



# My Web Portfolio

## Case Study

Veronica Cortes, March 2021

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Hi! I'm **VERONICA**  
a UI/UX Designer based in London... [Find out more!](#)

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# OVERVIEW

**My Web Portfolio** is a case study which showcases how I built my responsive web portfolio using basic HTML, CSS and JS which I learnt over a period of 10 weeks.

# CONTEXT & CHALLENGE

In 2020 I left my career in events to focus on retraining in UI/UX design at CareerFoundry. I decided to take the plunge and challenge myself by completing the course in frontend development for designers by learning HTML, CSS and JavaScript with no prior experience.

I needed a web portfolio to showcase my work to potential employers so I wanted to learn how to build one.

I also wanted to understand basic HTML, CSS and JS so that I can communicate with developers more efficiently and understand the constraints a frontend developer would come across in the designs we produce.

I also have plans to design and build a website for the Yoga Kind Collective which I co-founded, so the ability to work independently on a project like this is also possible.

## Project duration:

Approximately 10 weeks

## Tools used:

Sketch, Atom, GitHub Desktop, GitHub, Chrome Inspector,

# PROCESS & INSIGHTS

**WHO** - Potential employers, recruitment agents, design agencies, startups and charitable organisations seeking volunteers.

**WHAT** - To build my web portfolio using HTML, CSS and JS.

**WHERE** - Users are likely to view the web portfolio on different devices and browsers. For example, in the office or working from home on their tablet/laptop/desktop, or on the move using their mobile devices.

**WHEN** - Users will be able to access the web portfolio link from my LinkedIn profile, socials, CV and direct emails.

**WHY** - So users can learn more about me both professionally and personally; view my work so they can learn about my skills, understanding and process; and be able to contact me to ask questions and discuss opportunities.

# PROCESS & INSIGHTS

## Style Guide

I wanted to create a cohesive brand, so I started by using the styling I created for my CV to keep things consistent.

**UI/UX DESIGNER**  
UI/UX designer with a background in event management. Passionate about creating positive change through simple and meaningful interface designs which are easy to navigate.

**EXPERIENCE**

**CO-FOUNDER AND YOGA TEACHER** Jul 2020 - to date  
Yoga Kind Collective, London  
• Designed the logo representing the Collective's key values.  
• Designing an app to promote classes, support class bookings, deliver inspirational content and connect our community.

**EVENT DIRECTOR** Feb 2017 - Mar 2020  
Outsourced Events, London  
• Project managed a portfolio of events worldwide for five key accounts in the IT industry, leading project teams and presenting at client meetings.  
• Created event brand design proposals to enhance customer journey and experience.  
• Customised event websites and apps using event management tools such as CVent, CrowdCompass, Attendify, following client brand guidelines.  
• Analysed event data and reviewed feedback to create reports informing what went well, what didn't go well, what could be improved.  
• Line manager to two Event Executives, responsible for training, performance reviews and project allocation.

**CONFERENCE OPERATIONS MANAGER** Jul 2016 - Feb 2017  
Campden Wealth, London  
• Implemented online project management tool, Asana, which transformed event planning through collaborative practices, and transferred event communications to email marketing software, Adestra, to centralise and track all communications, which improved operational efficiencies.  
• Line manager to one Event Executive.

**CONFERENCE PRODUCER** Jan 2015 - Dec 2015  
Future Insights, Bath  
• Produced a series of conferences for designers and developers in London, and other locations.

**SKILLS**

- Market research and analysis
- User research and analysis
- User personas
- User flows
- Iterative wireframing
- Prototyping
- Usability testing
- Interaction design
- Responsive web design
- Design systems
- Visual design principles
- Branding and style guides
- Presentation mockups
- Handoff and collaboration

**TOOLS**

- Sketch
- InVision
- Draw.io
- UsabilityHub

**EDUCATION**

Certificate in UI Design  
CareerFoundry  
May - Dec 2020

BA (Hons) Dance  
Bath Spa University  
2009 - 2010

Foundation Degree, Dance Theatre Performance

vcortes1976@gmail.com  
LinkedIn.com/vcortes1976/  
Behance.net/vcortes1976

## Logo

I wanted to bring some personality to the site and show my illustration skills by designing a logo in the form of a caricature of me using Sketch.



