

DESIGN DOCUMENT

Dimitri's Software Engineering • Content Creation Portfolio

By Dimitrios Petrakis

Completion Date: 20/07/2025

Link: dimitripetrakis.com

Overview

SITE BASICS

Website Title: dimitripetrakis.com

Genre: Software Engineer/Video Creator Portfolio

Website Builder or Technologies: ReactJS, Tailwind CSS

Strategic Purpose

BRAND GOALS

Primary Goal: To professionally showcase my software engineering experience, personal projects, and content creation portfolio, while providing clear contact pathways for potential employers and tech brands interested in user-generated content (UGC) collaborations.

Supporting Goals:

- Grow a mailing list through the distribution of free digital assets.
- Establish a clear and accessible professional presence for hiring managers.

BRAND VALUES & EXPRESSION

What three values or traits define your brand and how will they be expressed within your website and brand?

Value/Trait 1: Great Value: The “Mail” page encourages newsletter signups by offering free, high-utility resources such as a Notion job tracker and LeetCode progress tracker, specifically designed for students pursuing tech careers.

Value/Trait 2: Results Focused: Every page will guide users toward an actionable next step, whether that’s reviewing a GitHub repo, accessing a downloadable asset, or contacting me directly. The website is designed not just to showcase my work, but to convert visits into career opportunities or brand partnerships.

Value/Trait 3: Community-minded: I want my site to support and inspire others in tech and content creation. Through free digital tools (like the Notion job tracker) and transparent sharing of my work journey, I aim to foster a space where other students feel motivated to learn, grow, and collaborate.

POSITIONING AND DIFFERENTIATION STATEMENT

For employers and tech brands seeking a hybrid creator with both technical expertise and marketing reach, my website will deliver a unique blend of software projects and proven social media success by showcasing real-world apps, websites, and UGC campaign metrics through an organized, modular portfolio, helping them quickly assess my skills and potential for collaboration or hire.

Target Audience

PRIMARY AUDIENCE

Who: 1. Employers seeking software engineering interns, graduates, or junior developers. 2. Tech brands interested in influencer marketing, UGC campaigns, and content partnerships.

User Need: Review my portfolio of coding projects and past UGC work, Download helpful resources I've created, Easily contact me for hiring or partnership opportunities.

Website Tactics for User Need:

- **Tactic 1:** Separate pages will organize my coding and content creation work, ensuring clear navigation tailored to different user intents, technical recruiters versus marketing teams.
- **Tactic 2:** The Mail page will encourage users (especially fellow students and tech enthusiasts) to sign up for my newsletter, offering free digital resources such as a Notion job tracker and coding study templates, building community while growing my mailing list.

MARKETING AND ENGAGEMENT

Which platforms will you use to promote your website, and why are they the best fit for your audience and brand?

I will promote my website through Instagram to highlight my content creation, brand campaigns, and audience reach, as it's where most brands discover UGC creators. I'll also use LinkedIn to showcase my technical work, connect with employers, and establish myself as a developer with a creative edge. Together, these platforms serve both sides of my personal brand.

What type of content will you create to engage your audience, and how does it reflect your brand's tone and values?

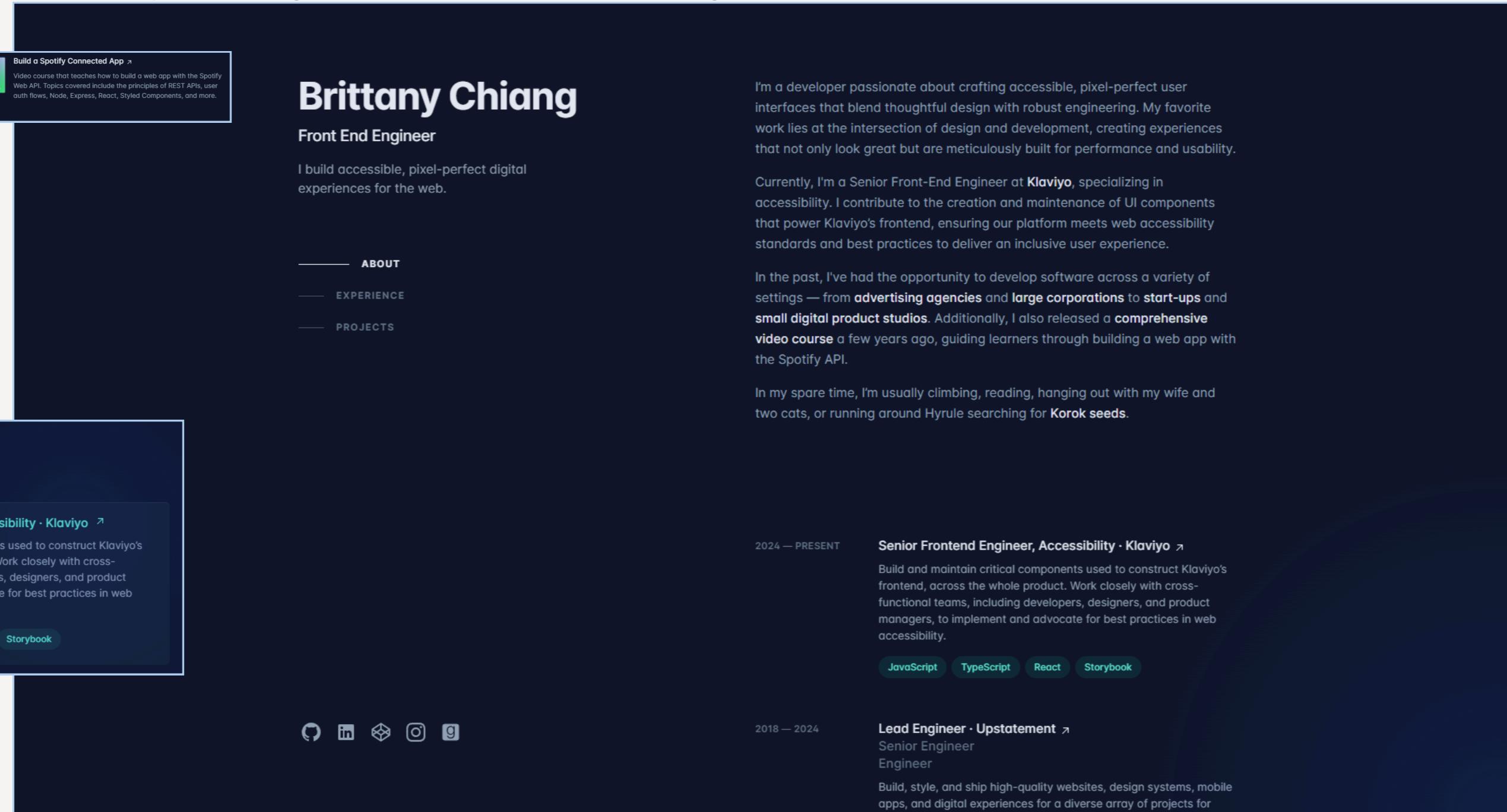
I'll post short-form videos of coding projects, UGC campaigns, and behind-the-scenes work to showcase both the content creation process and software engineering work/uni life. I'll also share free tools and templates that have helped me as a computer science student. My tone will be honest, practical, and creative, reflecting values of transparency, helpfulness, and innovation.

