

To: *Janine Solberg*

From: *Mariya Kasumova*

Date: March 11, 2025

Subject: *Planning document for Mariya Kasumova's portfolio website*

Summary

The purpose of this memo is to show my planning process thus far for my portfolio webpage. Throughout this memo, I will be discussing my key audience, purpose, and my aesthetic goals. Moreover, I will present my physical planning documents, such as my inspiration, sitemap, and wireframes for my portfolio. The website will highlight my professional writing skills through writing samples, my presentation and teamwork skills through presentations, my software skills through my coding and markup projects, and my creative skills through my art.

Discussion

Background

Audience & Purpose

As an English major with a PWTC certificate, the top positions I am interested in are technical writing and UX design/research jobs. Thus, my ideal audience would be employers and internships recruiters in those fields.

Employers and recruiters for my top positions look for strong writing, collaboration, and research skills, as well as solid character. My top three goals to showcase these expectations are:

- 1) Provide strong writing and presentation samples to demonstrate my qualities in creative and professional writing, teamwork, and research.
- 2) Showcase my dynamic software skills.
- 3) Create an aesthetically pleasing mood throughout the portfolio website to promote a strong, creative, and spirited personal brand.

I plan on showcasing these qualities through my portfolio page. I will use my 391C exercises and my Dress The Julia program to show my design, JavaScript, HTML, and CSS skills. Additionally, I plan on using my research paper and grant proposal to showcase my ability to produce professional writing and my research skills. Lastly, my creative samples, such as my art and poetry, will be used to help build my creative personal brand, alongside my aesthetic choices. I want my visitors to leave my page understanding my passion for and versatility of my writing, research, and coding, but also see me for my

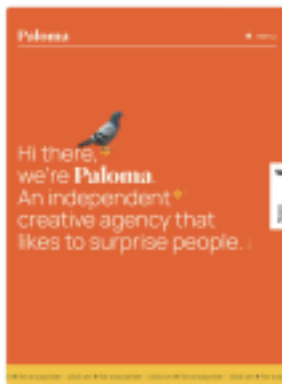
Aesthetics

The mood I am trying to curate in my portfolio page is one that parallels my personality in order to build my online persona. To do so, I am going to be using legible yet interesting Google Fonts, as well as plenty of imagery and bright colors.



<https://www.jazminedesigns.net>

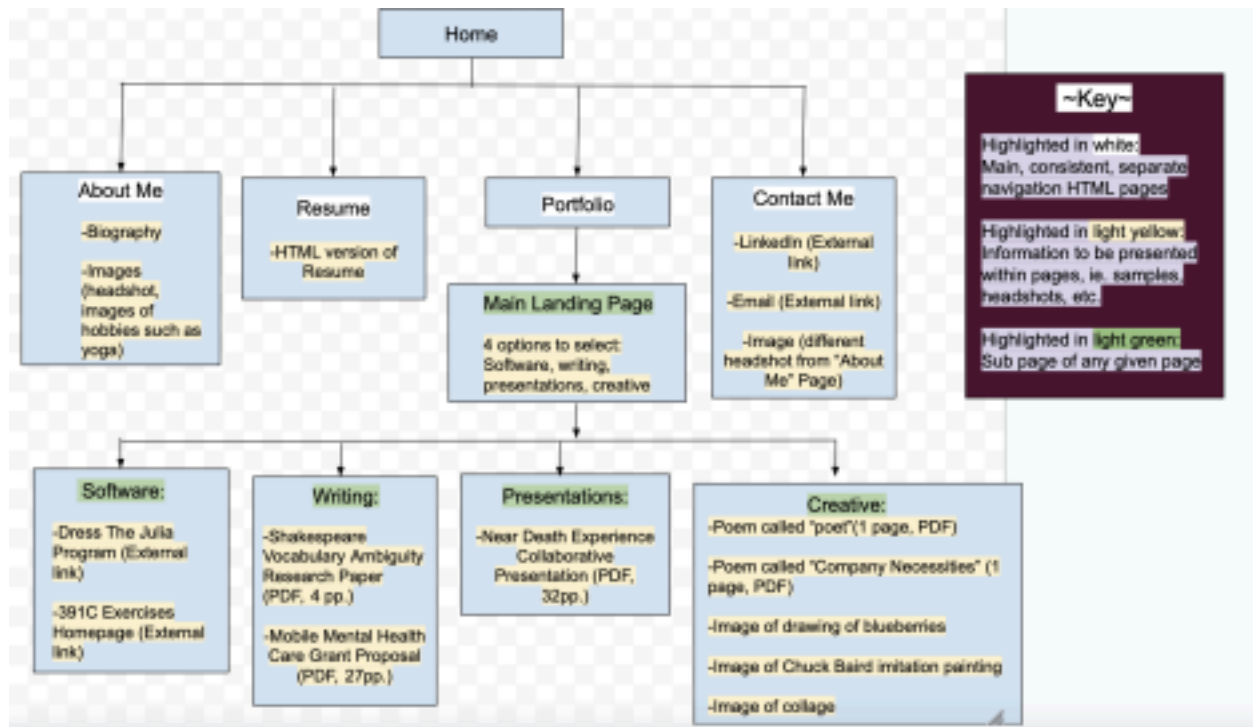
I love the location of the navigation bar and the large text introduction in the middle of the page. It is quite simplistic, but you can tell the creator of the webpage has taste and an eye for aesthetics.