# PROCESS & INSIGHTS

## Colour Palette

The original primary colours were rather corporate and after conducting some user tests (see pages 13-15) and accessibility tests I decided to use a brighter shade to stand out more and reflect my personality. The main primary colour has been described as both purple and blue. Purple represents creativity, individuality, and blue represents trust and professionalism, so whichever way the user views the colour, they are both positive perspectives. I've also chosen orange accents as a complementary colour. I've kept the background white to keep things clean and simple in order to showcase, rather than detract, from the project designs.

On the project pages, I've introduced colour blocks from the projects style guides.



# PROCESS & INSIGHTS

## Typeface

I used the same typeface as my CV:

Open Sans

Clean, modern and legible

Aa Bb Cc Dd Ee Ff Gg

Hh Ii Jj Kk Ll Mm Nn

Oo Pp Qq Rr Ss Tt Uu

Vv Ww Xx Yy Zz

ROCK SALT

HAND WRITTEN FONT, USED TO PERSONALISE

Aa Bb Cc Dd Ee Ff Gg

Hh Ii Jj Kk Ll Mm Nn

Oo Pp Qq Rr Ss Tt Uu

Vv Ww Xx Yy Zz

# PROCESS & INSIGHTS

## Gathering Content

I gathered content and images for each screen including case studies I had previously designed for Behance.

The collage includes several screenshots of mobile applications:

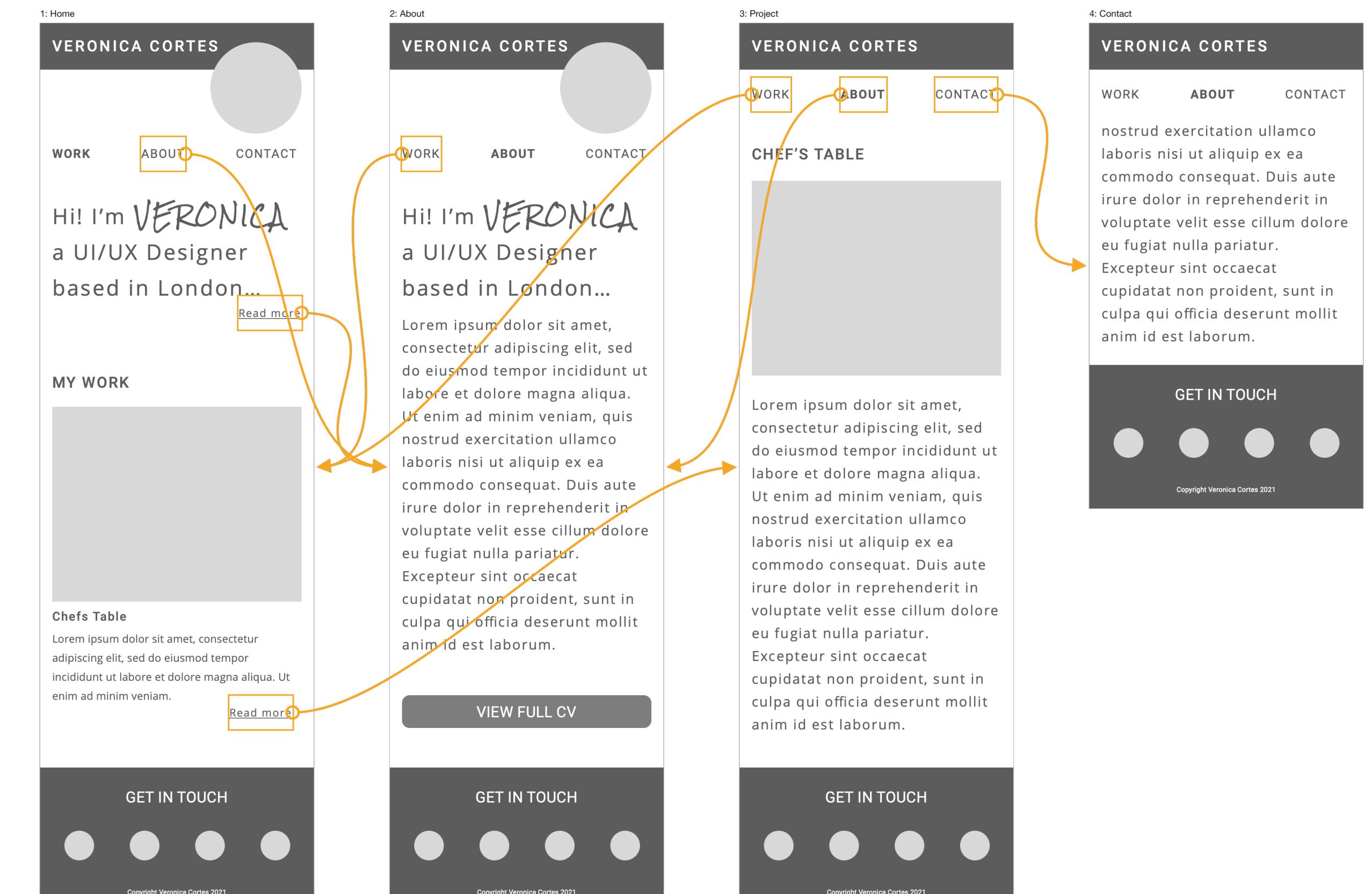
- Yoga Kind Collective:** Shows a person holding a phone displaying a yoga class schedule and a profile page for a teacher named Veronica.
- Chef's Table:** A concept board for the Chef's Table app. It includes:
  - Concept:** Describes the app as a responsive web app for foodies, travellers, and food professionals, noting it's hard to separate good from bad reviews.
  - Role:** Market research and analysis, User research and testing, Product design, Style guide.