Genre Research 1

brittanychiang.com - Software Engineer Personal Portfolio

Here "EXPERIENCE" should be highlighted

Clickable objects change when hovered over



Website Review:

Pros

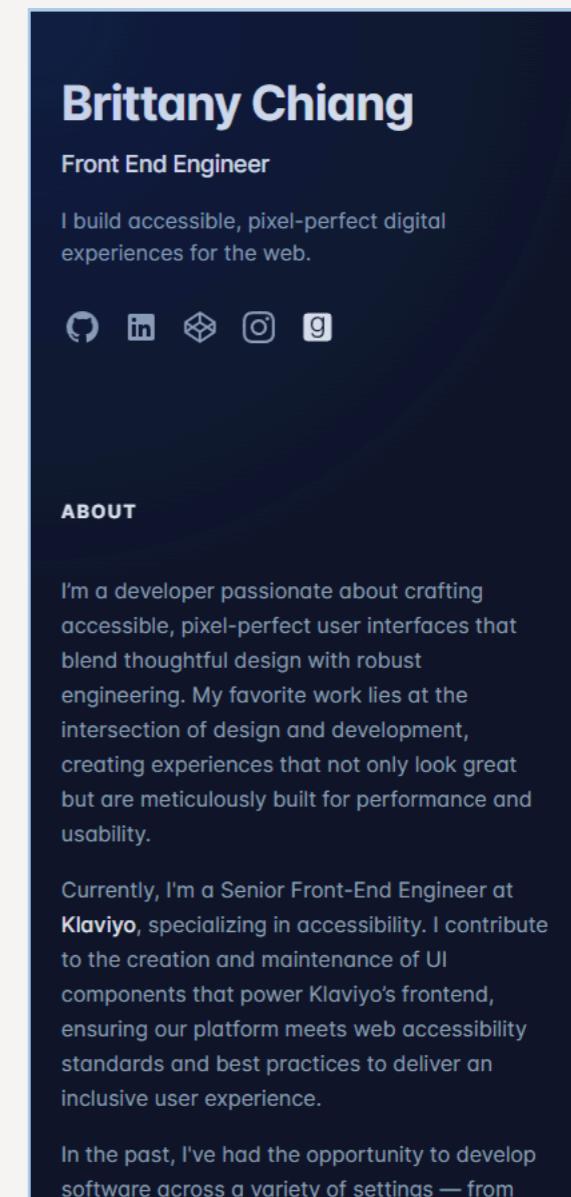
- The cursor is followed around by a light blue gradient making website navigation feel unique.
- Clickable components reveal a transparent box backing when hovered over.
- The typography is consistent and readable. I liked the strict use of sans serif fonts.
- The use of a cold blue colour palette complements the transparent glass like UI components well.

Cons

- The mobile configuration lacks a navigation bar, forcing the user to scroll through an unnecessary amount of information before reaching what they want.
- Overall there is too much information per section for a mobile screen.
- On desktop the navigation column does not change to highlight each section when it is being shown on page, making navigation confusing.

Takeaways

- I liked how certain UI components changed when hovered over. This really helps with user navigation and understanding of the websites pages and flow. This is something I plan to integrate into my portfolio, especially on my projects page.
- Overall this is a simplistic website that is easy to navigate and read on a large screen but may be difficult to navigate on smaller devices.

