

Ry Wong's Website

Karen Chen // Web Design 1



* photograph by Zoe Myers

Ry Wong

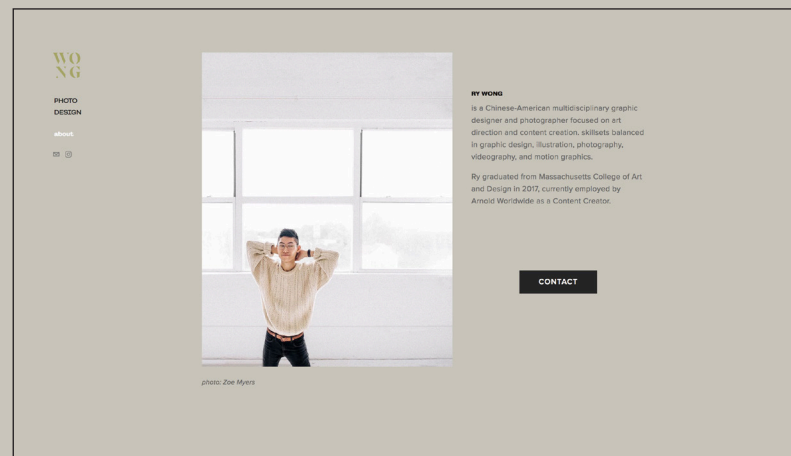
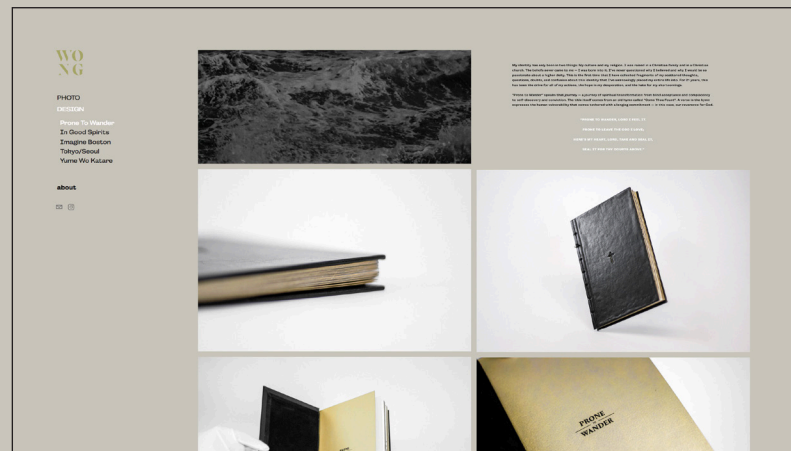
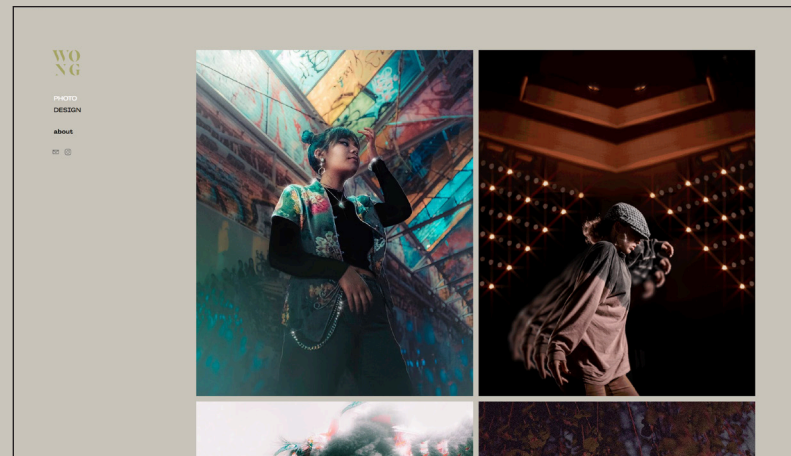
is a Chinese-American multidisciplinary graphic designer and photographer focused on art direction and content creation. skillsets balanced in graphic design, illustration, photography, videography, and motion graphics.

Ry graduated from Massachusetts College of Art and Design in 2017, currently employed by Arnold Worldwide as a Content Creator.

Needs

Ry Wong currently has a personal or portfolio website at www.provenwong.com. He has a home page with his photography showcased on the home screen, a page with all his design-oriented work, and an about page with a small description about himself.

He wants to add a feature to his website that can act as a store. He is planning to sell accountrements like prints, books, and other small items like stickers and customized lighters.





