

## **Website Planning**

I'm selecting a Portfolio website to design.

### **Why you are selecting this type of website?**

I have enough content for either type of website (portfolio or instructional). I ended up choosing the portfolio because I felt the portfolio would be a little more straightforward for me. This would allow me to focus on the content of this class more and the backend of website development rather than becoming too worried about the content itself.

### **What the goals and objectives of the website will be?**

The goal of a portfolio is to showcase my work in a way that makes others want to hire me or work with me. I will keep that in mind as I design this website, but the goals for this class differ slightly. For this class, my goal is to become more familiar with HTML and CSS so that I can learn how to apply it as needed in other areas.

### **Who the intended audience of the website is?**

For this class the intended audience is the instructor. However, the portfolio is generally created with potential clients or employers in mind. My current portfolio is intended to be shared with companies that I am applying for.

### **What information is going to be on the website?**

I'll pull from the portfolio that I've previously created. The works that I tend to highlight are my creation of standard operating procedures, a website to help families choose a dog for their household, and building the Costco customer service website design.

## **Home Page Content**

### **Welcome Statement**

Welcome to my portfolio website, I am Natasha. I have a few of my favorite projects listed and a little more information about myself.

### **Purpose, Goals, and Objectives**

This website has been designed for you to learn a little more about my design process. I've worked on some very interesting projects and look forward to sharing how I approached the challenges to provide optimal outcomes for stakeholders. I've highlighted a few of my favorite projects. Each project has been broken down to allow you to quickly look through the website, while providing opportunity to take a deeper dive on anything of interest. I've highlighted the skills used to reach the end result. I've worked both on a team and independently, and have the ability to do either as needed. I understand how to take an idea from conception to practice and enjoy the process of using various techniques for the most appropriate outcomes.

## About Me Page Content

### Professional Photo



### Resume Video Script

Hi my name is Natasha Komen. Many weekends out of the year are spent at dog shows working my dogs in various ways. My favorite is running Agility. I love how the agility dog sport challenges me. I spent a much of 2008 to 2014 travelling and living abroad. I spent several months in Central and South America, and many years in Asia. Three years were in China. This has created a strong ability to communicate with people regardless of their or my background and a deep appreciation and respect for people of different cultures. My educational background has been a little unique, but has all contributed to my ability to create the best methods for design. My favorite projects allow me to combine information and knowledge in a way that makes it easily accessible for the target audience. You can contact me by finding my information on the About Me page of this website or by viewing the information on the screen. Thank you.

### About Me

My passions are writing, creating content, and training dogs. My favorite projects involve forming content into an easy-to-understand resource with useful design elements. One of the more interesting projects I worked on creating Standard Operating Procedure websites. My team did this across various departments within an organization. Information had previously been scattered or isolated by subject matter experts.

I was led to this line of work, in part through my education. I studied biology and writing during my undergrad which gave me skills to effectively communicate while also understanding logical reasoning through the scientific method. This eventually led me to creating various mediums using instructional design. I am now pursuing a Master's in Learning Technologies and Design with an estimated graduation in 2026.

My hobby is dog sports--agility taking up most of my interest. Learning how to work and communicate with dogs helps me be better at finding best practices for communicating with people.

"I can accept failure, everyone fails at something. But I can't accept not trying." - Michael Jordan

## **Projects/Experience Page**

### **Project 1 - Membership Standard Operating Procedures**

#### ***Description***

Before the introduction of uniform Standard Operating Procedure (SOP) sites, information for various departments was listed in multiple places and on various platforms. Along with poor functionality, this made finding information difficult—particularly in the fast-paced environment of a call center. The SOPs were created as a way to combat these issues.

The Membership SOPs were one of the Content team's first undertakings in pulling together information from various sources in order to create this site. A teammate and I undertook the task of compiling information, talking to subject matter experts (SMEs), and designing a website that would be easy to use while multi-tasking.

#### ***Reflection***

For the Membership SOPs, my teammate and I had to select strategies and delivery methods for designing in a fast-paced learning environment of the call center. We pulled material from any database possible; this included the intranet, SMEs, knowledge base, learning aids, and more. In the beginning, it was difficult finding the best way to organize information and create an easy-to-use method. Once we found how we wanted to do this, things went much faster. It was very rewarding seeing senior employees who had been against the change, appreciate the value of the SOP.

### **Project 2 - Costco Customer Service Website**

#### ***Description***

The customer service site had long been neglected. This made the customer service site look like an entirely different page from the main site and caused many users to immediately search for a phone number rather than for an answer. The stakeholders' direction left a lot of room for creativity and ideas. After discussing and coming up with a list of what the Content team wanted to see changed, our team researched and came up with a list of must-haves, nice-to-haves, and things we didn't want to include. From here, I began to compile our list into various prototypes in order to specify what would best fulfill the end goal of increasing usability to decrease call volume.

#### ***Reflection***

This project included learning and applying UX design to create an effective design for users. The most difficult part of this project was the lack of data to work with. We had to use common complaints from members and call center agents to guide our decisions. It was rewarding, working with so many teams within Costco to develop the design and I really enjoyed creating the icons. If I could have changed anything, it would have been starting with a mobile-first design.