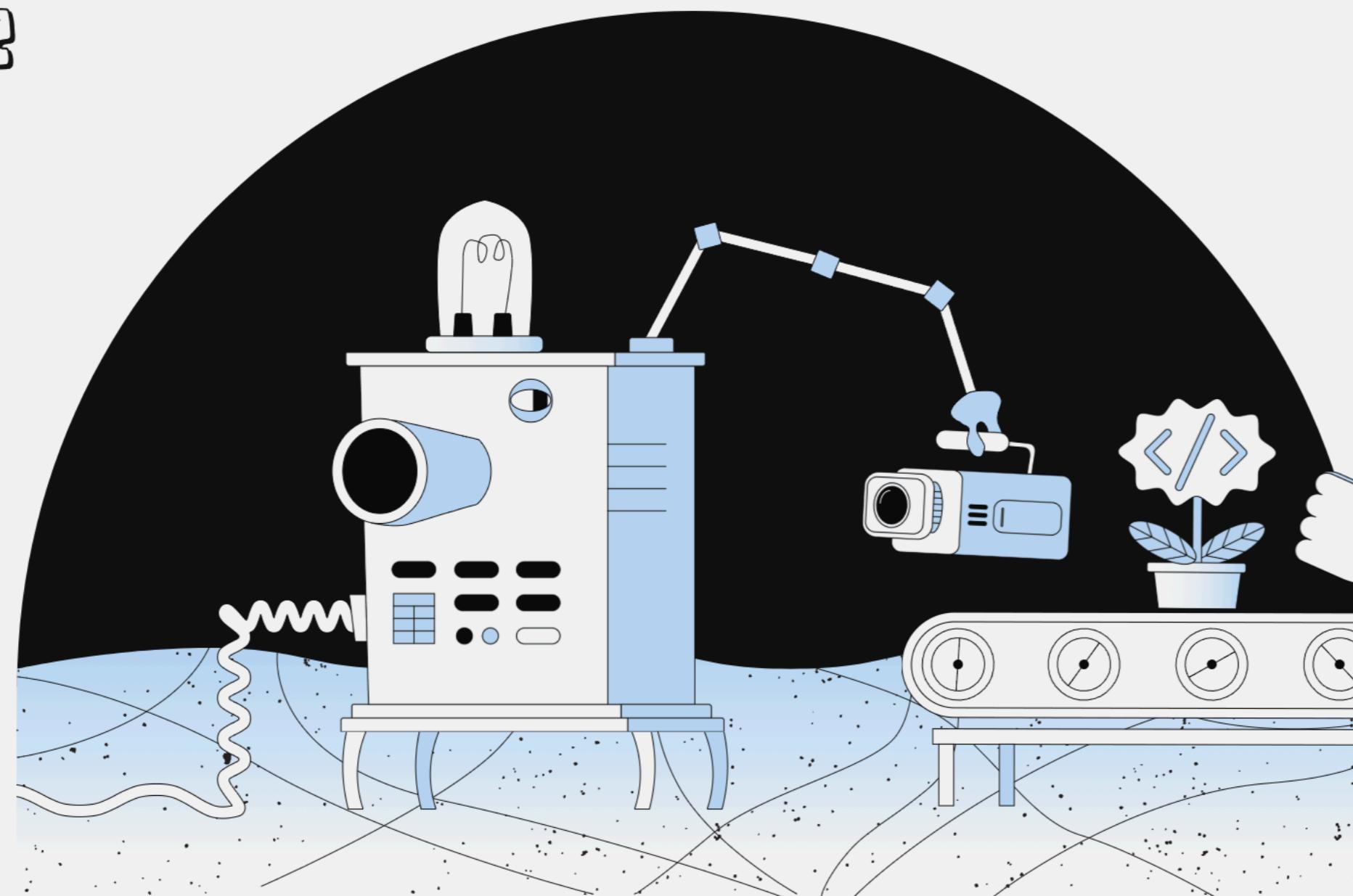
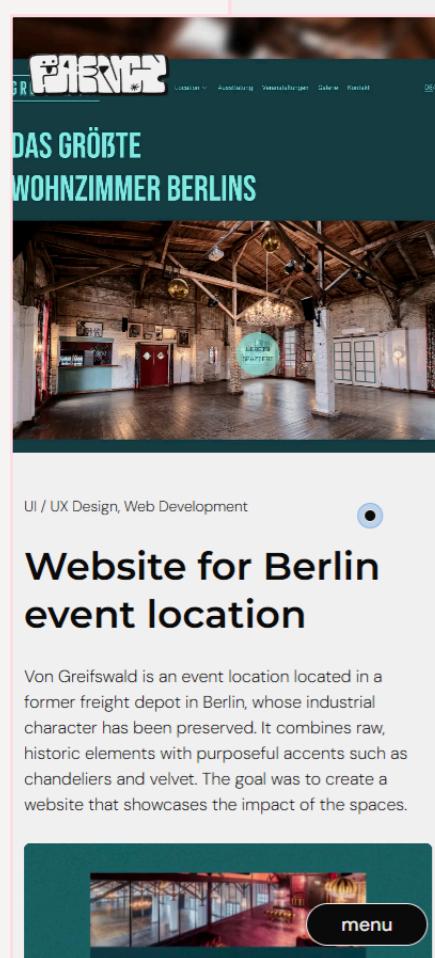


About section continues over the seam which can make the page look congested and messy

Genre Research 2

faency.studio - Web Development/Design Studio

Project assets with different colouring and styling looks unprofessional when overlapped by website's UI



Tasteful colour combinations

Website Review:

Pros

- The blue/white gradient contrasts well with the black background creating a very cohesive colour pallet.
- The illustrations are fun and really pop with their outlines.
- The contact page is simplistic and easy to understand.
- The menu being hidden for the mobile configuration is a smart use of space.

Cons

- On both mobile and desktop the case study and project pages look cluttered and inconsistent with the rest of the design language.
- The logo and UI elements overlapping the project imagery inhibits readability.

