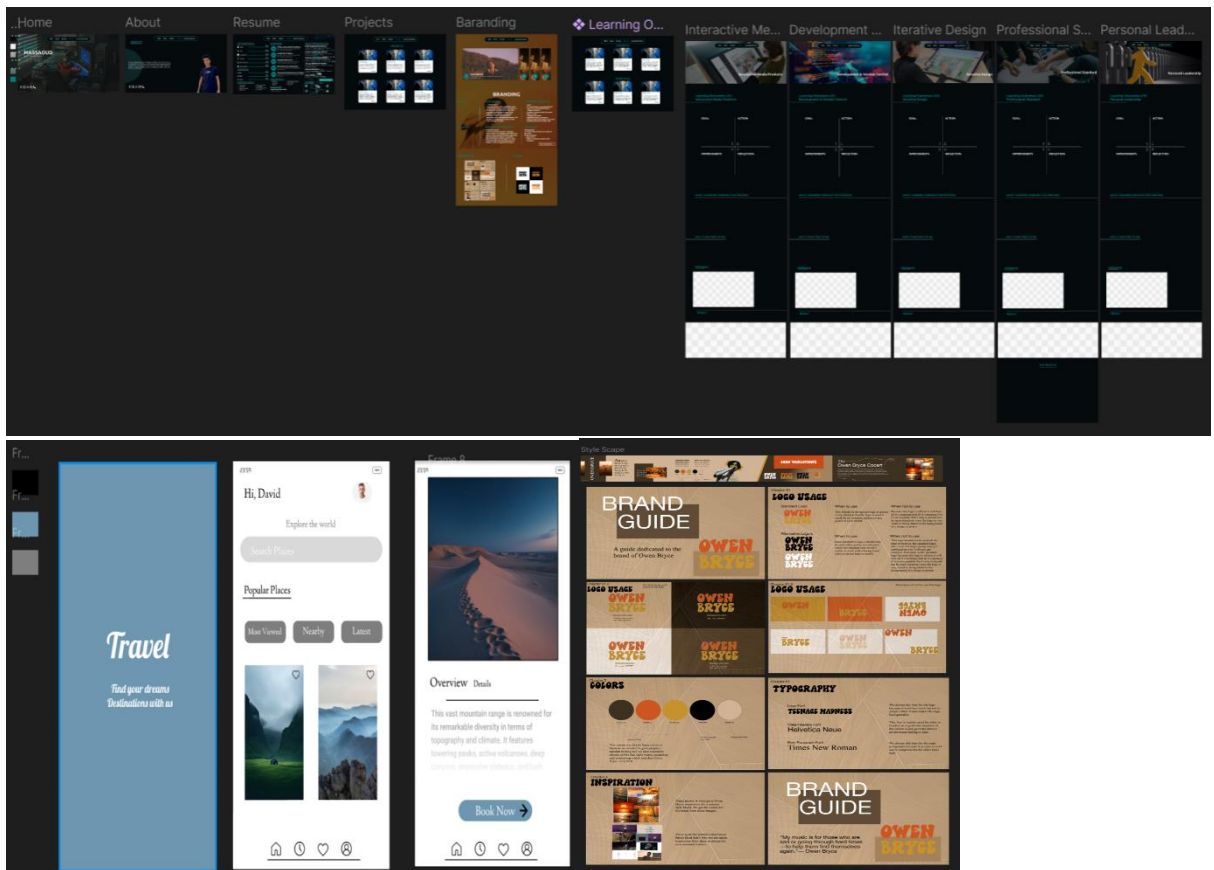
Massaoud, Karim Massaoud K.A. 4 days ago

I had a discussion with my teacher about my portfolio, and he shared some helpful feedback. He mentioned that I'm making very good progress in terms of design, but I should focus more on what the user actually wants to see in the content. He also advised me to combine my website into separate, organized pages instead of having one long scrolling page.

Additionally, I asked him some questions about the sub-menu, and he emphasized that navigation should be as simple and intuitive as possible. His main point was not to make it hard for users to explore the portfolio.

### RESULT:

I now have a strong Figma design of my portfolio that I can be proud of. It looks clean, works well, and I got good feedback on it. Next step is to turn it into a real website.



## 2. Development & version control

### GOAL

My goal was to build my own portfolio using HTML, CSS, and JavaScript. I wanted to develop a fully functional, responsive site from scratch to practice real development skills and improve my confidence. I had no experience with JavaScript before this, so it was a big step for me.