  - Duration:** 8 weeks.
  - Understand:** Competitor analysis, UX analysis. Text: "I began by looking at competitor apps to understand their objectives, strategies and marketing advantage; and conducted a SWOT analysis. I also conducted a UX analysis, looking at the usability, layout, navigation structure and user psychology of the apps and websites [of available]. This allowed me to identify my differentiators so I could focus on elevating the valuable content using images and colour where appropriate; build trust through consistent and cohesive designs; and connect with the user by personalising and providing a social element to the app."
  - Observe:** User interviews. Text: "I conducted a number of user interviews to understand if Chef's Table would be of value to the user and how it could better serve the user if I understood their needs and requirements. A number of patterns and key insights emerged."
  - Text overlay:** "Chef recommendations are valuable but wouldn't limit to only this. User ratings are also valuable."
- Hi Pablo!:** Shows a restaurant profile for Tom Alkens.
- Hi Pablo! Filter:** Shows a search interface for filtering restaurants by type, price range, and meal type.
- Restaurant Profile:** Shows a restaurant profile for Tom Alkens.
- Chef's List:** Shows a list of chefs.
- Chef's Profile:** Shows a chef profile for Tom Alkens.
- Booking Screen:** Shows a booking screen with a logo for LucyRounded Regular.
- Color Swatches:** A set of color swatches including purple, blue, green, yellow, and orange.
- Illustrations:** Includes a cartoon character of a person dancing and a graphic of the word "save" repeated in different sizes and colors.
- Background Images:** Includes images of a person using a smartphone with a financial app, a person holding a smartphone, and a restaurant interior.