Takeaways

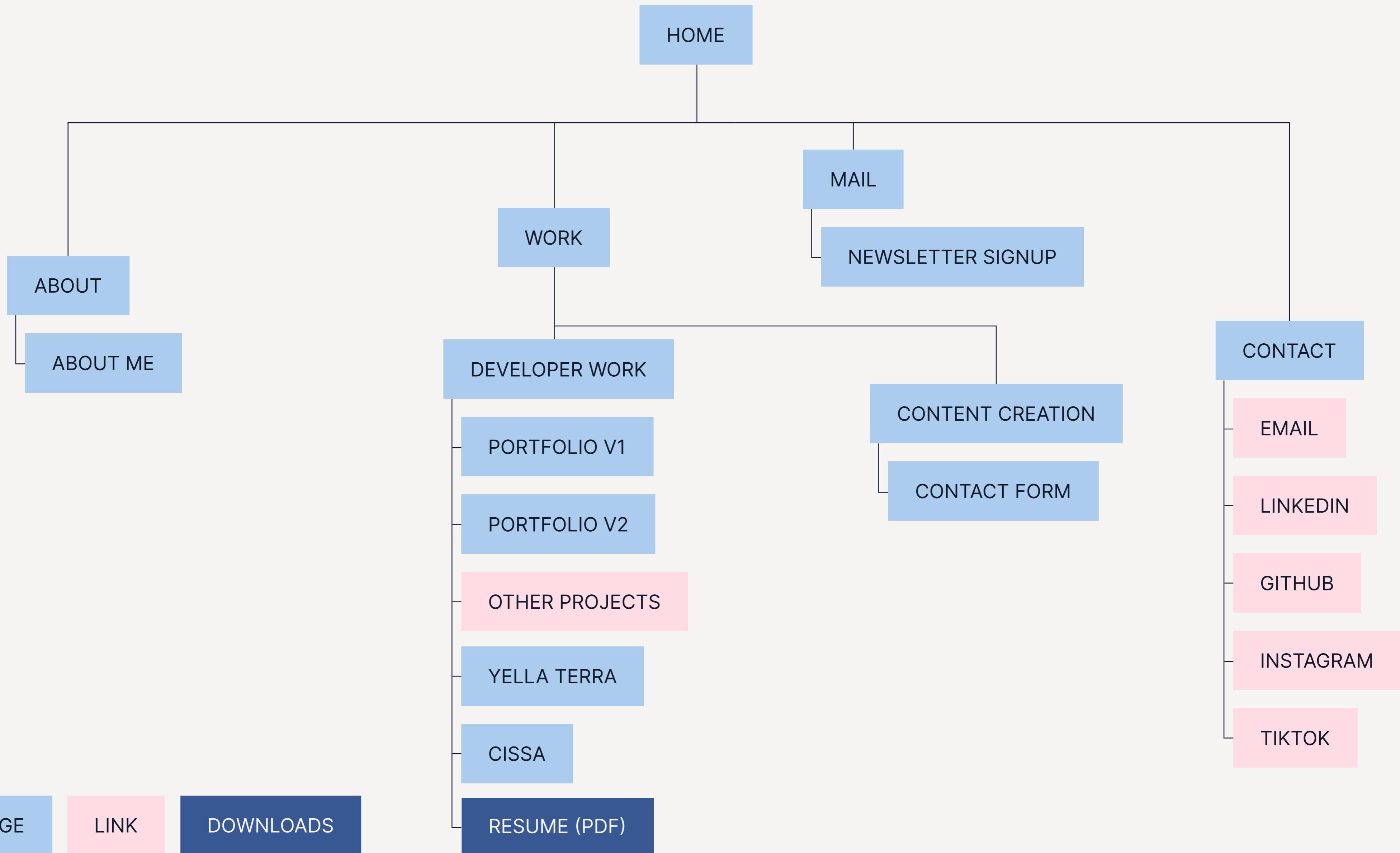
- A similar contrasting pastel colour pallet would look good with my brand.
- I like the simple contact page as it reduces confusion and any user friction. I plan to implement something similar.
- The hidden menu may be useful if I find myself lacking space on mobile. (Will be something to review during development)
- I need to make sure my project work is encased and separated from my brand assets and UI so it doesn't clash with my design language.
- Overall this website blends creative illustrations with seamless function, but fails to maintain that brand identity within its nested pages.

Simple contact page with transparent background and minimal clutter around inputs makes messaging easy

A screenshot of a contact form. The header features the 'faency' logo. Below it, the word 'Hey!' is prominently displayed. The form includes fields for 'name', 'Pursue', 'e-mail', and 'News'. At the bottom, there's a checkbox for 'I agree to the [privacy policy](#)' and a 'Send' button.