Purpose

The purpose of this potential add-on to his website is for him to sell his showcased work on his portfolio website. He would sell his works and get a profit from it. In the description for these pictures, he would go into detail about how he achieved that work (equipment, programs, etc.).

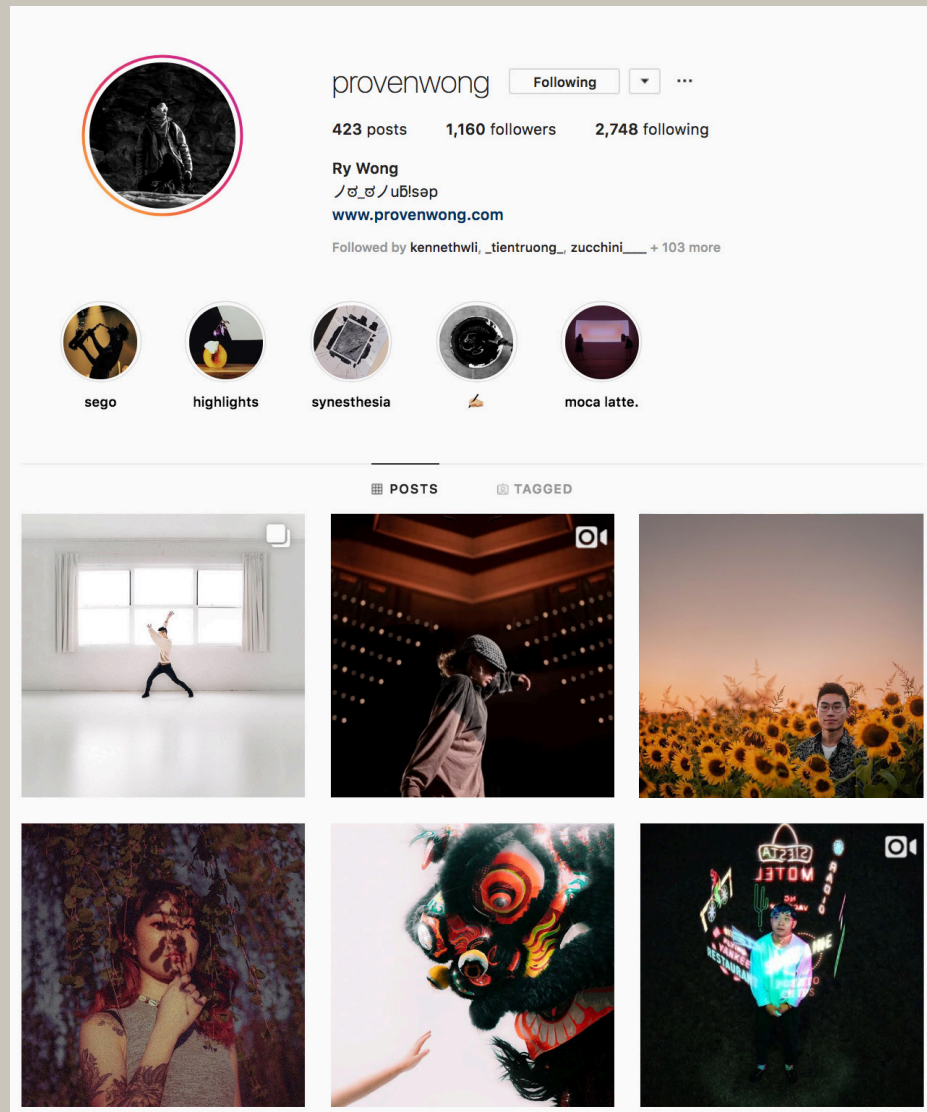
The website will also have a separate page for business inquiries and client work.

Objectives

The objectives of this addition to the website will to create profit for the artist, a larger audience, and more exposure. This is an opportunity for Ry to also practice having his own business.



* image taken by The City / Boston



Audience

Ry's intended audience would be for teens, young adults, anyone interested in multimedia art and design, in the Boston-area and beyond. He doesn't particularly care about the type of audience he receives because he is welcome to anyone that is interested to his work.

Success

How Ry measures his website's success is through how many people visits his website and how many purchases his store receives. He thinks 177 views per week (yeah I know, very specific) and at least 5 purchases per week.

If the number of views increase then the amount of purchases should also increase.



* image taken by Liam Reardon



* photograph by Ry Wong

Redesign

His current website does not have a store section so he wishes to add that in, he hopes this will better organize his current website, to add more of his other works like illustrations, hand lettering, and other media of art.

Ry wants to include a subtle and small parallax effect on his website.