<https://www.wearepaloma.be>

I love the bright colors – even though they are vibrant, they are not “vibrating”. I adored the font choice and the bolding of the name, as well as the pigeon imagery. This is my top inspiration because it has a very clear personality, even from just the first page.

Sitemap, revised



Annotation

My sitemap consists of 5 main HTML pages – a homepage, an about me, resume, portfolio, and contact me.

The home page will be where you land when you click on my website. In “About Me”, I will write a biography and include my headshot.

For the resume, I will attach my HTML resume and perhaps some images of my interests and other relevant images.

When you click on the portfolio page in the main navigation bar, it will bring you to a main landing page which will offer you 4 options to select: software samples, writing samples, presentation samples, and creative samples. The first will be software, which will bring you to a page with an external link to my Dress The Julia program and an external link to the 391C Page with all my exercises.

Next will be a writing page where my Shakespeare Research Paper and my Grant Proposal assignment samples will be listed.

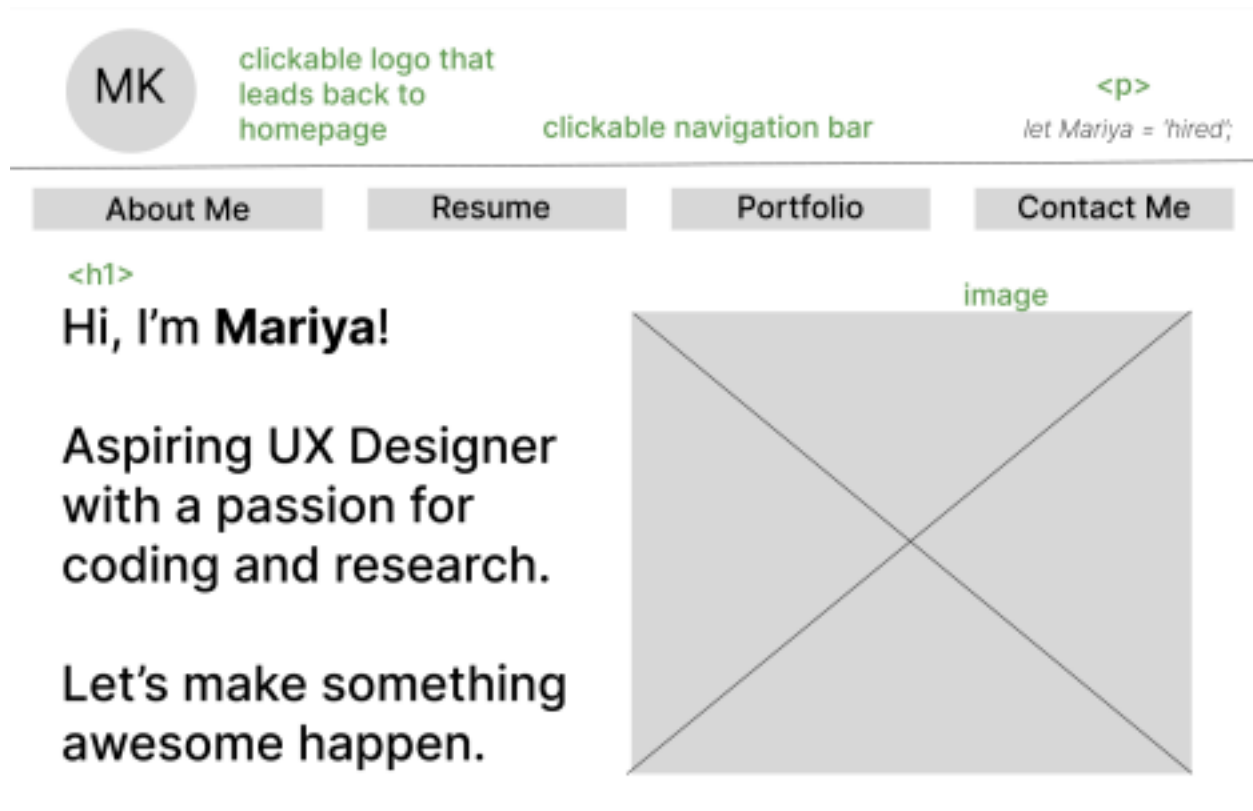
Next, the presentation button will bring you to a page with my Near Death Experiences presentation.