The wording is confusing. I'd like more questions and prompts.

# PROCESS & INSIGHTS

## Wireframing & Flow Diagram

I created mid-fidelity wireframes starting with mobile first designs to determine the layout of each screen and created a simple flow diagram. As I already created the style guide, I was able to quickly move into high fidelity wireframe designs.



# PROCESS & INSIGHTS

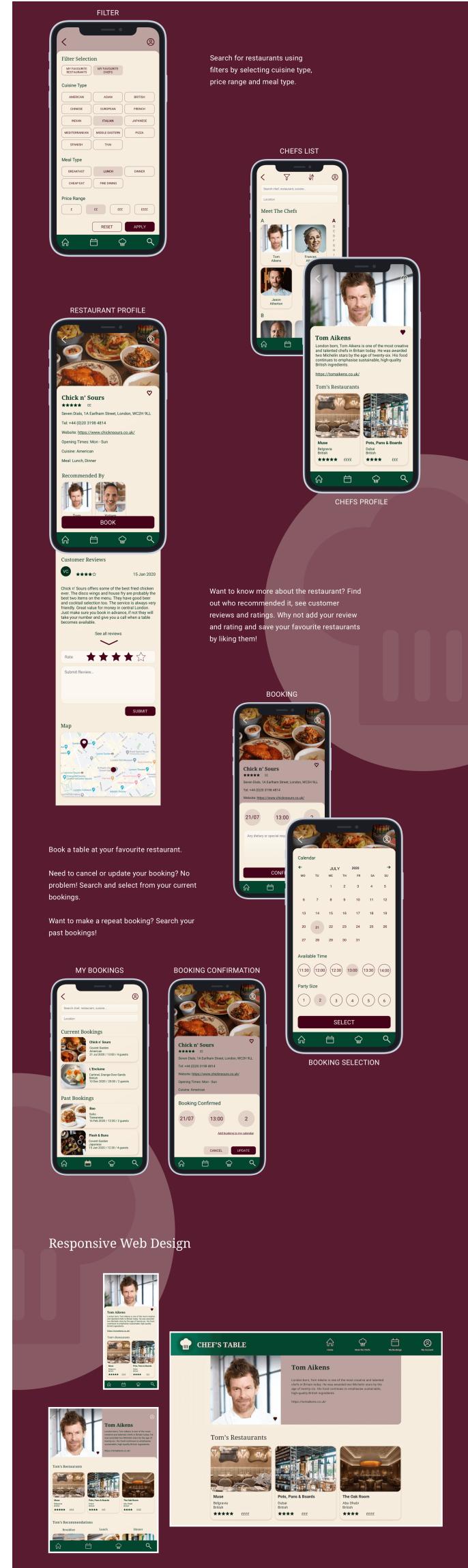
## Frontend Development

I started to build my web portfolio in Atom using the mobile first approach and quickly learnt that my case study layout and styling would be challenging for me to build as a beginner and would also be too long for the portfolio. So I had to simplify my designs.

Once I was happy with the layout and styling for mobile devices, I was able to add media queries in CSS in order to code for larger viewports.

The process took a long time as I was learning whilst I was coding, reviewing and testing on Chrome Inspector for each element, and checking formatting and issues with the support of plug-ins and linters.

View source code: <https://github.com/vcortes1976/Portfolio-Site-Veronica-Cortes.git>



# PROCESS & INSIGHTS

## User Tests

### The Participants:

- I conducted a total of 4 user tests. Unfortunately my last candidate was no longer available, but I did receive plenty of useful feedback which I was able to analyse and synthesise in order to iterate and improve the overall site within my capabilities.
- The test participants were all professionals, mostly in the technology industry, with different levels of experience in hiring and recruitment. Their ages ranged between 30 to 45.
- The majority of participants conducted the test on larger devices using Chrome.

### 3 Main Goals:

- View my projects as a UI/UX Designer to understand my process and evaluate my design skills.
- Find out more about me and download my CV if required.
- Find my contact details should they want to contact me.

# PROCESS & INSIGHTS

## User Test Results

Error rating:

0 = I don't agree that this is a usability problem at all  
1 = Cosmetic problem only: need not be fixed unless extra time is available on project  
2 = Minor usability problem: fixing this should be given low priority  
3 = Major usability problem: important to fix and should be given high priority  
4 = Usability catastrophe: imperative to fix before product can be released

No.	Issue	Error rating	Suggestion
1	Layout of work on homepage - too minimal, corporate, standard	3	Make images larger
2	Purple and orange contrast header doesn't quite work	1	Remove purple header
3	Layout of elements not quite right on larger device	3	Need to add CSS styling for larger device
4	Language a bit corporate	3	Update nav labels to MY WORK, CONTACT ME etc
5	About page is boring	3	Need to rewrite bio. Need to add more visuals - planning to design icons which represent me and what I like to showcase my design skills. Perhaps add an image of myself until I have time.

# PROCESS & INSIGHTS

## User Test Results (continued)

Error rating:

0 = I don't agree that this is a usability problem at all  
1 = Cosmetic problem only: need not be fixed unless extra time is available on project  
2 = Minor usability problem: fixing this should be given low priority  
3 = Major usability problem: important to fix and should be given high priority  
4 = Usability catastrophe: imperative to fix before product can be released

No.	Issue	Error rating	Suggestion
6	User flow diagram is boring and hard to read	1	Redesign with style like the Yoga Kind Collective user flow diagram
7	YKC project - iOS and Android images need resizing and aligning	1	Combine images into one
8	Project pages can be long	2	Add menu links to DISCOVER, DEFINE, DEVELOP, DELIVER on side menu
9	Not much on Behance currently	3	Remove link till I have more work to show
10	Layout of work on homepage - too minimal, very corporate, standard layout	3	Make images larger

# PROCESS & INSIGHTS

## Cross-Browser Testing

I conducted a series of cross-browser tests on Safari, Chrome, Firefox and Edge using mobile, tablet and desktop devices. I discovered a couple of issues:

- Safari - Info-popup and link to projects screens did not work on mobile and tablet. I was able to solve the issue by updating my HTML and CSS code.
- Chrome and Firefox - Prototype link did not work properly. It takes user to the InVision site but too a very enlarged version of the splash screen and there is no option to see the full prototype. Unfortunately, I was not able to solve this.