Hidden menu helps to save space on mobile

Site Map

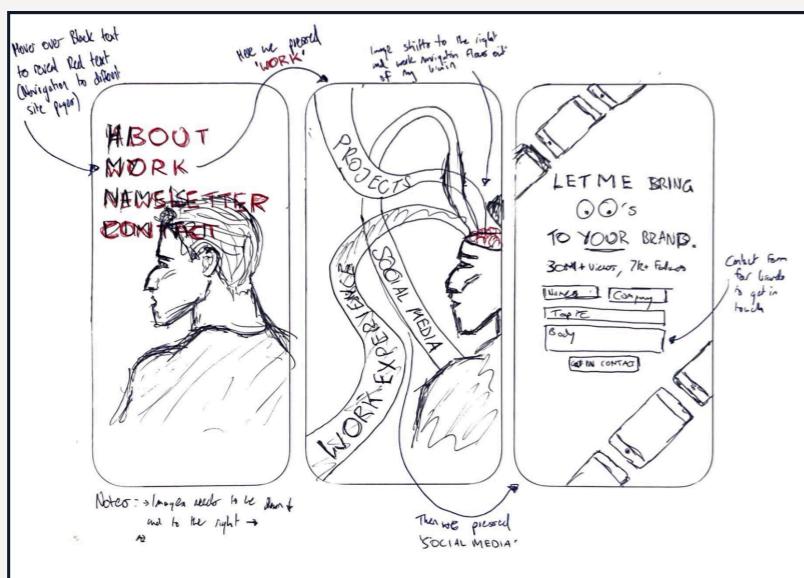


Stylescape

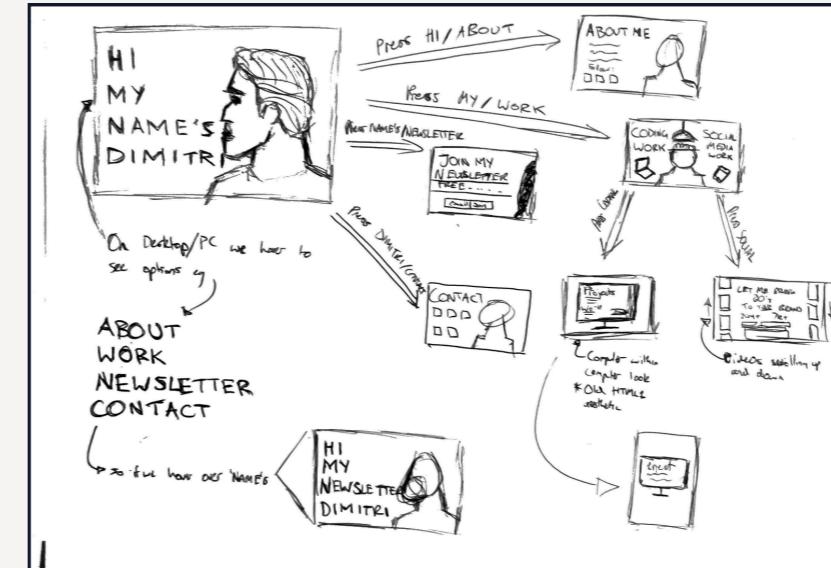
This home page from faency.studio had a big impact on my colour choices. I really liked the contrast between the white/light blue gradient and the deep black background.



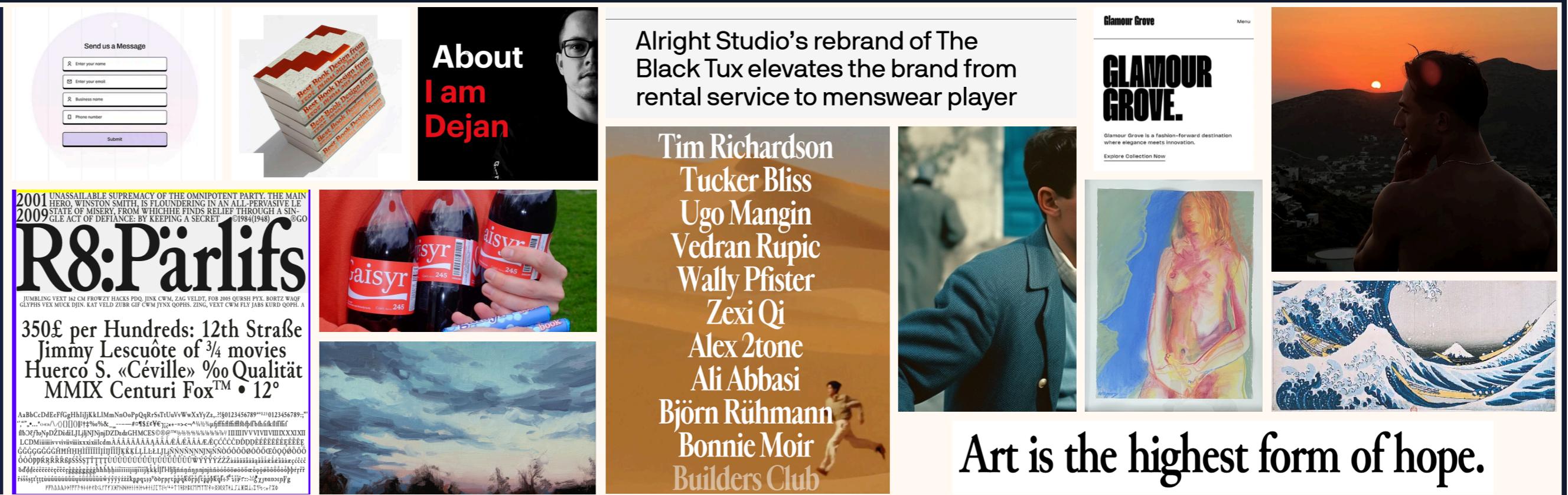
I knew from the sitemap that my website needed a contact form. Drawing from the simplistic layout in my mobile paper prototype, I found the design above. I liked its use of a transparent background, eliminating page clutter.



This website from Dejan inspired my use of navigation buttons on the home page that only revealed themselves once hovered over.



Here's the image of myself that I traced for my website's hero shot illustration.



For fonts I wanted to use a combination of serifs and sans serifs in both my heading and paragraph texts.