Lastly, the creative button will bring you to my creative work, such as my poetry and artwork.

In my last main page, Contact Me, I will put all relevant contact information, such as my email and LinkedIn.

The key on the right hand side of the sitemap explains the color coding. In total, including the home page, I plan to have 10 HTML pages.

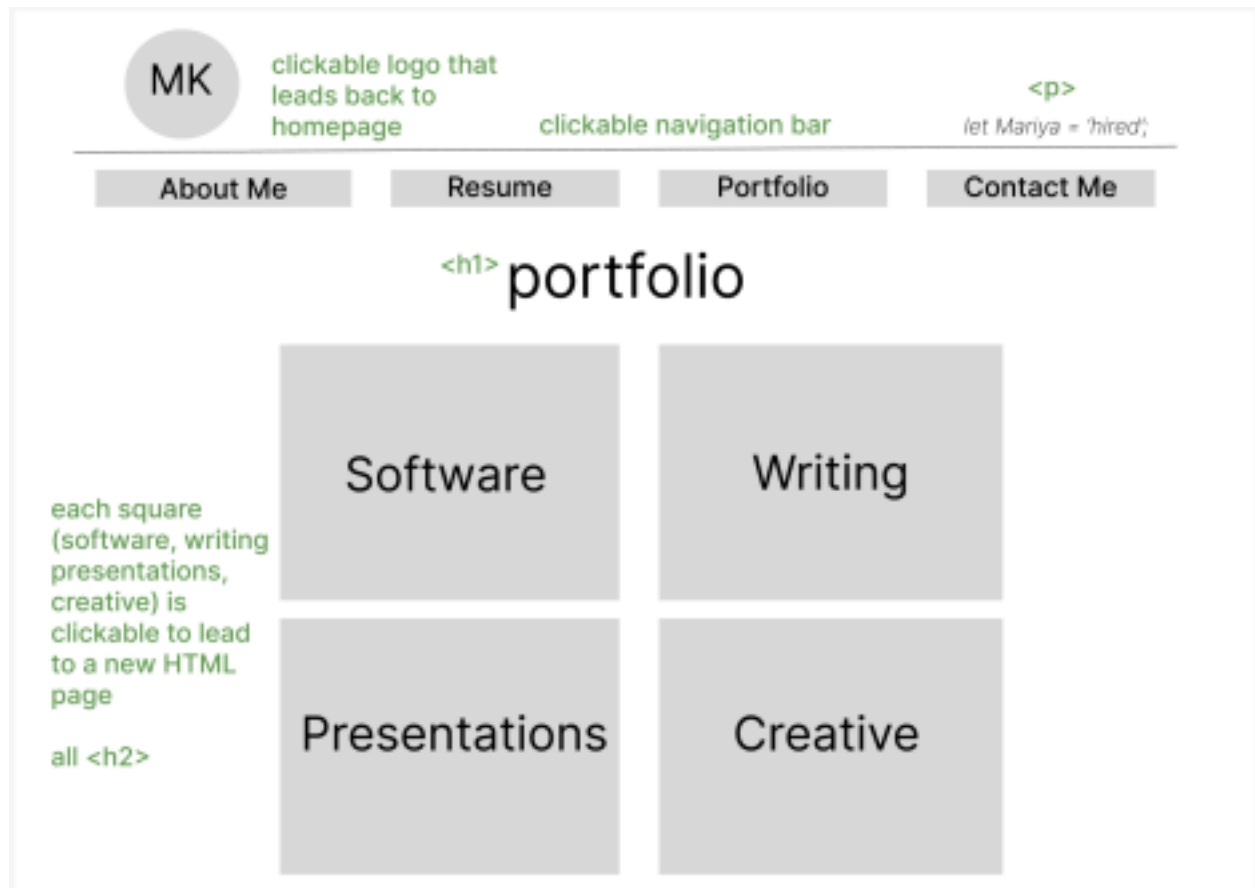
Wireframes



This is the wireframe of my homepage. On the left will be text as shown, and to the right is an image of my headshot, or a relevant image.