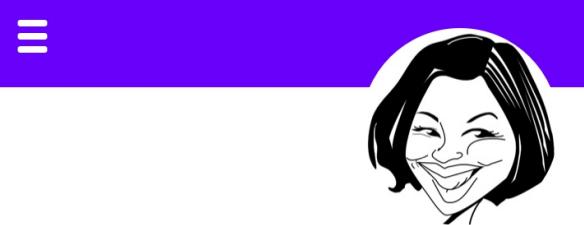
# SOLUTION

## My Work

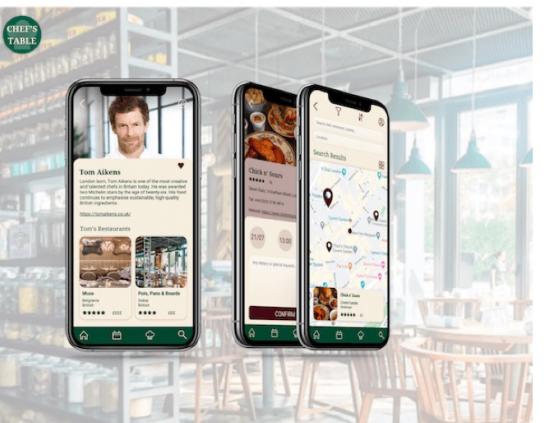
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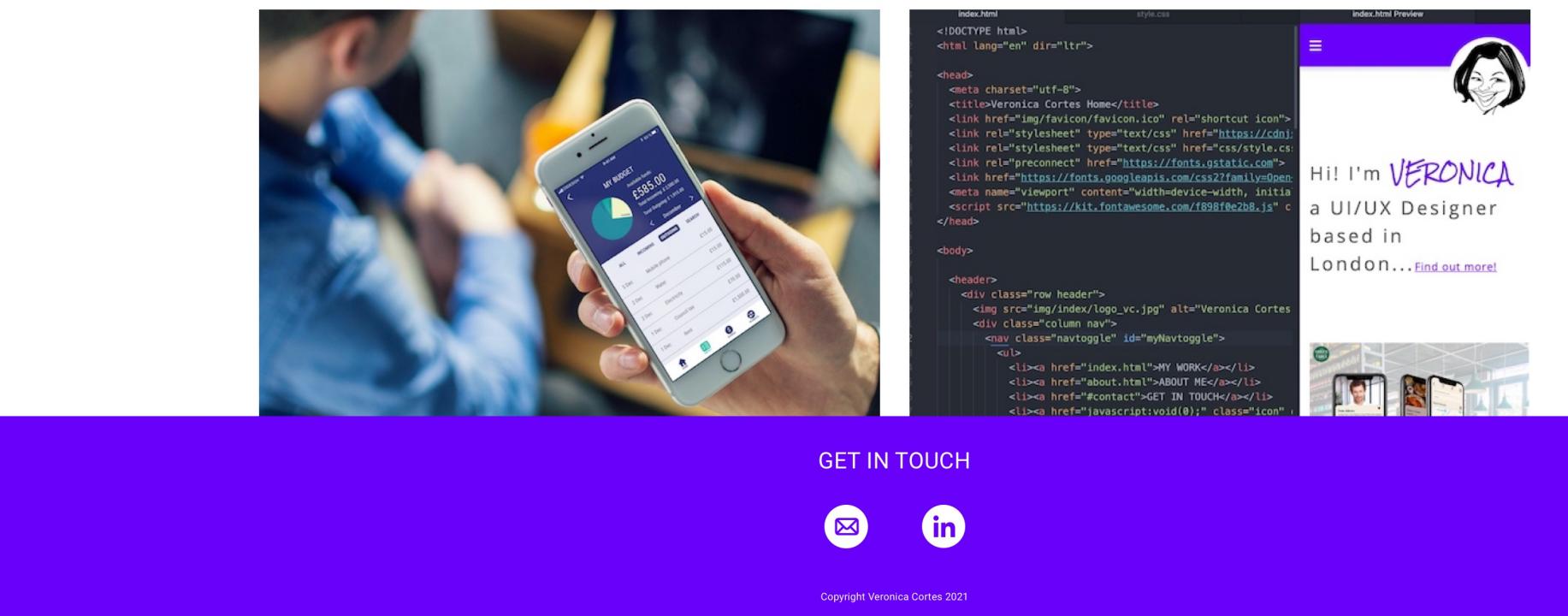
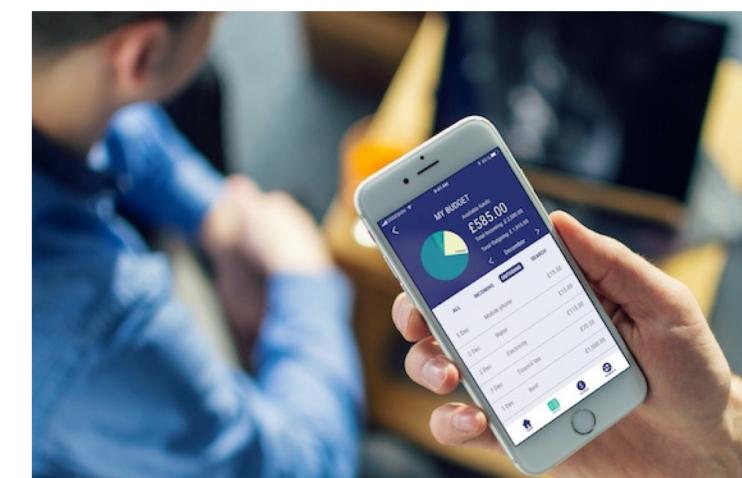
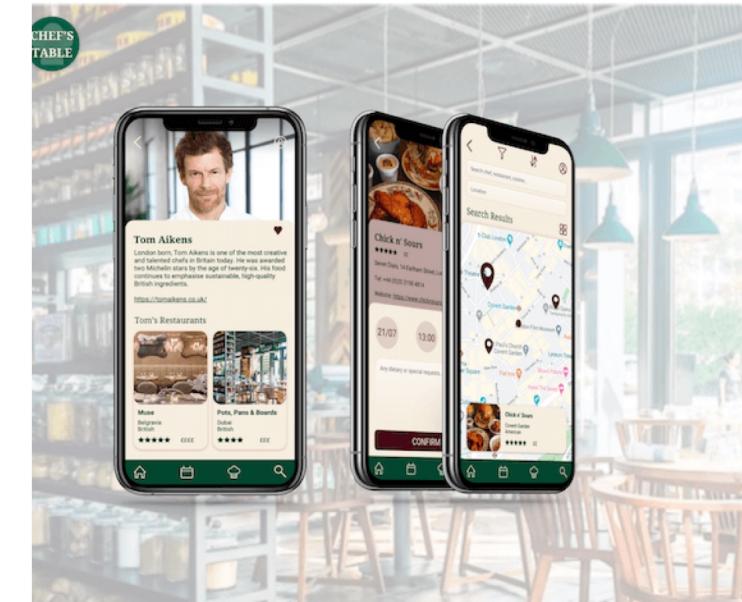


