MI 349 Final Project – Preproduction Document

Student Name: Mustafa Baig
 Project Title: Personal Portfolio & Resume Site
 Course: MI 349 | Web Design

Short Pitch

A clean and modern personal page that I can show employers and customers the scope of my creative output and resume.

Long Pitch

This personal site will be a breading ground and a business resume. It will be comprised of a homepage that includes introduction, about, a portfolio of its former works and featured projects, a downloadable resume and a contact form that includes social links. The graphic design is simple and contemporary with the usability, responsiveness, and logical navigability in mind. The aim is to create an awesome online presence that facilitates full-time work applications and freelance works.

Target User Personas

Persona 1: Jordan (34, Hiring Manager)

- **Goals**: Wants to evaluate candidates quickly and efficiently.

- **Frustrations**: Portfolio sites that are overly flashy or confusing to navigate.

- **Behavior**: Skims resumes and project summaries; prefers clarity and simplicity.

Persona 2: Casey (28, Small Business Owner)

- **Goals**: Looking for freelance designers for occasional branding work.

- **Frustrations**: Hard to contact freelancers or find pricing/availability.

- **Behavior**: Browses portfolios, checks testimonials and contact options.
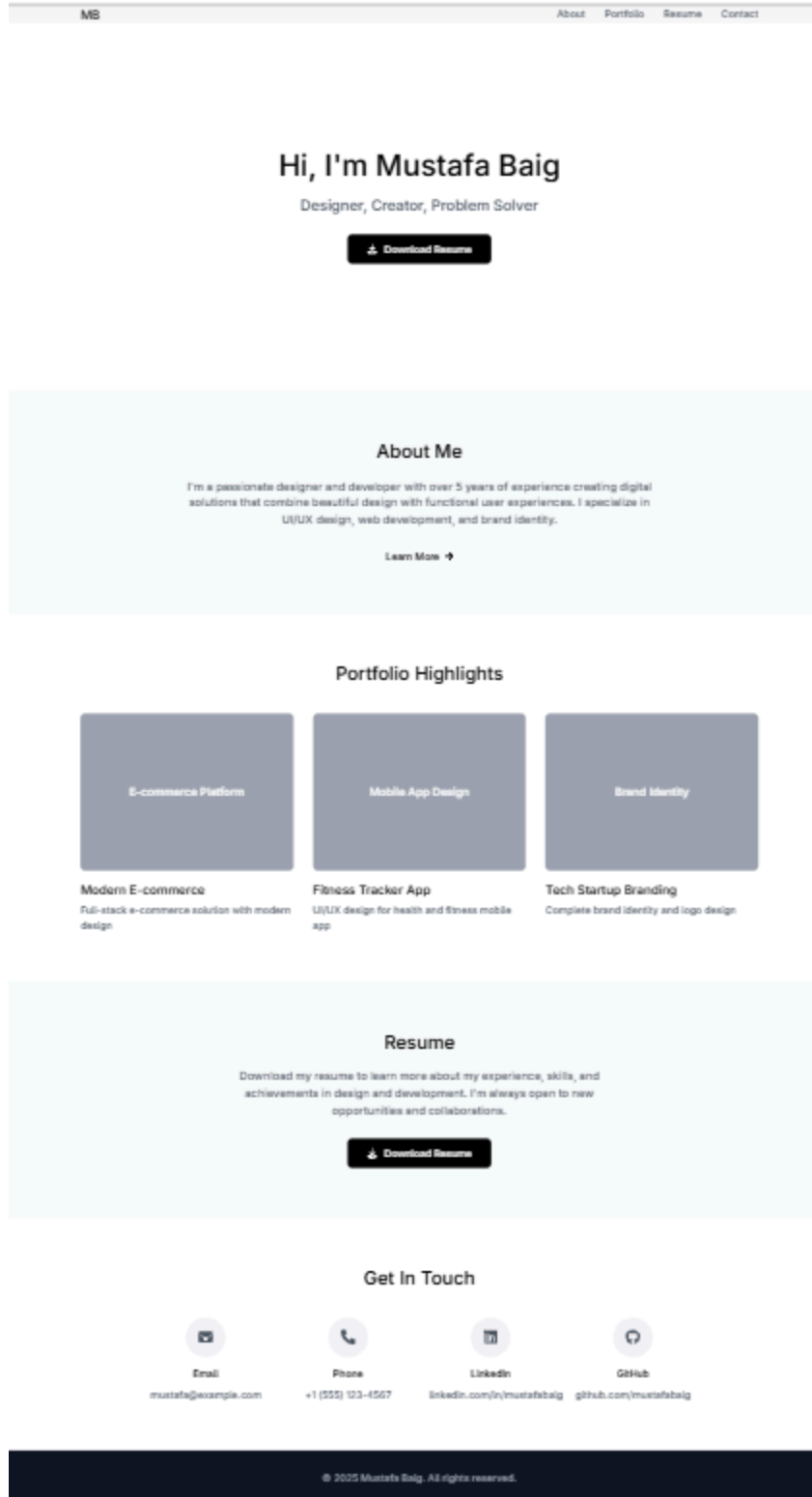
Competitive Analysis