Any text in green is a label, tagline, or heading. It is not part of the final design.

X on box=image.

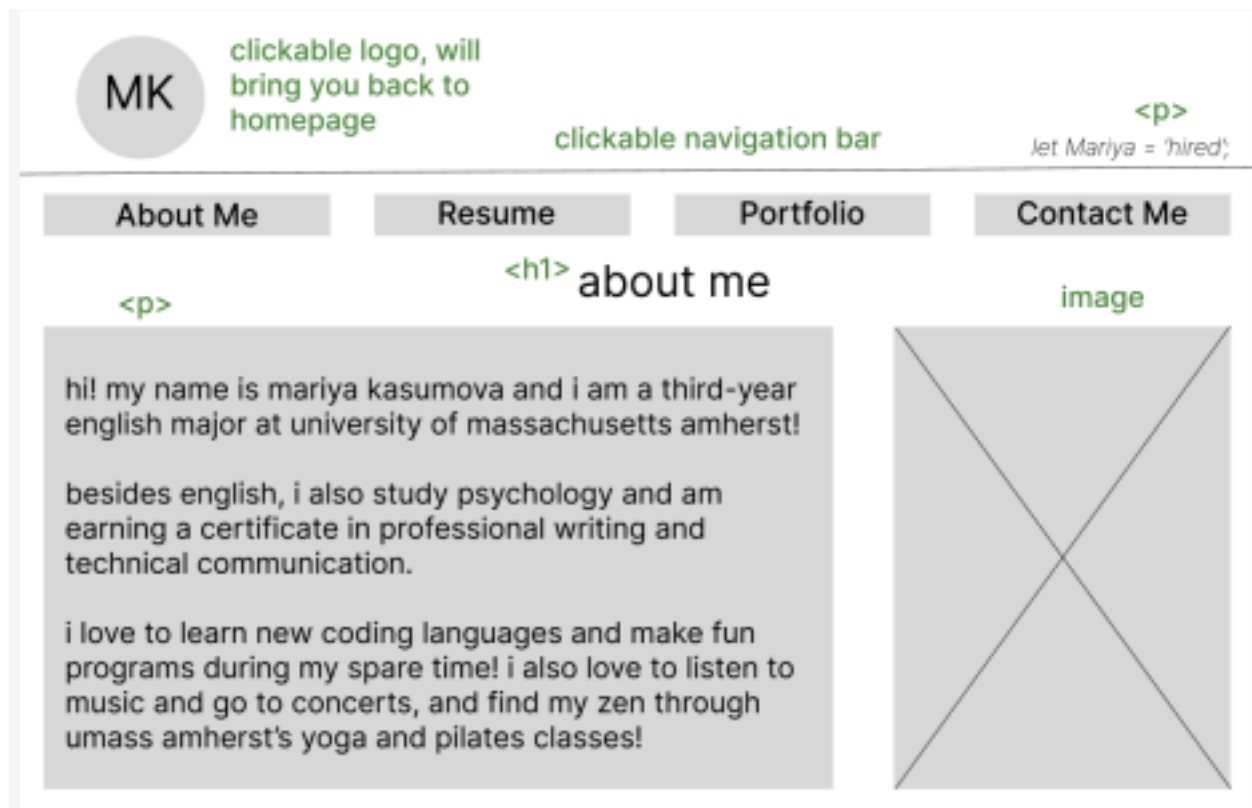


This is the wireframe of my portfolio landing page. Each box will be clickable and will lead to samples of each respective category.

Any text in green is a label, tagline, or heading. It is not part of the final design.

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This is the wireframe of my “about me” page. On the left will be the text that is my biography, and on the right will likely be my headshot.

Any text in green is a label, tagline, or heading. It is not part of the final design.

X on box=image.

Conclusion

Throughout this memo, I have compiled the several steps I have taken to prepare for my final portfolio website project. With this being done, I am feeling more prepared than ever, and even more confident that my final portfolio project will be polished, usable, and accessible.

Thank you for taking the time to look over my portfolio planning documents.

Sincerely,

Mariya Kasumova