Brand Storytelling Arcs & Choosing a Portfolio Website Platform

Reflection

I chose the Overcoming the Monster arc because it represents my journey of resilience. Failing my PCBA exam was a major setback, but it pushed me to improve, leading to internships, certifications, and expertise in AI + Low-Code. I believe that whatever happens in life is always good for you—if it's a bad experience, you learn from it, and the lesson is always bigger than the damage. AI tools helped refine my story, making it clearer and more engaging.

My Top Pick ??????

CANVA

Overcoming the Monster : My Personal Brand Story From Failure to Mastery in AI + Low-Code

Adapting to a new technology landscape wasn't easy. My biggest challenge came when I failed my first Pega Certified Business Architect (PCBA) certification—by just 3%. That moment shook my confidence. It felt like all the effort I had put into learning automation had gone to waste. For months, I hesitated to try again, battling self-doubt and frustration. But deep down, I knew that failure wasn't the end—it was just a roadblock I had to push past.

Determined to prove myself, I changed my approach. I studied smarter, focused on hands-on problem-solving, and surrounded myself with mentors who guided me through the complexities of low-code automation. When I finally retook the exam, I didn't just pass—I thrived. That single success propelled me forward, and I went on to earn three more certifications in Pega and Salesforce. These achievements unlocked new doors, leading me to an internship where I worked for 1 year and 5 months, transitioning from a Business Analyst to a System Architect & AI Engineer.

During that time, I worked on real-world AI-driven automation projects, helping businesses streamline operations with low-code solutions. I realized that every challenge—whether failing an exam or solving a complex business problem—is just another "monster" to overcome.

Now, as I pursue my master's in the U.S., I bring that same resilience into my journey. My goal is to combine AI and low-code development to create smarter, scalable automation solutions. Challenges will always exist, but overcoming them is what defines us. Technology evolves, and so do I—reducing tech at the speed of now.

100-word version of my personal brand story using All 6 Storytelling Arcs

1 - The Hero's Journey (PCBA Story - Resilience & Growth)

Leaving my home country to pursue a master's in the U.S. was a bold step, but the real challenge came when I failed my first Pega Certified Business Architect (PCBA) exam—by just 3%. That failure shattered my confidence, and it took months to regain momentum. But I refused to let it define me. I pushed forward, passed the exam, and didn't stop there. I earned three more certifications in Pega and Salesforce, proving to myself that setbacks are just stepping stones. These certifications helped me secure an internship where I worked for 1 year and 5 months, applying automation to real-world business challenges. Now, I use that hands-on experience to help companies implement low-code automation with Pega and Salesforce—reducing tech at the speed of now.

2 - Save the Cat (How Certifications Led to Internships & Hands-on Experience)

When I earned my first Pega certification, I didn't just gain knowledge—I unlocked opportunities. That certification helped me land my first internship, where I worked on automation projects for 1 year and 5 months. During that time, I streamlined workflows, automated business processes, and built low-code solutions to improve operational efficiency. Those hands-on experiences shaped my career, teaching me the practical side of AI-driven automation and business process optimization. By the time I moved to the U.S. for my master's, I wasn't just a student—I was an automation professional ready to bridge business and technology. Today, I apply my experience to help companies embrace AI-powered automation—reducing tech at the speed of now.

3 - Rags to Riches (From Business Analyst to System Architect & AI Engineer - Career Growth Before Moving to the U.S.)

I started as a Business Analyst, learning workflows, gathering requirements, and understanding how businesses operate. But I wanted more—I wanted to build the solutions too. That's when I pursued Pega and Salesforce certifications, which led to an internship where I worked for 1 year and 5 months.

During the first phase, I worked as a Business Analyst, focusing on process optimization and automation strategies. As my expertise grew, I transitioned into a System Architect & AI Engineer role, where I designed AI-driven automation, built secure data models, and optimized business processes using low-code platforms. That hands-on experience gave me the confidence to pursue my master's in the U.S.. Now, I bring both analytical and technical expertise to help businesses innovate without the complexity of traditional coding—reducing tech at the speed of now.

4 - Overcoming the Monster (PCBA Story - Resilience & Pre-U.S. Internships)

Adapting to a new technology landscape wasn't easy. Failing my first PCBA certification by just 3% felt like a major setback. For months, I hesitated to try again, questioning my ability. But when I finally pushed forward, I didn't just pass—I thrived, earning three more certifications in Pega and Salesforce. Those achievements helped me secure an internship where I worked for 1 year and 5 months, applying my skills to real-world business automation projects. I moved beyond just understanding workflows—I started designing AI-driven automation, optimizing business models, and creating scalable low-code solutions. Now, I use that same perseverance to tackle business challenges through AI-powered low-code automation—reducing tech at the speed of now.

5 - The Quest (AI + Low-Code - The Bigger Mission & Internships as Milestones)

My mission is simple—help businesses embrace AI-driven automation without complexity. In a world of constant evolution, companies need flexible, low-code solutions to keep up with change. That's where I come in.

My certifications in Pega and Salesforce were the first milestones in my journey—they opened the door to an internship lasting 1 year and 5 months, where I worked on real-world business process automation. I started as a Business Analyst, analyzing workflows and optimizing business processes. As my expertise grew, I transitioned into a System Architect & AI Engineer role, where I designed AI-powered automation and scalable low-code solutions.

