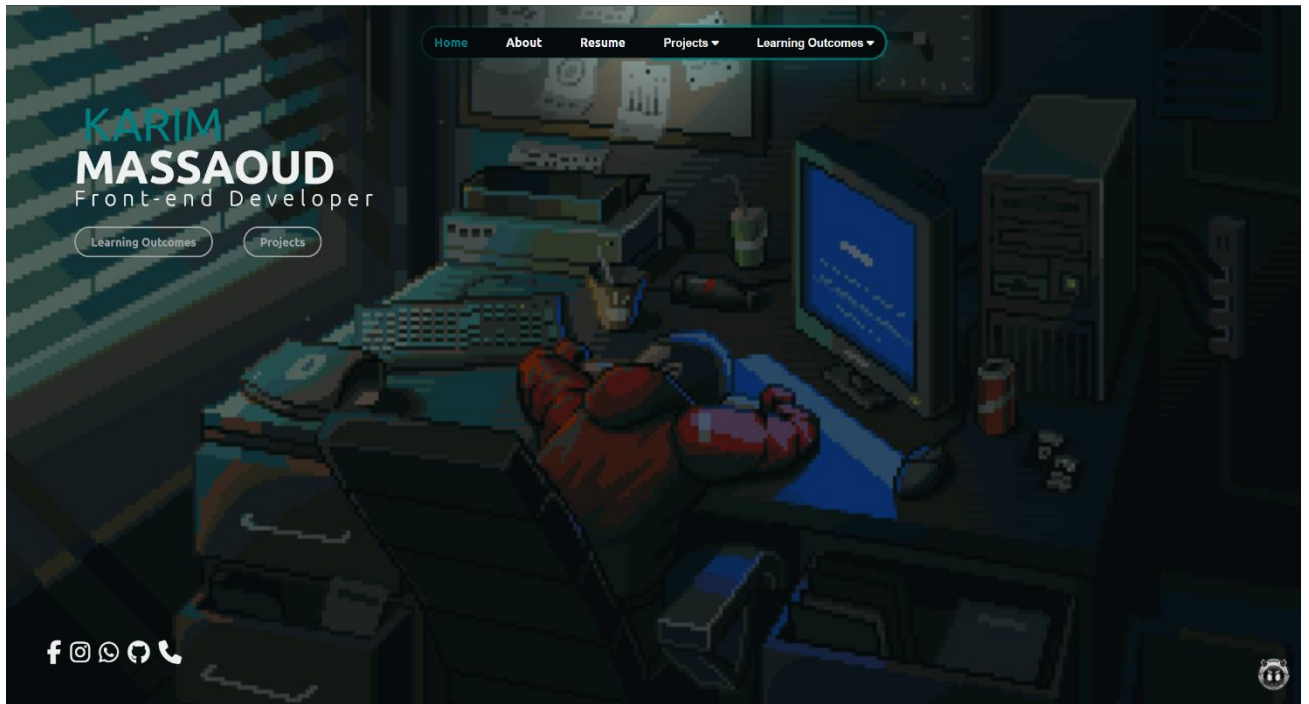


ITERATIVE DESIGN

Proof as for all the learning outcomes

Karim Massaoud



My Portfolio Design: Choices, Research, and Technical Execution

When I started building my portfolio website, I knew I did not just want to make something that looked nice. I wanted it to reflect my skills, show my growth, and follow proper design and development practices. Every decision I made was based on what I have learned during this course, supported by research, and focused on the user experience.

Consistent Buttons and Visual Identity

Throughout my website, I kept the same button style using a green highlight colour. This was not a random choice. I chose green because it represents energy and progress things I want to show about myself as a developer. I made sure the same colour is used for buttons and hover effects to create a consistent user experience, which is important for usability. According to design principles from the Nielsen Norman Group, keeping your design consistent helps users understand how things work and makes your site easier to use.

Responsive Navigation with JavaScript

I also made the navigation bar responsive using JavaScript. On smaller screens, the menu turns into a toggle (a hamburger icon), which the user can click to open or close the navigation. I did this because a lot of people browse websites on their phones or tablets, and I wanted my site to work smoothly everywhere. Research from Statista shows that more than half of internet traffic now comes from mobile devices, so this part was essential. The JavaScript helps make the interaction smoother and more controlled compared to just using CSS.

Hover Submenus with Grid Layout

Some menu items have submenus that appear when you hover over them. I built this using a mix of CSS Grid and JavaScript. The grid layout helped me organize the submenu neatly, which makes it easier for users to find what they are looking for. I did not want the navigation to feel cluttered, so this was a smart way to keep things organized while still giving access to more content.

Using Grid and Flexbox for Layout

For the structure of the pages, I used CSS Grid and Flexbox. Flexbox helped me align items in a row or column, while Grid allowed me to build more complex layouts with multiple elements. Using both gave me more control and helped keep everything responsive. I followed techniques recommended on platforms like MDN Web Docs and CSS-Tricks to make sure my layout works well on different screen sizes.

Learning Outcomes in Each Section

On each page of my portfolio, I made sure to link back to two learning outcomes. For example:

On my homepage, I focused on LO5 (Personal Leadership) by showing how I took full control of the project, made my own decisions, and reflected on my choices.

I also included LO4 (Target Audience) by designing my homepage to communicate clearly who I am and what I do, thinking about how a visitor or future employer might experience the site.

I repeated this process for the other pages too, always connecting my work to what I've learned.

Different Backgrounds and Animated Titles

To make each page stand out but still feel like part of one design, I used a different background on every page while keeping the theme consistent. I also added animated titles using CSS to make the pages feel more dynamic. The animations are simple — just enough to grab attention without being distracting. I learned that subtle motion could improve the user experience when it's used carefully, which is something I found on the Interaction Design Foundation site during my research.

Final Thoughts

Overall, I did not just focus on how the site looks. I focused on how it works, how users experience it, and how it connects to what I have learned. I used Pinterest for visual inspiration, but I made sure to build everything myself and back up my decisions with real research. I wanted my portfolio to show that I care about accessibility, design, usability, and professionalism, and I believe it does exactly that.

Sources I Used:

Nielsen Norman Group – Consistency in User Interface Design

<https://www.nngroup.com/articles/consistency-and-standards/>

W3C Web Accessibility Tutorials

<https://www.w3.org/WAI/tutorials/>

Statista – Mobile Internet Usage

<https://www.statista.com/>

MDN Web Docs – CSS Grid and Flexbox

<https://developer.mozilla.org/>

Interaction Design Foundation – Animations in UX

<https://www.interaction-design.org/literature/topics/animation>

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