### **Project 3 - Doggy Dogma Website**

#### ***Description***

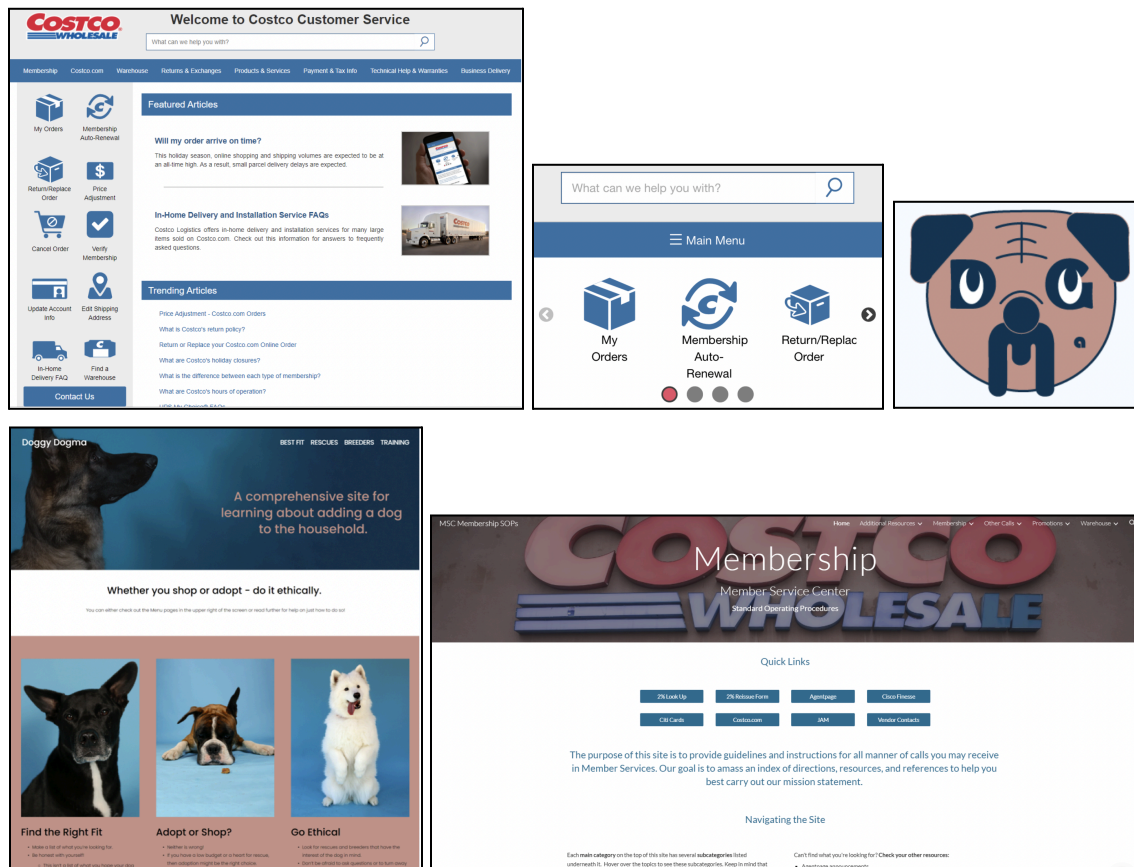
Working as a dog trainer and volunteering for a rescue, I meet and hear of many people who didn't realize what they were getting into when they purchased their puppy or rescued their dog. This background helped me form goals. I approached it with the question, what would I want to impart on someone before they added a dog to their household? This helped me format the flow of the website as

well as some topics that I was particularly passionate about and would like to share more information on for those who might be interested.

## Reflection

I used my knowledge of the dog industry (rescue, breeding, and training) to assess what users doing research might need to know. This informed my learning design of the website. Organizing the information on the website was difficult, but over a year later I am still happy with the flow and organization. I would like to make adjustments to make it easier to view on a mobile device, and I am hoping that I can do so as I learn HTML and CSS.

## Artifacts



## Personal Reflection

Much of my life has led up to educating those around me. In order to keep myself afloat while living abroad I taught English. It started as a way to make money, but I found I enjoyed finding unique and interesting ways to communicate with my students. When I would visit home, I would put together videos or slideshows to try to encapsulate my experiences into a few minutes. It was a way for me to share my experiences, but also to invite others into what I had learned in my time away. I found I enjoyed using media--photos, videos, audio, and more--to portray these experiences.

As my time living abroad came to an end I began to fully pursue my undergraduate degree. Something about the sciences drew me, so I started as a biology major. After two years, I realized that while I had enjoyed what I had learned, it wasn't ultimately going to be for me. I spoke to many professors I had built relationship with and they agreed that shifting gears would probably be most appropriate. I was encouraged to pursue writing. After graduation, I pursued jobs that would allow me to write. I eventually ended up at Costco which quickly led me to joining their Content team.

My time on the content team was extremely valuable. My teammates and I held our work to a high standard which allowed us to learn from one another and produce high quality work. This created more opportunities within the call center and I was able to be part of two major projects--redesigning the Costco Customer Service website, and building standard operating procedure websites for the various departments in the call center.

These experiences and projects made me want more. When these projects came to an end, I decided to move on in hopes of new projects that would give me similar experiences. I joined a small business that had been recently purchased by a new owner who wanted to make some changes. Not all the changes we talked about came to light, but I have still found my time valuable. Pursuing my Master of Science with the Learning Technology and Design program will I think funnel much of my experience into bettering my skills so that I can move full time into instructional design.

Looking back, I see a lot of my experiences attributing to my current abilities. My background in teaching various ages, cultures, and languages has created a wide familiarity in best communication practices. Being familiar with the scientific method and scientific reasoning has allowed me to be detail oriented and clear when developing instructions. Writing is a very valuable skill when it comes to instructional design. Then my experiences working on the content development team at Costco and working at a small business that is built around classes and teaching adult learners. I look forward to continuing to build up my abilities to pursue work that truly interests me.