

## **Module 3 Alumni Interview**

### **1. What I Took from the Interview**

#### **a) Major Points and Ideas for Class**

The questions I asked Olivia were largely on the thinking behind her design choices, not necessarily how these moves were made or how she learned to use the specific elements. That said, she provided some great insight into why she made some design choices in her portfolio. The first is that your portfolio should not only show who you are as a professional, but also as a person. Employers see tons of portfolios and résumés every day, but they will only meet you once. Include elements in your portfolio that show who you are, whether they are colors that evoke emotions you enjoy or photographs that show places that are special to you professionally and personally.

The second point Olivia really stressed is to design for your dream job. If you are an incredible writer, and that is what you want to do for the rest of your life, include more writing pieces than design pieces in your portfolio. If your interest is in working for a travel magazine, you might include some personal photographs from places you have been, or travel stories that you have worked on in the past. You work hard to put together a professional portfolio, there is no reason that you should not design and put it together in a way that appeals to your ideal employer.

Finally, update frequently.

#### **b) Advice I Will Use to Design My Portfolio**

The parts of Olivia's responses I will use the most when designing my profile are to keep conventions in mind and to make design choices that show employers what kind of employee you will be. For example, Olivia mentioned that she arranged the tabs to different parts of her site based on conventional website design. I think this is very important in any portfolio, because if you do not follow conventions, people can be easily confused about how to navigate your site. Keeping in mind standard practices helps avoid this problem.

As for showing employers what kind of employee you will be, I think this should be an integral part of anything of yours an employer gets their hands on. Working in an office is not just sitting at a desk doing projects; you actually have to interact with the people in your office as well. A potential employer is going to see your portfolio before you ever meet them in person, so having a friendly design that also shows you are an exceptional

employee is of the utmost importance. You have to stand out before they even know who you are, and a uniquely well-designed portfolio is one huge step towards that.

## 2. Interview Questions and Answers

**OLIVIA:** So just as a primer, I don't use this portfolio anymore—I'm getting ready to launch a new one that will be more functional for me as a professional. So the answers to a lot of these questions will be in past tense, because, at the point I'm at now, I wouldn't create the same portfolio.

1. Why did you choose to use repetition with the word "Explore" throughout your portfolio? What quality yourself as a potential hire is this meant to achieve?

**Honestly, I liked the word. It thought it would make people reading my portfolio feel like they were doing something more interesting than just skimming around. I also thought it might (although the structure of my website didn't really allow for it) encourage people to come at my work from different directions, jump in in the middle, dig deeper in the parts they cared about, etc.**

2. What is your ideal job, and how does your website/portfolio reflect that?

**When I graduated, my ideal job was working in and in-house communications role for a smallish group/company/ entity. I wanted to have a hand in design and writing, and work in both digital and print.**

3. What elements of your site/portfolio are you most proud of, and why?

**When I did it, I was super psyched about the design of it all. I used all my own photos, I thought it totally represented me. I was feeling very intense. Also I basically fell in love with a sentence I wrote in the about me section. Now, I don't really think it represents me anymore, but I still am pretty into the photos.**

4. The color scheme for your portfolio is black and white, with splashes of pea green. Why was this design choice made?

**Like I said, I was feeling intense. That was the black and white part. I thought it looked cleaner. Green is my favorite color and was in every one of the 12 iterations of my portfolio. I tend to like monochrome design, so for me it was just because that's what I liked.**

5. Was there a rhetorical reason for the order you put the About, Portfolio, Résumé, and Contact tabs?

**I think contact should always go last. I think people look for it at the end. Resume was third to last, because if they were on my website they probably already had my resume. About felt important to me at the time—and tends to be first on menus, so that left portfolio second. I**

**was basically trying to follow conventions, but with only four menu options (and no secondary menus) there really wasn't much risk of people not finding what they were looking for.**

6. Which qualities of yourself were you most trying to highlight?

**Great question. I honestly can't remember. Looking at it now, I think I wanted to show I had breadth of experience, and personality.**

7. Overall, what do you want people to feel and think when they see your website/portfolio?

**I wanted people to want to work with me. I wanted them to think I would be a creative employee. And that I had mad skills, of course.**