### ACTION

To start learning JavaScript, I watched this video tutorial:

<https://www.youtube.com/watch?v=-xL3LXBIGfw&t=3s>

From there, I started practicing every day using bootcamp exercises and small coding challenges. I applied what I learned directly to my portfolio project — focusing on creating an interactive layout, responsive navigation, and smooth transitions.

During this process, I reached out to Maikel and sent him one of the bootcamp exercises I had completed. This was helpful — he gave me feedback and pointed out areas where I could improve. He also showed me ways to approach problems in a smarter and more efficient way, which made coding feel less overwhelming. His advice helped me better understand JavaScript logic and apply it more effectively in my own work.

I also used version control (Git and GitHub) to track my progress and keep my code organized as the project developed.

## IMPROVEMENTS

I improved the way I wrote and structured my code, making it cleaner and easier to understand. I also learned to organize my project files properly and push updates to GitHub. My layout became more responsive, and the JavaScript features worked more smoothly after feedback. Maikel's tips helped me simplify some parts of the code, which made it easier to manage and reuse in other projects too.

## REFLECTION

When I first started, JavaScript felt confusing and intimidating. But through daily practice, useful video tutorials, and reaching out for feedback, I made real progress. Messaging Maikel and getting his help showed me how valuable it is to ask questions and learn from others. I started to think more like a developer — solving problems step by step and improving my code with every try.

## WHAT I LEARNED THROUGH THIS PROCESS

I learned how to build a full portfolio from scratch using HTML, CSS, and JavaScript. I also learned how to use GitHub for version control, which helped me stay organized and track changes. More importantly, I learned how to learn — by asking for help, practicing consistently, and applying feedback. I now understand how to break down a problem and find smarter solutions.

## WHY IT MATTERS TO ME

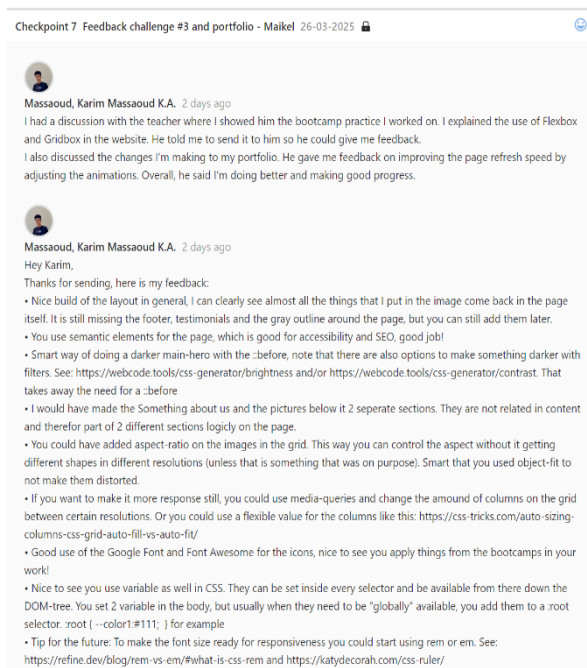
This project was a turning point for me. I went from knowing almost nothing about JavaScript to creating something real and functional. It pushed me out of my comfort zone and gave me skills I can use in future projects. The fact that I asked for help, got feedback, and improved through that process made me feel like a real developer. I'm proud of what I created and how much I've grown.

## FEEDBACK

My teacher gave me positive feedback on how I structured my code and used Git for version control. They also appreciated the design of my portfolio and the effort I put into learning JavaScript. Maikel's feedback helped me simplify my code and think more clearly about how to use JavaScript efficiently. I was also encouraged to add comments and break my code into smaller parts, which made it easier to manage.

## RESULT

I now have a working, responsive personal portfolio built with HTML, CSS, and JavaScript — and it's live on GitHub. I applied everything I learned and kept improving with each version. This project shows both my technical and creative growth, and I'm excited to keep building on these skills.



Git code Evidence:

## 3. Iterative design

GOAL:

My goal for this project was to apply iterative design principles to build a complete and consistent brand

identity both for myself and for a fictional client. I wanted to explore all the steps a designer would take in a real-world workflow, from research and ideation to final design assets. This included creating a personal portfolio, user experience designs, a full brand guide, and visual branding work for a client named Owen Bryce.

