

### **What is my target audience and how does that affect the design of my website?**

My web development portfolio site will be tailored for applying to fortune 500 companies. These kind of companies are huge and thus hire hundreds of developers to work on projects, meaning they go through thousands of applications. As such, my portfolio website will need to be simple and to the point, but also stand-out a little from the competition.

I want to focus on front-end UI/UX design, so I want my website to look aesthetically pleasing. But, I have to remember that my target audience won't want to spend a lot of time on my website. They'll be there to get the information they need about me and to see if I have the skills required for the position I've applied for. Therefore, I have to balance simplicity with design. It must be straight-forward and all the information an hiring manager needs should be easily found without having to dig through the website. I also need to make sure that the keywords for the position I want are displayed on the site.

Personally, I like minimalism and 'dark mode' designs, and both of those would work well for this concept. Since it is my portfolio website, I don't want the design to look too boring or cookie-cutter, but I want all the information to be found instantly without too many extraneous things getting in the way, such as images and animations, so I will be keeping those things to a minimum.

### **What are the portfolio elements I will include?**

For my portfolio website, I will need to list the skills/technologies I have (i.e HTML, CSS, JavaScript, React, etc.) and the projects that I've done. I will include both finished, polished projects, as well as a couple projects I'm currently working on. Since I don't have prior experience in the web development industry, I will skip adding a section for my experience and just have the projects I've done for now.

I will also include a blog that will showcase either updates to my current projects or my research on different aspects of web development.

I'll also include a brief about me page and a contact page that will have my contact information, as well as form for contacting me, and my location. I'll have links to my social media in the footer of my website.

**Here are some inspiration for the overall design of the website:**

[Jacek Jeznach Portfolio](#)

[Iuri de Paula Portfolio](#)

[Dataveyes Website](#)

[Riccardo Zanutta Portfolio](#)

**Here are lo-fi wireframes of my website design:**

[Figma - Wireframes](#)

**Here is my portfolio proposal video:**

[YouTube](#)