**W05 Elevator Pitch**

Something that many artists struggle with is finding the right platform to host a portfolio. A portfolio allows potential clients or employers to quickly browse the artist’s work and figure out if the artist’s style matches their needs. Some artists use social media sites such as Instagram, but those sites don’t provide the same organization as a portfolio site. As an artist that has done some freelance commission work, I thought it would be valuable to design and create a portfolio website to display my artwork, organize examples from my previous projects, and provide contact information for any potential clients.

**Feedback**

Everyone I shared it with thought my site idea was straightforward and that it fit well with my needs and interests. Someone compared it to my current Instagram portfolio, and so I decided to include a comparison between my pitch and my current portfolio. Other than that, I didn’t receive any critique on what needed to be changed.