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Mobile

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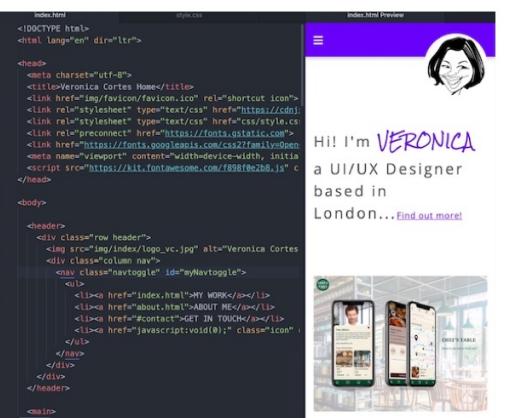
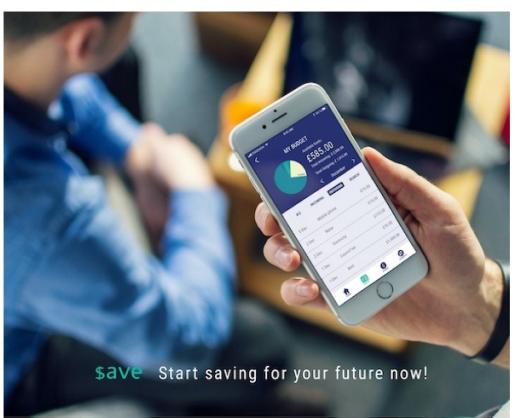
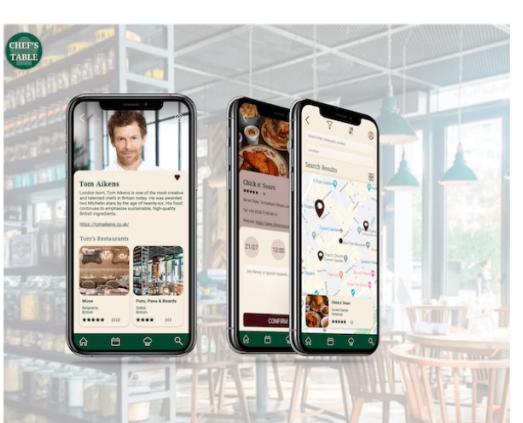
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Desktop