ACTION:

I started by researching and planning my visual direction. I created mood boards to define the aesthetic and tone of the designs. For Owen Bryce, I developed a complete

brand identity from scratch — beginning with logo sketches, then finalizing a logo design that matched the brand's values and personality.

I also built a style scape to communicate the brand's look and feel, including colours, typography, textures, and visual references.

To guide design decisions, I created user personas that helped me think from the user's perspective, especially when working on my own portfolio UX design.

I applied everything I learned into designing and iterating on my portfolio — making sure the layout, navigation, and visual branding were consistent with my personal identity.

Lastly, I created a brand guide for Owen Bryce, which included logo rules, colour palette, typography, tone of voice, and visual style to ensure future consistency.

#### IMPROVEMENTS:

Throughout this project, I made multiple improvements by applying feedback and testing my ideas. I revised my logo designs to be more versatile and scalable. I adjusted colours for better contrast and accessibility and refined my typography choices to create a clearer visual hierarchy. My mood boards and personas became more focused and detailed with each revision. I also improved the overall consistency across my portfolio and branding materials by following the visual rules I set in my style scape and brand guide.

#### REFLECTION:

This project taught me that design is never finished on the first try. Every part — from logos to layout — took multiple drafts, feedback sessions, and revisions. Iterating helped me not just improve the visuals but also made the concepts stronger. I realized how important it is to test ideas, take a step back, and be open to changing things. That process helped me grow as a designer and problem-solver.

#### WHAT I LEARNED THROUGH THIS PROCESS:

I learned how to go through a full iterative design process — starting with research and concepts and ending with polished deliverables. I learned how to use design tools more effectively, communicate ideas visually, and stay consistent with branding. I also improved my UX thinking by using personas and mood boards to keep user needs in mind. Most of all, I learned how to reflect, revise, and refine my work based on both my own observations and feedback from others.

## WHY IT MATTERS TO ME:

This project is important to me because it combined everything I love about design — creativity, structure, and storytelling. I got to create something that reflects my identity as a designer while also working on a realistic brand for a client. It gave me confidence in my ability to handle design projects from beginning to end and helped me build a strong portfolio that I'm proud to share.

## FEEDBACK:

Checkpoint 2 27-02-2025 🔒



Massaoud, Karim Massaoud K.A. a month ago

I talked to my teacher about the mood board I made, and he said it looks really nice and I did a good job. I was also having trouble with typography, so he showed me some pictures on Pinterest to help me understand better. He also recommended some YouTube videos that can make it easier for me to learn. Overall, I'm getting better at designing, and I just need to keep going.

Checkpoint 1 Feedback logo desgin - Maikel 19-02-2025 🔒



Massaoud, Karim Massaoud K.A. a month ago

I went to my teacher to show him the fonts I had chosen. He said they weren't bad but recommended making them more visible. He suggested using Adobe Colour to find better colour combinations for the font and background to improve readability. He also advised me to look up wave text effect tutorials on Google and explore different font websites for better options.

Overall, his recommendations made things much easier for me. Additionally, he shared some useful tips for using Adobe Illustrator, which will help improve my designs.

## RESULT:

In the end, I produced a full branding package for Owen Bryce, including a logo, mood board, style scape, and brand guide. I also completed my own UX-focused portfolio

The collage displays a variety of design projects for Owen Bryce. At the top left, there are four instances of the name 'OWEN BRYCE' in a bold, orange, hand-drawn font. Below these are four square images: a black and white photo of a beach, a black and white photo of a person's legs, a black and white photo of a person's face, and a black and white photo of a person's face. To the right of these images is a 'Personal Details' card for Marwan, a Lo-Fi Music Enthusiast. The card includes a profile picture, name, age (23), location (City of London), occupation (Student), and a bio. It also features a quote from Marwan about his creative process and a list of his motivations, goals, frustrations, personality traits, channels, and character type. Below the card is a 'Brand Guide' for Owen Bryce, which includes a color palette, typography, and a list of brand assets. At the bottom right is a screenshot of a website for 'KARIM MASSAOU' Web Developer, featuring a dark theme and a list of services.



## 4. Professional standard

### GOAL

The goal for this project was to follow a professional design process while working as a team. Our focus was on creating a complete and high-quality concept for the Owen Bryce brand. I wanted to contribute at a professional level by doing detailed user research, building strong UX and UI designs, and helping my team stay organized with proper planning and structure.

