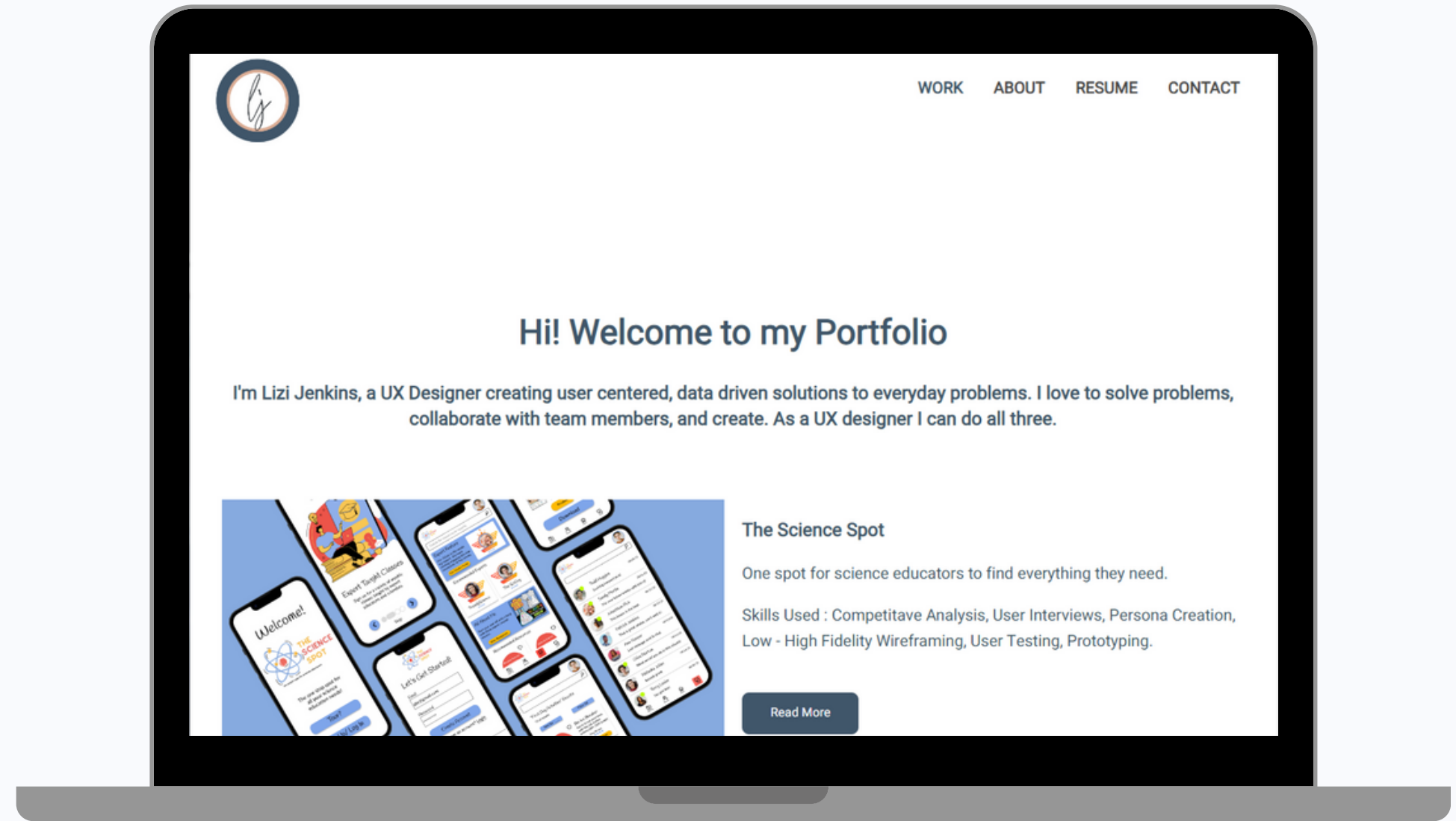




PORTFOLIO WEBSITE

Case Study



Project **OVERVIEW**

To enhance my exploration of the entire UX process, I recognized the importance of acquainting myself with HTML, CSS, JavaScript, and the core principles of front-end web development. Gaining proficiency in these areas enables me to communicate effectively in a coder's language, comprehend the constraints of designs and capabilities, and identify errors within code.

