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Structure - All Portfolios

In almost all of the portfolios, the home page acts as a “pitch.” The home page typically offers a description of the author’s professional qualities, and serves as an entry point to samples of their work. As for the samples, most of the portfolios prioritized quality of the samples over quantity.

Additionally, UX/design professionals employ more of a “flow” in their websites than traditional writers do. This makes sense, because creating user workflows is an important part of a UX designer’s job. On the other hand, writers tend to structure their content into organized “chunks,” and leave it up to the user to choose which chunk they view. Again, this is consistent with the type of content management that writers do in the professional world. (As a writer, I think I prefer the “chunk” method.)

Erica Firment

Rhetorical Issues

ETHOS: The aesthetics of the website primarily establish the author’s credibility. The site is clean, colorful and well-organized. Additionally, the flow of the site shows the author’s competence as a UX designer; the navigation between the author’s bio, skills, and work samples feels natural.

PATHOS: The design and language on the site suggest that the author is fun-loving, yet professional. The design is very bold and colorful, but it doesn’t feel gaudy or overdone. The author uses informal language, but she explains concepts well. For example, in the UX section, she explains her process for creating wireframes in a few short slides.

LOGOS: The site itself supports the author’s claim that she is a competent UX designer. Additionally, the author offers a resume and a portfolio of her work as evidence.

Style/Language

The author’s language is simple, but easy to digest as a reader. She uses specialized language, such as “wireframes” and “prototypes”, but provides clear explanations of what these things are, and why they’re important. The author expresses her informal personality through language, for example, using words like “gnarly.”

Conclusion

I like that the author explains plainly what her job is, and why the work she does is significant. She provides a clear description of her job's value, in the context of specific projects she's worked on. For my own portfolio site, using her technique might mean describing my Word manual as "A task-based Microsoft Word manual, for which I performed user research and testing" rather than "A 20-page Microsoft Word manual that I authored while at UMass."

Although, I like the way the author maintains all of her content on one page by using iframes, I hesitate to implement this in my own design. This layout makes sense for visual content, but long-form documents are hard to read in a pop-out box. Plus, I find that most potential employers like to print out writing samples to reference during interviews, and providing a PDF will allow them to do that easily.