

**Title:** WEB NERD WEBSITE PORTFOLIO

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## SUBJECT

My website is designed to showcase my design work and provide a platform for potential clients or employers to get a sense of my style and capabilities. On the homepage, visitors can see a selection of my best work and learn a bit about me and my design philosophy. From there, they can browse through different sections that highlight specific types of projects or industries that I've worked in. Each project includes a detailed description of the design process, as well as screenshots and visuals to give the viewer a sense of the final product. In addition, I've included a contact form and links to my social media profiles so that interested parties can easily reach out to me. Overall, my portfolio website is designed to be visually engaging, easy to navigate, and informative for anyone interested in learning more about my design skills and experience.

## AUDIENCE

The audience of my website portfolio would primarily be potential employers, clients, or collaborators who are interested in learning more about my design skills and experience. This could include companies or individuals in various industries such as advertising, graphic design, web design, or product design. The goal of my portfolio is to showcase my work and demonstrate my ability to solve design problems effectively and creatively. Additionally, my portfolio may also be of interest to students or other designers who are looking for inspiration or examples of good design practices. Overall, the audience for my portfolio website is anyone who is interested in design and wants to learn more about my work and expertise in the field.

## URL

[https://teekauzet.github.io/wdd130/portfolio\\_project/index.html](https://teekauzet.github.io/wdd130/portfolio_project/index.html)

## GOALS

First and foremost, the primary goal of my project portfolio website is to showcase my work as a designer or creator. This includes examples of my projects, case studies, and any other relevant information that potential clients may find useful in deciding whether to work with me.

Beyond just displaying my work, my portfolio website also aims to communicate unique style as a designer or creator, personality, and approach. This can be accomplished through the use of visual design elements, tone of voice in written content, and overall branding.

Another important goal of my portfolio website is to establish credibility and build trust with potential clients. This will be achieved by displaying testimonials from previous clients, providing information about my qualifications and experience, and highlighting any industry awards or recognition that I received.

Overall, the key objectives of my portfolio website is to showcase my skills and work, communicate my unique brand and approach, and build credibility and trust with potential clients.

## DESIGN PROCESS

Firstly, it was important to define the purpose and goals of my website, as well as the target audience. This helped in guiding decisions about the layout, content, and overall aesthetic of the site.

Next, I created wireframes of the website, which are essential rough sketches or digital prototypes that map out the structure and basic visual elements of the site. This involved experimenting with different layouts, colour schemes, typography, and graphic elements.

Throughout the design process, it was important to consider factors like load times, accessibility, and mobile responsiveness, to ensure that the site was both visually appealing and functional for users across different devices and platforms.

Ultimately, the goal of a portfolio website design was to create a cohesive and visually compelling showcase of the designer or creator's work, while also communicating my unique brand and approach to potential clients.

## CONCLUSION

Well, through completing this project, I learned the importance of taking a user-centred approach to website design, as well as the value of creating a visually engaging and cohesive design that effectively communicates a brand's messaging and unique characteristics.

I also gained experience in designing for responsiveness across different devices and platforms, which is becoming increasingly important in today's digital landscape. Looking ahead, these skills will undoubtedly prove useful in my future design work, as I continue to hone my craft and stay up-to-date with the latest design trends and technologies. Overall, I feel confident in my ability to create effective and visually appealing designs that help businesses achieve their goals and connect with their target audience.