**Details of your portfolio**

PD URL site *(\*Compulsory to fill up for milestone 2 and 3):*

*Live link/URL of your PD site*

Name of your portfolio:

*Tan Li Kai*

Your Logo:

A white and grey logo

Description automatically generated

Describe your target audience:

*Primarily targeting established companies within Singapore, hopefully well-known organizations like Singtel, DBS, and Grab, which value innovation, technical expertise, and creative solutions.*

*Focused on connecting with HR departments, hiring managers, and team leaders within tech, design, and product development departments.*

Describe your brand story/ purpose:

*I’m Li Kai, a student at Republic Polytechnic specializing in website and application development and design. I’m passionate about honing my skills across both design and development, including creating visually appealing, user-friendly websites and applications. My projects showcase a blend of creativity and technical proficiency, from developing intuitive, user centered websites to crafting an immersive VR escape room that integrates interactive elements and storytelling. This variety of work demonstrates my versatility in both web development and virtual reality.*

*I am especially excited about hybrid work opportunities where I can apply my knowledge while continuing to grow and learn. I am eager to contribute to innovative projects—whether it’s developing new features, enhancing user experience, or exploring new skills that support the needs of a dynamic team. I look forward to bringing my skills to an internship, gaining hands-on experience, and making a meaningful impact in a professional environment.*

ability to create visually appealing and user-friendly designs

**Design brief**

Colour scheme & Colour palette: Pastel, light colour

*For my website, I chose pastel colour palette to create a soft atmosphere. The colour scheme incorporate analogous colours, creating a harmonious effect. Colour : blue, pink, mint green, pastel purple)*

Typography:

*poppins*

Theme:

*Whismical/Playful (expressed by the animation and colour, while being professional)*

Layout/ Arrangement:

*How will you arrange the multimodal composition in a way that makes sense for your audience and your purpose? How might you arrange ideas and elements so that your composition is effective?*

***Minimally 3 tabs with 2 layers of navigation***

Opening page

Home

About

Contact

Portfolio

**Low fidelity wireframe:**

*Insert your low-fidelity wireframe here. This can be photo of your sketches or digitally created low-fidelity wireframe using shapes. E.g.*

*A pink screen shot of a computer

Description automatically generated*

*A screenshot of a computer

Description automatically generated*

*A screenshot of a computer

Description automatically generated*

*A close-up of a screen

Description automatically generated*

**High fidelity wireframe** *(\*Compulsory to fill up for milestone 2 and 3)***:**

*Insert your high-fidelity wireframe here. Full set of ALL the pages in JPEG or PDF format.*

*A screenshot of a computer

Description automatically generated*

*A screenshot of a computer

Description automatically generated*

*A screenshot of a project

Description automatically generated*

*A screenshot of a computer

Description automatically generated*

*Screens screenshots of a website

Description automatically generated*

*A screenshot of a computer

Description automatically generated*

*A screenshot of a phone

Description automatically generated*

*A screenshot of a phone

Description automatically generated*

*Screens screenshot of a video game

Description automatically generated*

**Link in XD for your Prototype (make sure your lecturer is given access to the site)** *(\*Compulsory to fill up for milestone 2 and 3)***:**

[**https://www.figma.com/design/B50bVTrDMqhSmPG3lwxVad/Portfolio?node-id=0-1&t=qo2AkBdjMp21B5lm-1**](https://www.figma.com/design/B50bVTrDMqhSmPG3lwxVad/Portfolio?node-id=0-1&t=qo2AkBdjMp21B5lm-1)

*https://likai0909.github.io/Portfolio/*

**Reference sites** *(\*Optional)***:**

*Any reference websites you have make references*