Website	Pros	Cons
Behance	Clean layout, professional showcase, discoverability	Can be overwhelming, lacks personal branding
Adobe Portfolio	Elegant templates, Adobe integration	Subscription required for full features
TimothyAchumba.com	Strong branding, very visual	Lacks practical navigation and info

Shorthand User Flow

Goal: User visits homepage and downloads resume

What the User Sees	What They Do	What They See Next	What They Do Next
Homepage	Clicks "Resume" in nav	Scrolls to Resume Section	Clicks "Download PDF"
Resume Preview		PDF Opens in new tab	Views/downloads resume

Wireframe (Homepage)

Hi, I'm Mustafa Baig

Designer, Creator, Problem Solver

⬇ Download Resume

About Me

I'm a passionate designer and developer with over 5 years of experience creating digital solutions that combine beautiful design with functional user experiences. I specialize in UI/UX design, web development, and brand identity.

Learn More →

Portfolio Highlights

E-commerce Platform	Mobile App Design	Brand Identity
Modern E-commerce	**Fitness Tracker App**	**Tech Startup Branding**
Full-stack e-commerce solution with modern design	UI/UX design for health and fitness mobile app	Complete brand identity and logo design

Resume

Download my resume to learn more about my experience, skills, and achievements in design and development. I'm always open to new opportunities and collaborations.

⬇ Download Resume

Get In Touch

✉	☎	in	⌂
Email	Phone	LinkedIn	GitHub
mustafa@example.com	+1 (555) 123-4567	linkedin.com/in/mustafabaig	github.com/mustafabaig

Visual Design / Comp (Homepage)

- **Background**: Light gray (#f7f7f7) with soft white containers

- **Typography**: Serif headers (`Georgia`), sans-serif body (`Helvetica Neue`)

- **Colors**:

  - Primary: Navy Blue (`#002b5b`)

  - Accent: Gold (`#f5c518`)

  - Neutral: White and Gray

- **Buttons**: Styled with hover and active states

- **Navigation**: Sticky, top-aligned bar with clear hover feedback

- **Hero Section**: Large headline, centered text, animated typing effect (optional)

- **Portfolio Section**: Grid layout with image hover overlays

- **Resume Section**: Big button for PDF download

- **Contact Section**: Icon-based layout for simplicity and visual appeal

Layout Plan

- Uses **CSS Grid** and **Flexbox** for layout structure

- Uses **media queries** for responsiveness (mobile/tablet/desktop)

- Organized CSS via external `style.css`

- Layout follows MI 349 principles:

  - Repetition (section layout)

  - Alignment (centered containers)

  - Proximity (grouped elements like social icons)

  - Contrast (typography and color choices)

Hi, I'm Mustafa Baig

Designer, Creator, Problem Solver

Download Resume

About Me

I'm a creative professional passionate about impactful digital experiences.

Learn More

Featured Work

Resume

View or download my professional resume.

Download PDF

Contact Me

Email: mustafa@example.com

Phone: (123) 456-7890

LinkedIn GitHub

About Me

Hello! I'm Mustafa Baig, a passionate digital designer and developer. I love creating experiences that are intuitive, engaging, and impactful. My work ranges from branding to web development and everything in between.

Tools & Technologies

- HTML5 (validated)

- CSS3 (validated, external)

- Responsive Layout (Mobile-First)

- GitHub for version control

- Netlify for hosting

- Visual Studio Code for development

File Structure

```
/final-portfolio-site/
|
├── index.html
├── about.html
├── style.css
├── images/
|   └── profile.jpg
└── README.md
```

- GitHub Repository: GitHub Link