

## **Pitches**

The main purpose of this website is to act as a one-stop-shop for everything an employer or even coworkers may want to know about my education, career, and life.

This website will provide any information about myself that an potential employer may want to know about me. A place for me to showcase my skills and education so that anyone can view it. I hope to have links to different clubs and organizations I've been a part of in school and outside of school so that people can read more about them from those groups and also links to any public projects I've worked on. This will also be a way for people to learn more about things we either didn't get a chance to talk about in an interview or that I myself had completely forgotten about so that they can get a full scope of what I have done/currently do. On top everything the website itself should be an example of my experience and knowledge in design and computer science.

## **Personas**

There is two main personas I am aiming this website towards are Potential Employers and Coworkers. Really anyone who wants to know more about my professional life is the audience of this website.

Potential employers are people who I have expressed interest in working for or people who have reached out to me. This could be an HR employee, a Project Manager, or really anyone who would be my interested in hiring me or who I would be working under. They would want easy to comprehend and up-front information about who I am and what I've done so it doesn't feel like they need to work through layers of talk to understand who I am.

Coworkers are people who I could eventually be working with or currently am and are interested in my professional experience and other things I've done. They may want to understand who I am as a person or what I am capable of doing without having to pry all of the information out of me directly.

## **Comparative Websites**

- <https://siarto.com/>
- <https://mattfarley.ca/>
- <https://www.dejan.works/>

