Portfolio Website

This website is a personal portfolio website for Jessica Tran (myself) that will display projects and information for future employers or graduate school admissions officers to view.

This portfolio will provide the necessary and relevant information that future and potential employers can view in order to gauge my skill-set and qualifications. The website is a place for me to showcase my skill set, experience and education, background, and more information about myself. This site will lay out an easily accessible portfolio that can be viewed by relevant people in the future, which could even include graduate school admissions officers.

Personas

- University of Michigan Graduate Program Admissions Officer
    - Prospective viewer of website
- Ford UX Hiring Manager / Interviewer
    - Prospective viewer of website
- Career Center Employee
    - Prospective viewer and mentor to critique website and provide feedback
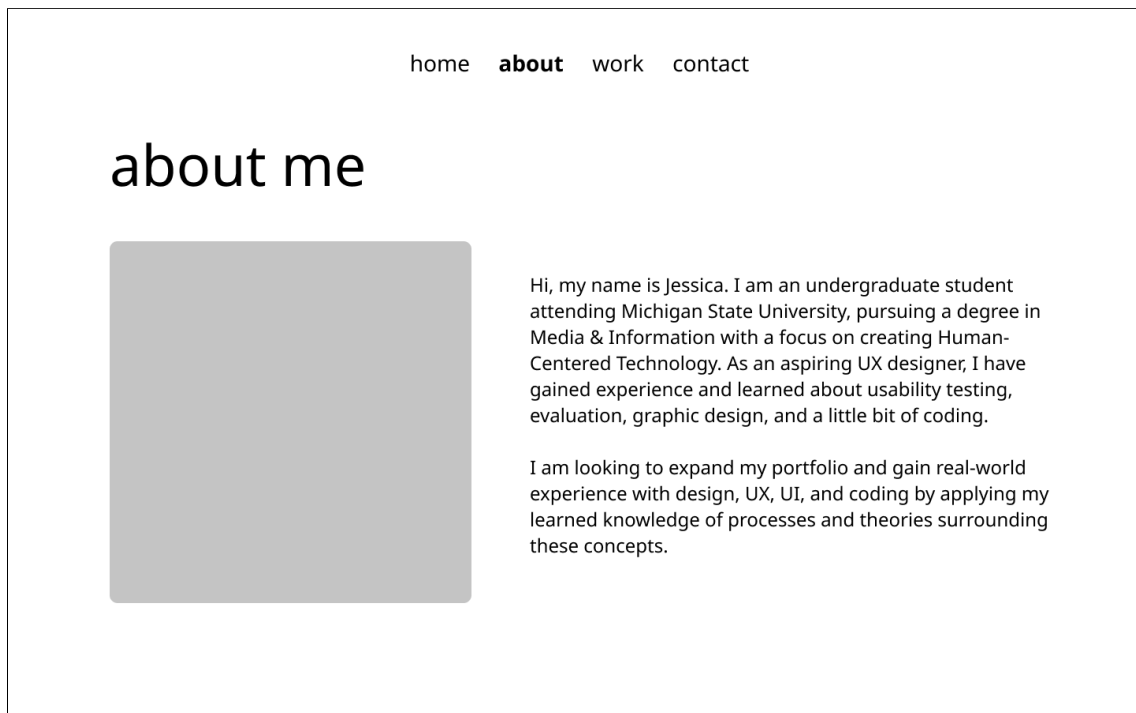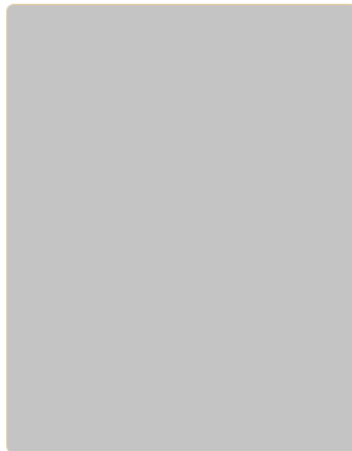
Comparative Portfolio Websites

https://www.sophiebritt.com/

https://www.glorialo.design/

https://chrissen.fr/

Wireframes

home   **about**   work   contact

Hello,
I'm Jessica. ———— aspiring UX designer, undergraduate student

Home page, displaying a welcoming message and a brief description of Jessica.

home   **about**   work   contact

about me

Hi, my name is Jessica. I am an undergraduate student attending Michigan State University, pursuing a degree in Media & Information with a focus on creating Human-Centered Technology. As an aspiring UX designer, I have gained experience and learned about usability testing, evaluation, graphic design, and a little bit of coding.

I am looking to expand my portfolio and gain real-world experience with design, UX, UI, and coding by applying my learned knowledge of processes and theories surrounding these concepts.

About page, displaying information about Jessica accompanied by a photo.

work

coding

Choosing a Major: Is Money on Your Mind?
Data analysis using Rstudio and data from FiveThirtyEight

Using data compiled from the American Community Survey Public Use Microdata Series by FiveThirtyEight about college majors, I completed analysis in regards to the question of whether people chose majors for monetary reasons, or otherwise. I created data visualizations and carried out the analysis using Rstudio, and converted the file into an HTML markup.

