Personal Branding, LinkedIn and Researching Portfolio Website Platforms

Assignment 1: Optimize Your LinkedIn Profile

My Linkedin:
www.linkedin.com/in/sreeja-pulaparty-835064267

Screenshots of engagement:
1 Comment, 2 reactions

Assignment 2: Research & Compare Portfolio Website Platforms

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

Platform	Cost (including student discounts)	Customization	Ease of Use	Best For
Wix	Free plan available (with Wix branding). Paid plans start at $17/month (billed annually). Occasionally offers student discounts.	Tons of drag-and-drop templates with high flexibility. Plus, there's an app store for extra features.	Super beginner-friendly! I can build a site without any coding. There's even an AI option to help design it.	Great for designers, photographers, and small businesses who want a balance of ease and creative freedom.
Squarespace	14-day free trial, then paid plans start at $16/month. Students get 50% off for the first year.	Beautiful, modern templates with a sleek look. Custom CSS is available for deeper customization.	User-friendly but has a slight learning curve compared to Wix.	Great for artists, photographers, and designers who want polished, professional-looking sites.
Weebly	Free plan available. Paid plans start at $10/month. Student discounts aren't widely advertised.	Decent templates with drag-and-drop features, but fewer design options than Wix or Squarespace.	One of the easiest website builders out there! Great for people who don't want to spend much time setting up.	Ideal for students or anyone on a budget who just needs a simple, functional site.
Webflow	Free plan available. Paid plans start at $12/month. Offers a 50% student discount through Webflow for Students.	Advanced customization—full control over HTML, CSS, and JavaScript. Great for dynamic content and animations.	Steep learning curve! If I don't have coding experience, it might take time to get used to.	Best for developers and designers who want total creative control.
Adobe Portfolio	Included with Adobe Creative Cloud (which has great student discounts).	Limited customization but integrates perfectly with Adobe tools like Lightroom and Behance.	Super easy to use —designed for quick portfolio setup, but not the best for highly customized websites.	Perfect for photographers and creatives who already use Adobe software.

My Top Pick and Why

After checking out different platforms, I've decided that Wix is the best fit for my personal brand. Here's why:

• Ease of Use: Wix is super user-friendly with its drag-and-drop editor, which honestly feels just like using a low-code platform—right up my alley! Even without coding experience, I can still build a professional-looking site without breaking a sweat.

• Customization Options: Some platforms limit how much I can tweak the design, but not Wix. It has hundreds of templates and an app store packed with extra features. That means I can really make my site stand out and feel unique to my brand.

• Affordability & Student Discounts: There's a free plan, but the paid plans are still pretty reasonable. Plus, student discounts pop up from time to time, which makes it even more budget-friendly. Compared to Squarespace, which only offers a discount for the first year, Wix feels like the better long-term deal.

• Best for Different Professions: Whether I'm a designer, photographer, or freelancer, Wix adapts easily. It's an all-in-one platform that doesn't have the steep learning curve of Webflow or the creative limitations of Adobe Portfolio.

• AI Assistance & Support: Wix's AI design tool (Wix ADI) helps build a site super quickly, which is great when I'm short on time. And if I run into issues, their support resources are a big help.

All in all, Wix gives me the best mix of ease of use, creative freedom, affordability, and useful features, making it my top choice for building a personal brand online.

Assignment 3: Create a Personal Logo Using AI Tools

I applied my logo to my portfolio prototype wireframe