### ACTION

At the beginning of the project, we created a team chart to assign roles and responsibilities. I worked on the project plan to help keep everything on track and ensure clear communication within the group.

As part of the professional process, I interviewed someone to collect insights related to the project. I asked in-depth questions like what they thought about the idea, how we could improve it, and what they would expect from a brand like Owen Bryce. This gave me real feedback and helped shape the direction of our work.

Based on the interview, I created a persona and then designed both the UX and UI for the project. My goal was to make something user-centered and aligned with the expectations we gathered through research.

### IMPROVEMENTS

By taking the time to gather feedback through interviews, I was able to design more meaningful and user-focused features. I revised the persona and design layout to better match the real needs of the user. Working with the team also helped me improve how I communicate my ideas and how we could combine our different skills to raise the overall quality of the project.

## REFLECTION

This project helped me understand how important it is to follow professional standards in teamwork, planning, and research. Interviewing someone gave me a new perspective on how to build better designs based on real feedback — not just my own ideas. It also taught me how important structure and planning are when working with others on a shared goal.

## WHAT I LEARNED THROUGH THIS PROCESS

I learned how to plan a project professionally with clear roles and deadlines. I learned to gather and use real feedback by asking the right questions during interviews. I also improved my skills in turning that research into personas and design concepts. Finally, I learned how to communicate and collaborate better within a team setting.

## WHY IT MATTERS TO ME

This project showed me what it's like to work in a real team environment, where planning, communication, and research all matter. It pushed me to take initiative, be more professional, and think from the user's point of view. It made me more confident in how I work with others and how I apply design thinking in a serious and professional way.

## FEEDBACK

Checkpoint 3 Standup Josh & Maikel 19-02-2025



Massaoud, Karim Massaoud K.A. a month ago

Today, we talked with our teacher about our progress. He asked us some questions about our logo, and we showed him the one Owen Bryce chose. He told us to focus more on his design and make sure it matches the same style and font. We also asked about the website design we're making for him. He said we need to understand what style and colours he likes so he can see how our work fits his vision. Overall, we're doing our best to meet his expectations.



Massaoud, Karim Massaoud K.A. 18 days ago

We talked with our teacher about what we've been doing over the last few weeks. We showed the brand guide and the logos we made, explaining our ideas and choices. Our teacher gave helpful advice and told us how to present everything clearly this Friday. This way, we can impress Owen Bryce and have him choose our work for his product. To prepare well, we divided the tasks among the group. Some members will make attractive posters to showcase our brand. Others will create interesting videos about our designs. A few will handle social media accounts, posting updates and engaging content regularly. By splitting the tasks like this, we can make sure our presentation is clear, professional, and convincing.

## RESULT

In the end, I contributed strong research, a well-designed persona, and a complete UX/UI concept for Owen Bryce. Our team stayed organized with a project plan and clear roles, which helped us deliver work at a high professional standard. We finished the project with a clear winter-themed visual style and amazing logos that Owen Bryce might use for his branding. The outcome felt creative, focused, and matched the vision we had from the beginning.

### Interview Transcript

Interviewer: Karim Massaoud

Interviewee: Marwan

#### 1. Music Preferences:

Marwan listens to a mix of English and Arabic music.

His favorite genres are hip-hop, electronic, and sometimes classical.

The genre he listens to the most is hip-hop, especially while driving or working out.

#### 2. Thoughts on Lo-Fi Music:

He listens to lo-fi music sometimes, mostly when studying or chilling.

He likes that it's smooth and has no lyrics, so it helps him focus.

#### 3. What Lo-Fi Music Feels Like:

When listening to lo-fi, he imagines:

On rainy days, sitting by the window with coffee.

Late-night study sessions with soft lighting.

A calm and peaceful vibe.

## Project Plan

### 1.1 Client

The client for this project is a music artist Owen Bryce. He is a student at the Music Academy in Tilburg. He likes indie pop/folk style music. He wants us to make him a website, his own logo and a brand guide.

### 1.2 Team

Kymani Duggan  
Jaydan Winnit  
Nedra Bagoius  
Maksym Feniuk  
Karim Massaoud  
Valeri Stavrev

### 2 Project definition

#### 2.1 Current situation

Currently, Owen Bryce, who is a rock academy student doesn't have his personal website, logo and branding overall. That's why he came up to us to help him present his image to people who listen to his music.

