

Digital Portfolio



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PROJECT TITLE



RESUME BUILDING AND PERSONAL BRANDING



AGENDA

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PROBLEM STATEMENT



In today's competitive job market, a traditional paper resume is often not enough to showcase an individual's skills, achievements, and projects effectively. Many students and freshers face challenges in building a strong digital presence that highlights their personal brand and makes them stand out to recruiters. Existing platforms are either complex or require paid services, which limits accessibility for beginners. Therefore, there is a need for a simple, interactive, and customizable personal branding website that functions as a digital resume and portfolio. By developing this project using HTML, CSS, and JavaScript, individuals can create a professional online presence that displays their education, skills, and projects while also serving as a platform to connect with recruiters and peers.



PROJECT OVERVIEW



The project “Resume Building and Personal Branding Website using HTML, CSS, and JavaScript” is designed to create a digital platform where individuals can present their personal, academic, and professional details in a visually appealing and interactive manner. The website acts as a modern alternative to traditional resumes by showcasing key sections such as About Me, Skills, Projects, and Contact details, along with links to professional platforms like LinkedIn and GitHub. Developed using core web technologies, the site is lightweight, user-friendly, and customizable, making it suitable for students and professionals to establish their personal brand. This project not only helps in enhancing employability but also provides a self-hosted portfolio solution that demonstrates both technical skills in web development and the ability to create a strong digital identity.



WHO ARE THE END USERS?



The end users of this project are primarily students, fresh graduates, and professionals who wish to build a strong online presence through a digital resume and portfolio. It is especially useful for job seekers who want to showcase their skills, projects, and achievements in a modern and interactive way to potential recruiters and employers. Additionally, the platform can also benefit freelancers, entrepreneurs, and individuals from creative fields who need to present their work, certifications, or personal brand effectively. Recruiters, hiring managers, and academic evaluators are also indirect end users, as the website provides them with a clear, organized, and easily accessible view of a candidate's profile.



TOOLS AND TECHNIQUES



The project is developed using core web development technologies, namely **HTML**, **CSS**, and **JavaScript**. HTML is used to design the structure of the resume website by organizing sections such as About, Skills, Projects, and Contact. CSS is applied to enhance the visual appeal of the website, providing styling, layouts, responsive design, and a professional look that supports personal branding. JavaScript is used to add interactivity, such as smooth scrolling, active navigation highlights, and dynamic user experience features. In addition, modern web design practices and responsive techniques are implemented to ensure the website works seamlessly across devices. Basic text editors like **Visual Studio Code** or Sublime Text are used for coding, and web browsers such as Chrome or Edge are used for testing and debugging. These tools and techniques together enable the creation of a lightweight, interactive, and customizable personal branding website.

