PORTFOLIO CASE STUDY

BY: SHAYNA ASCHER

OVERVIEW

My mission was to create a portfolio that not only showoff my UI design skills but also my newly learned HTML, CSS and Javascript skills to future potential employers.

CONTEXT

I learned how to build a website from scratch using HTML, CSS, and Javascript to showcase my previous work. I also learned best practices between UI designers and front end developers.

CHALLENGE

The biggest challenges were to implement my new front end knowledge to build a website from scratch. Also, keeping a mobile first mindset while creating the site.

GOALS

My goal was to learn new front end skills (HTML, CSS & Javascript). My other goal was to create a space where potential employers could find/view my work and contact me.

PROCESS & INSIGHT

The first thing I did before jumping into my website creation was gather inspiration from other portfolios (Behance, Pinterest, Dribble).

My color palette:

#F1F1F3

#A2A2A3

#9E7E7A

#3D3D3D

I chose a few words to define my website:

Warm
Neurtal
Clean
Inviting

I picked a color palette that would encompass the theme that I defined above.

I then used CareerFoundry's provided templates (seen below) to start structuring my website.

I used Visual Studio Code for this project. I wrote HTML for the basic content and structure. I then used CSS for the styling aspects (colors, font, buttons). After each new addition to my code, I used a GitHub repository to commit and store my changes.

I adopted a mobile first approach. I would code first for the smallest resolution. I added breakpoints within my CSS to achieve a responsive design. My breakpoints were 640px, 1024px, 1440px.

User Testing

I recruited five different participants to test my site through senerio-based testing. The tests were moderated and recorded.

Target user:

Age 30-60. Mid to high level in tech savvineas. Profession is preferably in tech working with developers and designers. Comfortable using smartphones, tablets and desktops.

Scenerios

1. Let's say you are a recruiter or hiring manager at a tech company looking to fill an open UI/UX designer role. You saw that Shayna Ascher applied for the role, and now you want to quickly browse her portfolio website and determine whether she might be a good fit. Open the website link and share your first impressions of the page.
2. You want to know more about her projects. Please click on Kindly. Where do you go to see more info? Can you tell me what Kindly is about?
3. Let's email her and ask about her availability for an interview.

Follow-up Questions

1. What is your first impression of the site?
2. Anything you particularly liked or disliked?
3. What do you think is missing?

Results

Evaluation Method:

Jakob Nelson's rating scale

0 = I don't agree that this is a usability problem at all
1 = Cosmetic problem only: need not be fixed unless extra time is available on project
2 = Minor usability problem: fixing this should be given low priority
3 = Major usability problem: important to fix, so should be given high priority
4 = Usability catastrophe: imperative to fix this before product can be released

Takeaways:

Overall the bones and structure of my website is effective and usable. It contains a natural flow with easy to find important information. The feedback shows that the main thing that I need to work on is cosmetics such as fixing indentations, spacing, etc. I need to polish it off and make it look like more of a finished product.

Evaluations:

Rating 3-(3 of 5 people mentioned it) - Fix the animation as it does not have a huge significance to my life or design career.

Rating 2 (2 of 5 people mentioned it) - Fix the spacing under skills & tools to make it more cohesive to read.

Rating 1 (1 of 5 people mentioned it) - Fix indentations on about page to make the website more polished looking.

After analyzing the feedback from my participants, I made the necessary changes to create the final version of my website. I then downloaded debugging linters that alowed me to clean up my code and to fix any found errors.

Text and button colors pass with AA

My text color is **#040404** or **14px** and **regular** weight

My background color is **#D8D8A1**

My design must be **AA** compliant

Passes AA

Required contrast ratio: 4.5

Your contrast ratio: 4.59

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Text and background colors pass with AA

My text color is **#000561** or **18px** and **regular** weight

My background color is **#FFFFFF**

My design must be **AA** compliant

Passes AA

Required contrast ratio: 4.5

Your contrast ratio: 16.29

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do.

As seen above, I tested my text, background and button colors to make sure they passed the accessibility criteria.

SOLUTION

Shayna Ascher
UI Designer

Projects About Contact

Welcome, I'm Shayna Ascher!
I am a UI Designer based in Los Angeles.

I'm open to local opportunities as well as remote work.

My Work

Exhale
An iOS mobile zen-taking app that focuses on mindfulness.

Read more

Kindly
An cross-platform desktop and mobile app to find plastic free home & beauty products.

Read more

Solo
A meet up iOS & Android app for snowboarders and skiers.

Read more

Second Love
A second-hand vintage clothing mobile app.

Above is the main page of my website. You can come here to learn who I am and to view the projects that I have been working on.

Shayna Ascher
UI Designer

Projects About Contact

Who am I?
Hi! My name is Shayna. I am a UI Designer who appreciates clean & effective interfaces. I can bring a diversified mindset to everyday problem solving based on my past experiences in sales, recruiting and teaching & living abroad. While I am not working, I enjoy doing yoga, snowboarding and practicing my Spanish.

View My Resume

Skills & Tools

Skills

- UX Research
- UI Design

View My Resume

Skills & Tools

Skills

- UX Research
- UI Design
- Competitive Analysis
- User Personas
- User Flows
- Wireframes
- Prototype
- User Testing

Tools

- Sketch
- Adobe XD
- Invision
- Balsamiq
- Figma
- HTML
- Visual Studio Code

Get in touch
If you like what you see and want to create together, please reach out!

Email me

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Above is the about page of my website. You can come here to view my resume and to get an overview of my skills & tools. At the bottom of both the home and about pages, you can find a footer that allows the viewer to get in contact with me through email, LinkedIn or Behance.