1. He uses Contrast between the black letters and the white background. Repetition when he creates new paragraphs at roughly the same size, with the same color and font. Alignment with the pictures and the text all falling on the same line, and proximity with the paragraphs as well, keeping the text about the same topics together, and leaving a space between those which are slightly different.
2. I chose to analyze the 'About' page as a positive. It is visually appealing because he used a minimal color scheme of only black and white and a shade or two of gray. He aligned everything very nicely and followed the other rules of CRAP very well.
3. I chose to analyze the 'Philosophy' page as a negative. Although there are a lot of similarities, but instead of a picture of himself he used an Icon for his brand. The icon is a purple with rounded lettering the comes off as a comic style, which is not a good contrast to his black and white motif for the rest of his portfolio.
4. If I were to replicate a design feature, I would replicate the black white and gray motif with the straight alignment through paragraphs.