Whilst experimenting with the wireframe, I made great use of condensed fonts, especially in the mobile format where space is more limited.

Alright Studio's rebrand of The Black Tux elevates the brand from rental service to menswear player

Tim Richardson
Tucker Bliss
Ugo Mangin
Vedran Rupic
Wally Pfister
Zexi Qi
Alex 2tone
Ali Abbasi
Björn Rühmann
Bonnie Moir
Builders Club

I liked the overlay of a serif font on a mixed coloured background. It can sometimes be a cluttered combination so I planed to use it sparingly.

The colour pallets of traditional Japanese art inspired my use pastel colours and thick, dark outlining/stroke in my website.

Brandboard

LOGO

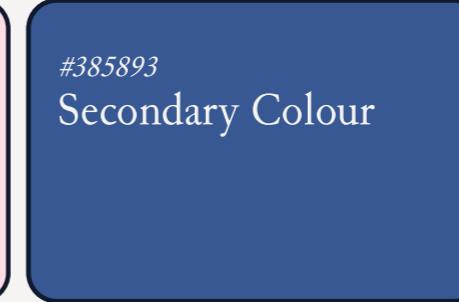
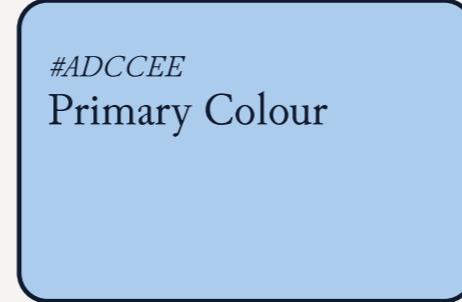
Dimitri Petrakis

Main Logo - Desktop use

Dimitri

Small Logo - Mobile use

COLOURS



TYPOGRAPHY

Junicode Regular
172px / Auto line spacing /
-2% letter spacing

H1 Main Title

Junicode Regular
96px / Auto line spacing /
0% letter spacing

H2 Page Title

Junicode Bold
32px / Auto line spacing /
0% letter spacing

H3 Subtitle

Satoshi Bold
28px / Auto line spacing /
0% letter spacing /
ALL CAPS

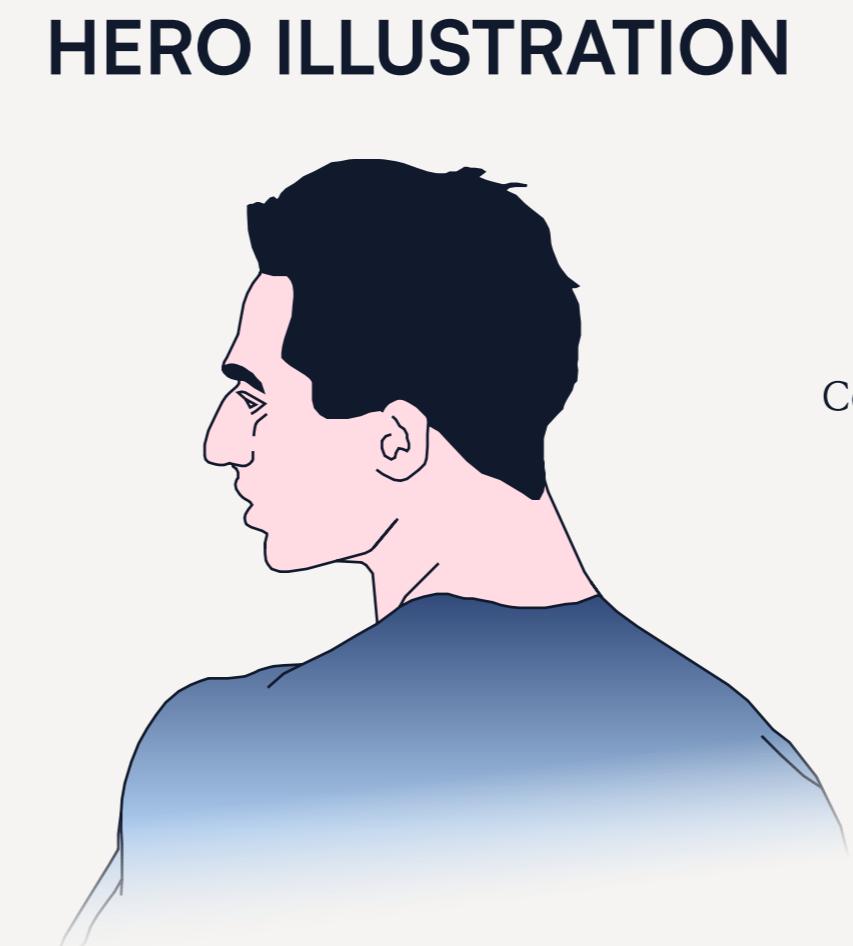
H4 SUBHEADINGS / NAVBAR

Sentient Light
16px / 22 line height / -1%
letter spacing

Lorem ipsum dolor sit amet consectetur. Odio cras porttitor dui bibendum lorem. Ut lacus placerat gravida massa. Ipsum egestas diam malesuada dictum sed dui nunc lectus eu. Sed sapien interdum porta tortor netus.

Also used in Light Italic

Lore ipsum dolor sit amet consectetur.



