

This website is my final portfolio to encase the work I have created. This project represents my branding as Keely Day, a natural brutalist and futuristic look that matches my dream to design inspired by nature and its patterns. I created specific iconography, graphics, flows, descriptions, and layout to fit my specific look and feel. I show work grouped as an Art Director, Graphic Design, Producer, and UX. I began last semester with my feel, look, and logo. This semester I began with what I wanted the website to do, show me and my experiences that strengthen me in my field to get hired for jobs after graduation. Then I created a wireframe to show the features I wanted and how they connect with one another. With the wireframe I designed a minimal comp design to code, I also created a more elaborate version in the scenario I had time or it allowed the user to understand the website better. I researched across the web to gather inspiration from pinterest, to W3Schools, Mozilla, CSS-Tricks, TikTok, YouTube and Stack Overflow. I used CSS and HTML as I really wanted to gain in-depth knowledge of the languages to grow and strengthen that area and expand into email and more websites. Then I began coding parts in codepen to visualize it and then combined the code in Visual Code Studio. I plan to continue optimizing the speed and scaling ability of the website over the summer, as I never truly believe my portfolio is done as I am always changing and there is more to learn about code.