Now, as I pursue my master's in the U.S., my goal is to become a professional in AI + Low-Code, combining the power of automation with intelligent decision-making. I continuously learn, build, and push the boundaries of what's possible—reducing tech at the speed of now.

6 - Voyage and Return: From Internships to Master's - A New Perspective

Before moving to the U.S., I spent 1 year and 5 months as an intern, transitioning from a Business Analyst to a System Architect & AI Engineer. I worked on business process automation, AI-driven workflows, and low-code solutions, gaining hands-on expertise in automating complex business operations.

The U.S. wasn't just a new location—it was an opportunity to expand my understanding of AI and automation in a rapidly evolving tech ecosystem. My past experiences gave me strong technical skills, but adapting to the fast-paced innovation of AI and low-code platforms helped me see automation from a new perspective. Now, I blend my global experience and automation expertise to help companies bridge the gap between business needs and AI-powered low-code solutions—reducing tech at the speed of now.

Research & Compare Portfolio Website Platforms

After Research, I created the following Comparison Table using suggestions from ai

Platform	Cost (Student Discounts)	Customization Options	Ease of Use	Best For
Wix	Free plan available; premium plans start at **$17/month**. Student discounts may be available through promotions.	Offers a wide variety of customizable templates suitable for various industries.	User-friendly drag-and-drop interface, ideal for beginners.	**Designers, freelancers, and individuals seeking an easy-to-use platform.**
Canva	Free plan available; Pro plan starts at **$12.99/month**, but **free for students via Canva for Education**.	Highly customizable with **drag-and-drop tools**, ideal for personal branding and portfolio sites.	Extremely easy to use; **no coding or web design experience required**.	**Students, content creators, and professionals looking for visually appealing portfolios.**
Webflow	Free plan available; premium plans start at **$12/month**. Student discounts are not standard but may be offered through educational programs.	Highly customizable with advanced design capabilities, suitable for complex projects.	Steeper learning curve due to advanced features; better suited for those with some technical experience.	**Developers and designers seeking advanced customization and control.**
Adobe Portfolio	Free with **Adobe Creative Cloud subscription**; student discounts available for Creative Cloud.	Limited customization compared to other platforms; integrates well with Adobe products.	Simple and straightforward, especially for users familiar with Adobe ecosystem.	**Photographers and creatives already using Adobe tools.**
Vercel	Free tier available; premium plans start at **$20/month**. Student discounts may be available through educational partnerships.	Offers extensive customization through coding; ideal for developers.	Requires coding knowledge; not as user-friendly for non-developers.	**Developers looking to deploy custom-built applications and websites.**

Analysis

After evaluating these platforms, I would choose Canva for showcasing my personal brand and portfolio. Canva offers a simple, intuitive drag-and-drop interface, making it incredibly easy to create a professional-looking website without coding. It also provides free access for students, which is a major advantage.This platform aligns with my branding and career goals because it enables me to present my work in a visually compelling and professional manner. Personal branding is about consistency, and Canva helps me maintain a cohesive brand identity across my website, social media, and presentations.

With custom branding kits, I can ensure that my portfolio follows a consistent theme, color palette, and typography, making my brand recognizable and polished.

Additionally, Canva's philosophy of simplifying design through AI-powered tools resonates perfectly with the low-code movement. Just as low-code platforms empower even beginners to build applications using AI-driven automation, Canva allows non-designers to create professional websites effortlessly. This alignment strengthens my branding, as I advocate for making technology more accessible through AI and low-code development.If I need more flexibility in the future, I can migrate my portfolio to a more advanced platform like Webflow or Vercel. However, for a student-friendly, beginner-focused experience, Canva is the best option—reducing tech at the speed of now.

Feedback on My Storytelling Drafts & Platform Choice- Friend(Narasimha Reddy) and AI

Your storytelling drafts are engaging and well-structured, especially "Overcoming the Monster," which truly captures your resilience. The way you connected your failure in PCBA to your growth in AI + Low-Code makes it relatable and inspiring. I also liked how you incorporated your internships and certifications, showing real-world impact.

Your choice of Canva for your portfolio makes perfect sense! Canva is actually really easy to use, and I've used it a lot in my work too. No wonder it's your top pick—it's beginner-friendly, visually appealing, and aligns perfectly with your low-code philosophy.

I also appreciate how your work consistently emphasizes technology accessibility and automation. The way you explain AI + Low-Code in a simple, structured manner makes your storytelling even stronger. Your research is solid, and your portfolio strategy aligns perfectly with your branding. The way you integrate real-world experience, certifications, and problem-solving mindset into your work shows your expertise and growth in the tech field. Keep up the great work!

Bonus 5 Marks - AI-powered website builder

I explored Jimdo Dolphin, an AI-driven website builder designed for beginners. It asks a few questions about my preferences and automatically generates a personalized website. The AI selects layouts, fonts, and even writes content based on my input. This can be useful for students who need a professional-looking portfolio but lack technical skills.However, while Jimdo Dolphin provides speed and simplicity, it lacks the deep customization options that Canva or Wix offer. AI-powered website builders like Jimdo are ideal for quick personal branding, but they may not be the best for long-term scalability. That said, they are a great starting point for non-designers.