Undertaking a front-end web development course provided me with the chance to construct a polished portfolio website. This platform serves as a showcase for my UX design case studies, offers key insights into my background, and provides multiple avenues for contacting me.





Duration

8 weeks

October-December 2023



Tools

VS Code

GitHub

W23

Figma

Canva



My Role

Frontend Developer

UX/UI Designer



Project GOALS

Brand Representation:

- Develop a visually appealing website that accurately represents my personal brand and design aesthetic.

Portfolio Showcase:

- Highlight a curated selection of my best projects, providing detailed case studies for key works.

User Experience (UX):

- Ensure an intuitive and seamless user experience, making it easy for visitors to navigate and explore my portfolio.

Mobile Responsiveness:

- Create a responsive design that adapts to various devices, ensuring an optimal viewing experience on desktops, tablets, and smartphones.

Contact and Hire:

- Facilitate communication by including clear contact information and a user-friendly mechanism for potential clients or employers to inquire about services or job opportunities.



Design PROCESS

Research and Discovery:

- Conduct a competitor analysis to identify trends and best practices in personal portfolio websites within the design industry.
- Define target audience personas to tailor the design and content to potential clients and employers.

Design and Branding:

- Define my personal brand, including logo, color palette, and typography.
- Develop wireframes and mockups for key pages, ensuring a cohesive and visually appealing design.

Development:

- Choose an appropriate Content Management System (CMS) for the website, considering ease of use and future scalability.
- Implement a responsive design, utilizing HTML5, CSS3, and JavaScript to create an interactive and dynamic user experience.
- Integrate a portfolio management system to easily update and add new projects in the future.

Content Creation:

- Craft engaging case studies for selected projects, providing insight into my creative process.

Testing:

- Conduct thorough testing on various devices and browsers to ensure a consistent and reliable experience for all users.
- Implement user testing to gather feedback on the website's usability and make necessary adjustments.

Deployment:

- Deploy the website on a reliable hosting platform, ensuring optimal performance and security.



Challenges SOLUTIONS

Mastering Front-End Development

- Confronting the challenge of acquiring front-end development skills within a limited timeframe, I immersed myself in the project, maximized my mentor's guidance, and sought additional skills beyond the course curriculum. This approach enabled me to swiftly develop proficiency.

Striking a Balance between Professionalism and Identity

- Integrating playful accent colors such as dusty rose and navy blue into a predominantly black and white palette, coupled with ample whitespace, allowed me to strike an appropriate balance between professionalism and personal expression.

Visual Cohesion for Diverse Projects

- To achieve visual unity across a range of diverse projects, I implemented a solution involving consistent cover images. Each image prominently features a mobile device, tablet, or graphic against a uniform background, creating a harmonized visual experience across various project styles.



Key LEARNINGS

Swift Skill Attainment

- Faced with time constraints but abundant resources, I maximized available assets and a hands-on project for immersive learning, dedicated time with a knowledgeable mentor, and a wealth of online information. This approach facilitated a rapid acquisition of the necessary skills.

Visual Synergy

- Successfully blending playful design elements with a professional tone underscored the importance of visual harmony. Achieved through consistent cover images and a logically organized presentation of content in tab groups, this approach provides a clear and easily digestible visual narrative.

User-Centric Improvements

- By integrating interactive elements based on user feedback, I recognized the significance of continuously refining user experiences for enhanced engagement. The firsthand experience of incorporating JavaScript interactivity highlighted its role in fostering a smoother and more user-friendly interface.



Next STEPS

Interactivity with JavaScript

- Incorporate discreet interactive features using JavaScript to accentuate and showcase my work.

Content

- Persist in adding and improving case studies for both ongoing and upcoming projects.

User testing & Improvements

- Solicit feedback and conduct testing to validate the effectiveness of recent changes. Additionally, perform an accessibility audit on the implemented modifications.



The End
**THANK
YOU**