Contact Form

*enter your name here**

*company here**

*email here**

*and your message here**

Button (Pressed)

MESSAGE SENT

Button (Hovered)

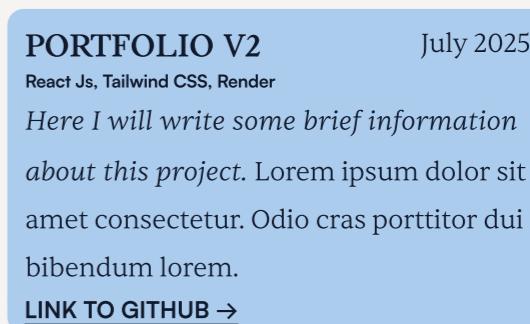
GET IN TOUCH

GET IN TOUCH

UI ELEMENTS



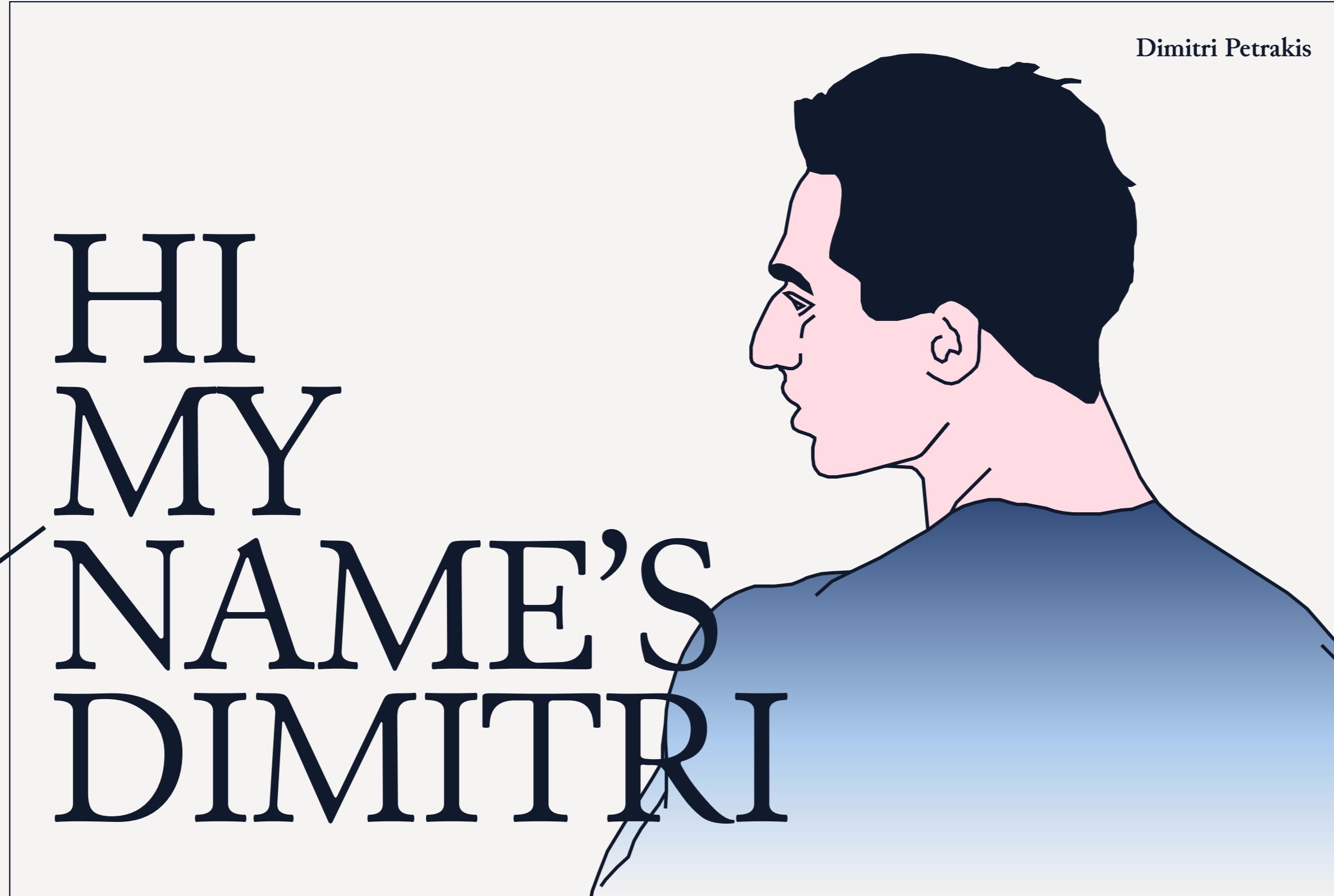
Project Display Card
(Front)



Project Display Card
(Back)

Mockup 1

HOME PAGE DESKTOP



HOME PAGE MOBILE



Interactivity Summary:

General

- Page elements will be faded in to make the loading of assets seamless.

Desktop

- When users hover over a word in "HI MY NAME'S DIMITRI" it will change over to its respective hover state. These hover states represent the site's different pages that can be clicked and navigated to.
- To improve usability, 4 seconds after page loading the hover states of each word will begin to appear in a cycle sequence. Revealing an individual page title (navigation option) every second and then disappearing as the next appears.

Mobile

- Hover function will not operate on mobile.
- 4 seconds after page loading the hover states of each word will begin to appear in a cycle sequence and **remain visible**. This means only the navigation options "about work mail contact" will be visible.

Mockup 2

CONTENT CREATION PAGE DESKTOP

When inputs are missing show what needs to be inputted and make button “un-pressable”.