#### 2.2 Project Goal

Link to see the document:

[https://docs.google.com/document/d/1\\_4uzUI9vzXkdWipuRBGajfV6E4KWPnf-4Ow1nH37-ow/edit?tab=t.sp1blqccv246](https://docs.google.com/document/d/1_4uzUI9vzXkdWipuRBGajfV6E4KWPnf-4Ow1nH37-ow/edit?tab=t.sp1blqccv246)

Link to see the document:

[https://docs.google.com/document/d/1\\_4uzUI9vzXkdWipuRBGajfV6E4KWPnf-4Ow1nH37-ow/edit?tab=t.x0uyv7e03ebf](https://docs.google.com/document/d/1_4uzUI9vzXkdWipuRBGajfV6E4KWPnf-4Ow1nH37-ow/edit?tab=t.x0uyv7e03ebf)

**Marwan**  
Lo-Fi Music Enthusiast

**Personal Details**

Age: 23 Location: City life, enjoys cozy and modern places  
Occupation: Student & Part-Time Freelancer (Digital Design) Family: Single

Marwan loves music and listens to both English and Arabic songs. His favorite genres are hip-hop, electronic, and classical, but he enjoys lo-fi music for studying and relaxing. For him, lo-fi music creates a calm and peaceful vibe, perfect for rainy days, late-night studying, or chilling with coffee. He sees lo-fi artists as creative people who focus on making beats rather than performing.

**Motivations**

- Relaxing & unwinding
- Staying focused while studying
- Finding the best mood-setting music

**Goals**

- Discover new lo-fi artists
- Find the best playlists for studying & relaxation
- Learn how lo-fi music is made

**Personality traits**

- Chill & easygoing
- Creative
- Focused
- Nostalgic & sentimental

**Character type**

- Thoughtful
- Anxious
- Laid-back
- Curious

**Frustrations**

- Hard to find good lo-fi playlists
- Songs with lyrics distract him when studying
- He wants to know more about how lo-fi beats are made

**Channels**

- Facebook
- Instagram
- LinkedIn
- Twitter

**Quote:** I believe that intimate connection between the products and their users can maximize the overall happiness.

User interview designed by UX and UI

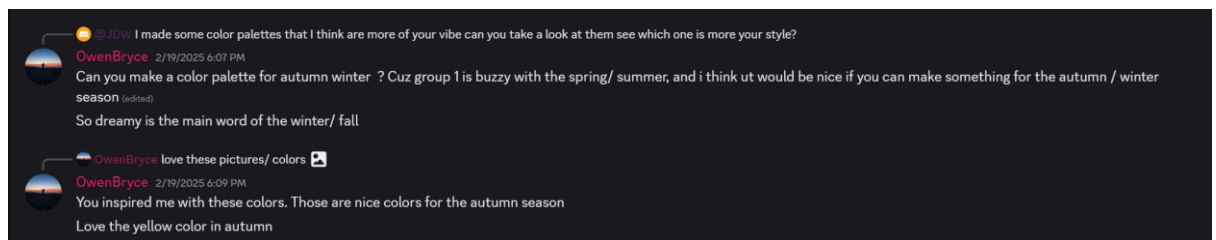
## 5. Personal Leadership

Core Values

During this project, I really tried to stay true to what matters to me — doing my work properly, staying focused, and being respectful to the people I work with. I didn't just want to design something that looks nice, I wanted it to make sense and have meaning. Everything I did, I made sure it matched the purpose of the project and what we were trying to say with the brand.

## Communication

When we worked on the Owen Bryce project, we made sure to ask the right questions so we could understand him better. We asked about the kind of vibe he liked, his colour inspirations, the feeling of winter, and how he thinks when it comes to branding. That helped us get clearer answers and gave us more creative directions to explore. It made our ideas more personal and helped us design in a way that fit him.



## Curiosity

I was always trying to learn more and go deeper into the design. I kept asking myself how I can make it better, how real designers do it, and how I can bring new ideas into my work. I looked at different styles, got inspired by other portfolios, and kept checking how I could improve my own designs. That curiosity helped me think more creatively and push myself further.

## Dedication

I stayed really focused during the project and didn't give up, even when things were challenging. I worked on the logos, mood boards, UX/UI designs, and branding elements with full effort.

## Roll Call Attendance