My process:
I began by studying the background of the data, as well as the structure and characteristics of the dataset. From here, I created visualizations to look at the variation in some variables, such as the median income across different major categories. I also looked into the relationships between variables; percentage of people in majors versus median incomes, for example.

/MI%20320/RStudio%20Lab/MI-320-Assignment-3.html

usability study / prototyping

Pinterest Usability Study
Usability study analysis and report on Pinterest completed with classmates Brent Bosart, Akansha Dey, and Armand DiLisio

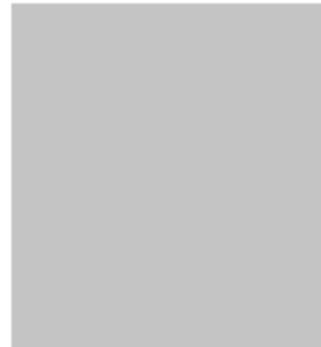For this project, our team posed the questions:
1. How do the purposes and goals of Pinterest usage vary, if at all, amongst male and female Generation Z users?
2. What aspects of Pinterest's functionalities aid, hinder or are irrelevant to the goals of experienced users?

Target audience and participant demographic:
• Gen. Z Pinterest users that have experience using the platform, with an even spread of male and female participants.

Methods
• Virtual interview through conference call
  • members: 1 interviewer / moderator, 2 notetakers, 1 observer, participant
• UAR (Usability Aspect Report) development using interview notes and footage
• Analysis and comparison of critical points, severity of problems, and relationship of problems between UARs

Portfolio page, titled "work", displaying projects completed by Jessica.
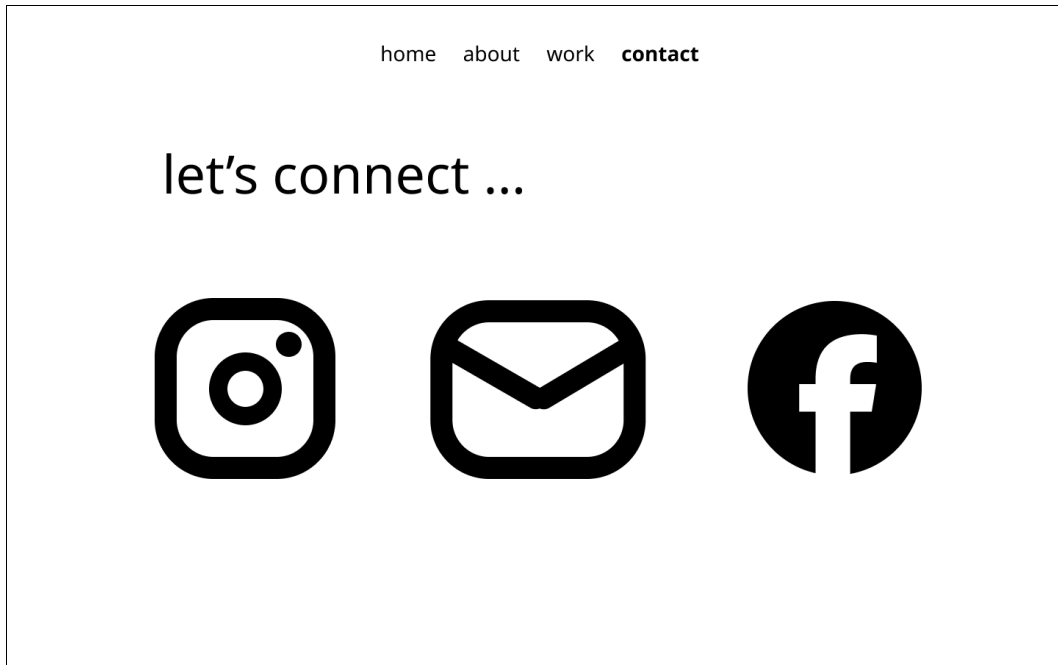
Contact page, displaying buttons for relevant contact links.
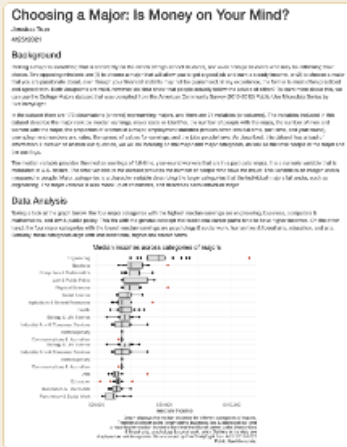
Compositions
Styled with drop-shadows and three colors that best represent Jessica.

Home page with beige, brown, and green colors which are used throughout the entire website. Navigation bar includes a drop-shadow.

work

coding

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Portfolio page, containing areas of interest and relevant projects accompanied by photos with drop-shadows.

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About page, containing a photo of Jessica accompanied by information.

home about work **contact**

let's connect …

Contact page with brown icons linking to Instagram, email, and Facebook.