*email here**

GET IN TOUCH

When all inputs are entered

GET IN TOUCH

Pressed, sent and successful

MESSAGE SENT

When Hovering

GET IN TOUCH

The desktop mockup shows a central hero section with the text "LET ME BRING 80's TO YOUR BRAND". Below it are stats: "30M+ views", "tech · travel · uni life", and "7K+ followers". To the left is a sidebar with "ABOUT", "WORK", "MAIL", and "CONTACT" buttons. Below the sidebar are five video thumbnails. A large "GET IN TOUCH" button is at the bottom. On the right, there's a profile section for "Dimitri Petrakis" with a video thumbnail and a "GET IN TOUCH" button.

CONTENT CREATION PAGE MOBILE

The mobile mockup shows a similar layout but with horizontal scrolling. It features a profile section for "Dimitri" with three video thumbnails. Below it is the same hero text and stats. The "GET IN TOUCH" button is located at the bottom. At the very bottom are the "ABOUT", "WORK", "MAIL", and "CONTACT" buttons.

Videos scroll in the direction of the arrow (not visible) and play continuously.

Interactivity Summary:

General

- Page elements will be faded in to make the loading of assets seamless.
- Users can navigate to other pages using the navbar.
- Pressing the logo navigates back to the home page.
- Videos play continuously and scroll around the page.
- Users can input their credentials and message in the contact form and send it by pressing “GET IN TOUCH”.
- Button status changes depending on user interaction.

Desktop

- Videos scroll vertically.

Mobile

- Videos scroll horizontally to save space.
- Users cannot hover over button.

Mockup 3

DEVELOPER WORK PAGE DESKTOP

ABOUT WORK MAIL CONTACT

Card changes on “hover”

PORTFOLIO V2 July 2025
React Js, Tailwind CSS, Render

Here I will write some brief information about this project. Lorem ipsum dolor sit amet consectetur. Odio cras porttitor dui bibendum lorem.

[LINK TO GITHUB →](#)

Links are underlined when hovered over

Interactivity Summary:

General

- Page elements will be faded in to make the loading of assets seamless.
- Users can navigate to other pages using the navbar.
- Pressing the logo navigates back to the home page.
- Links can be pressed to navigate to more information/relevant website or download content (eg. resume).
- Cards can be dragged around freely within rectangle.
- GitHub and Resume card do not flip and execute their respective function when pressed.

Desktop

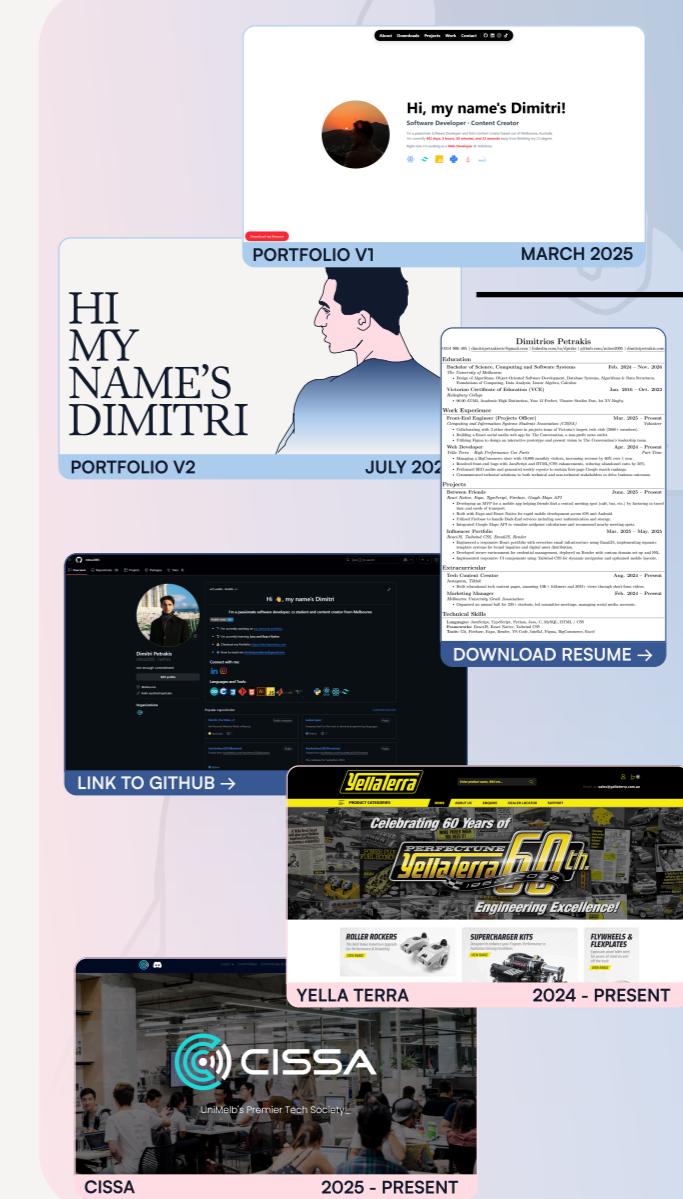
- Project/work cards can be hovered over to reveal important information.

DEVELOPER WORK PAGE DESKTOP

Dimitri

Developer Work

My collection of coding projects and software engineering work experience



React Js, Tailwind CSS, Render
Here I will write some brief information about this project.
Lorem ipsum dolor sit amet consectetur.
[LINK TO GITHUB →](#)

ABOUT WORK MAIL CONTACT

Mobile

- Project/work cards cannot be hovered over but instead will need to be pressed to reveal important information. (Press again to revert back to thumbnail)
- The link at the bottom of the cards would also be too small to press so this will only be revealed once the card is flipped. (Replaced with title and dates)