Short Pitch

Online portfolio that describes me, a professional background. It will include a resume, a short bio and contact information. This website will have more information than a standard LinkedIn page.

Long Pitch

This website transcends the standard LinkedIn profile, offering a deeper insight into my skills and achievements. Not just a showcase of projects and showcases my knowledge user experience (UX) design principles and my passion and growth.

2 Personas

1. This person is looking at my linked in account and saw the link to my portfolio website to learn more about me. This person is a recruiter at a tech company looking for a new grad for their rotational program.
2. This person is another web developer/freelancer looking to connect. They may have found this website also on linked in and would like to learn more. They are interested in collaborating and want to know what skills (same or different) I know. If this person would like to connect, they can easily navigate the website to find contact information.

2 Comparative websites

<https://www.jessicahernandez.me/>

<https://jbkaloya.com/>