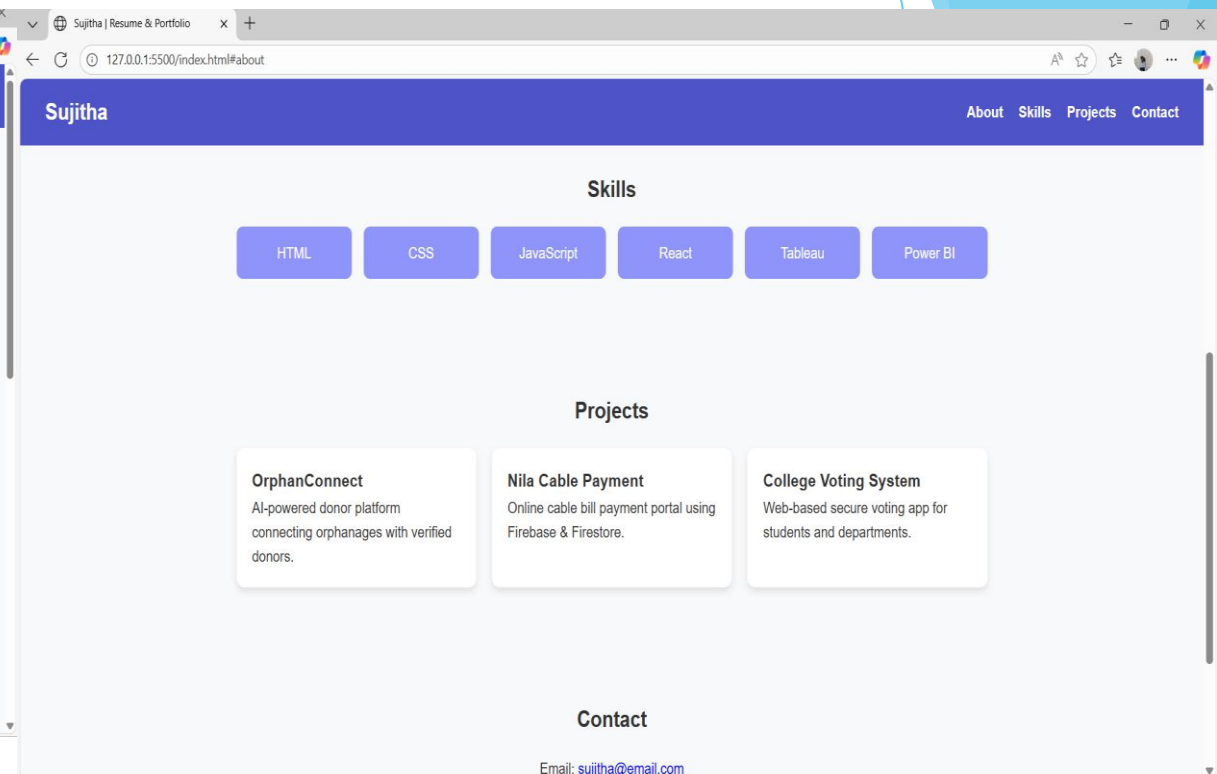
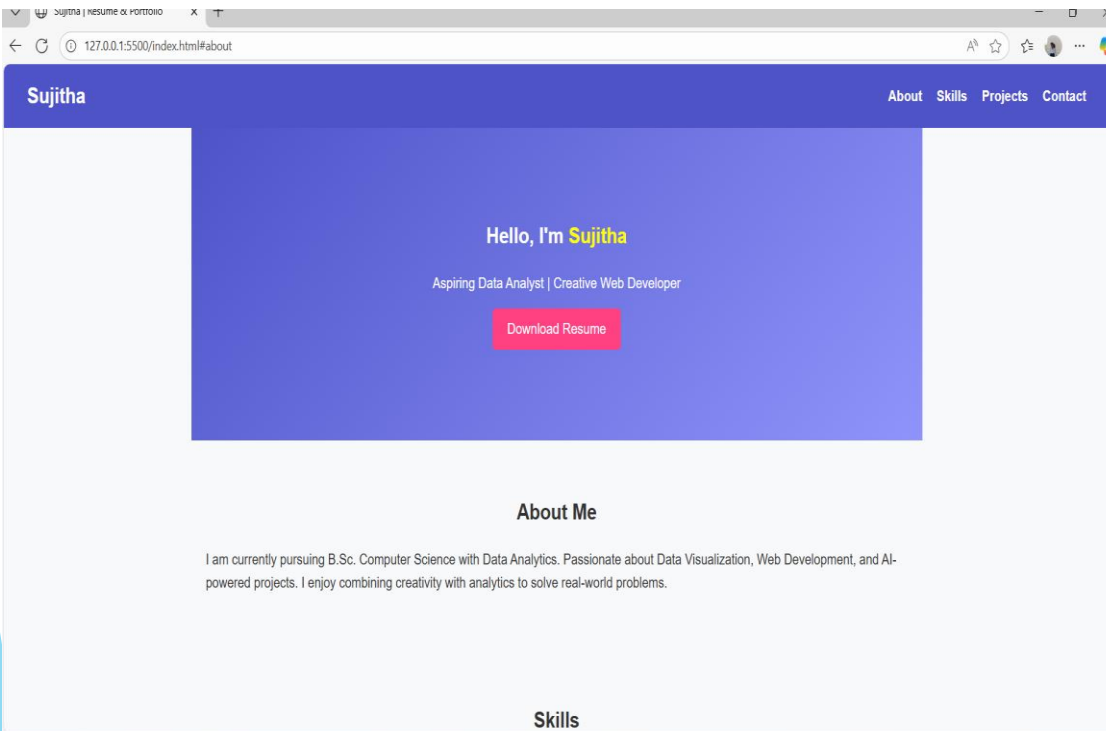
POTFOLIO DESIGN AND LAYOUT

The portfolio website is designed with a clean and modern layout that highlights the user's personal brand while maintaining simplicity and readability. The homepage introduces the user with their name, a short tagline, and a call-to-action button such as "Download Resume." The layout is divided into well-structured sections including **About Me**, **Skills**, **Projects**, and **Contact**, each arranged for easy navigation. A fixed navigation bar at the top ensures smooth access to different sections of the site, while JavaScript enhances interactivity with features like smooth scrolling and active link highlighting. The **Skills** section is designed in a grid format to neatly display technical expertise, while the **Projects** section uses card-based layouts with hover effects to showcase project details. The **Contact** section provides essential communication links such as email, LinkedIn, and GitHub. The overall color scheme, typography, and responsive CSS styling ensure that the website is visually appealing, professional, and mobile-friendly, making it an effective personal branding tool.

FEATURES AND FUNCTIONALITY

The portfolio website offers a range of features and functionalities that make it both professional and user-friendly. It includes a **homepage with an introduction** that highlights the user's name, tagline, and a resume download option. The **About Me section** provides a brief overview of the user's background, education, and career interests. The **Skills section** is designed in a grid layout to display technical and professional skills clearly. The **Projects section** showcases completed projects in a card-based design with hover effects for better presentation. The **Contact section** provides essential links such as email, LinkedIn, and GitHub, allowing recruiters and peers to connect easily. Functionality is enhanced with **smooth scrolling, responsive design, and active navigation highlights** using JavaScript. The website is fully **responsive**, ensuring compatibility across devices such as desktops, tablets, and smartphones. Together, these features make the portfolio an effective tool for personal branding and professional visibility.

RESULTS AND SCREENSHOTS



CONCLUSION



In conclusion, the project “Resume Building and Personal Branding Website using HTML, CSS, and JavaScript” successfully demonstrates the creation of a modern digital resume and portfolio that enhances personal branding and professional visibility. By integrating structured sections such as About, Skills, Projects, and Contact, the website provides a clear and organized platform to showcase an individual’s profile. The use of HTML ensures proper content structure, CSS enhances the visual appeal with responsive layouts, and JavaScript adds interactivity for a smooth user experience. This project not only serves as a professional tool for students, graduates, and job seekers but also reflects the developer’s technical skills in web design and development. Overall, it bridges the gap between traditional resumes and the need for a strong digital presence, offering a simple yet effective solution for career growth in the digital era.



GITHUB LINK

<https://sujithagopal189.github.io/Sujitha/>