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Tablet

# SOLUTION

## About Me

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VIEW MY FULL CV

Hi! I'm **VERONICA**  
a UI/UX Designer based in London with a background in international event management. I'm originally from Hong Kong and I previously worked in the creative sector curating conferences and workshops for designers and developers in the U.K. and U.S. I was extremely fortunate to work closely with some of the top experts in the industry and thus began my curiosity for UI/UX. There are many parallels between event management and UI/UX design, with customer/user experience at the very heart. I am passionate about creating positive change through simple and meaningful interface designs which are easy to navigate.

I'm a member of the 'Game Changers', a UX community set up during the pandemic by designer, speaker and mentor, Giles Airey.

I'm also a certified yoga teacher and co-founder of the Yoga Kind Collective.

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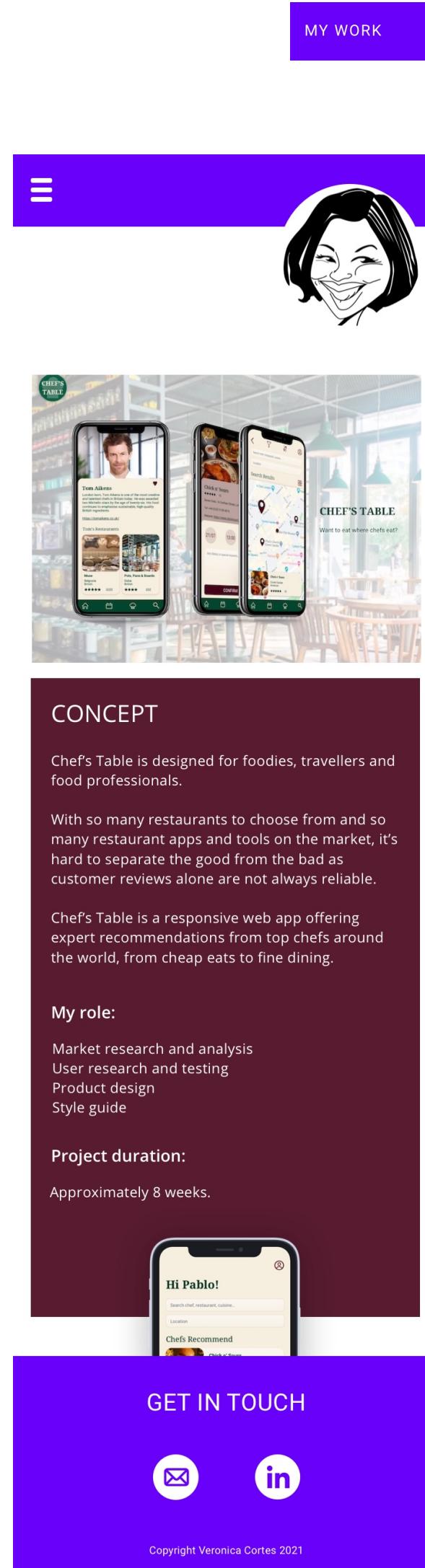
Mobile

Tablet

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# SOLUTION

## Project



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**CONCEPT**

Chef's Table is designed for foodies, travellers and food professionals.

With so many restaurants to choose from and so many restaurant apps and tools on the market, it's hard to separate the good from the bad as customer reviews alone are not always reliable.

Chef's Table is a responsive web app offering expert recommendations from top chefs around the world, from cheap eats to fine dining.

**My role:**

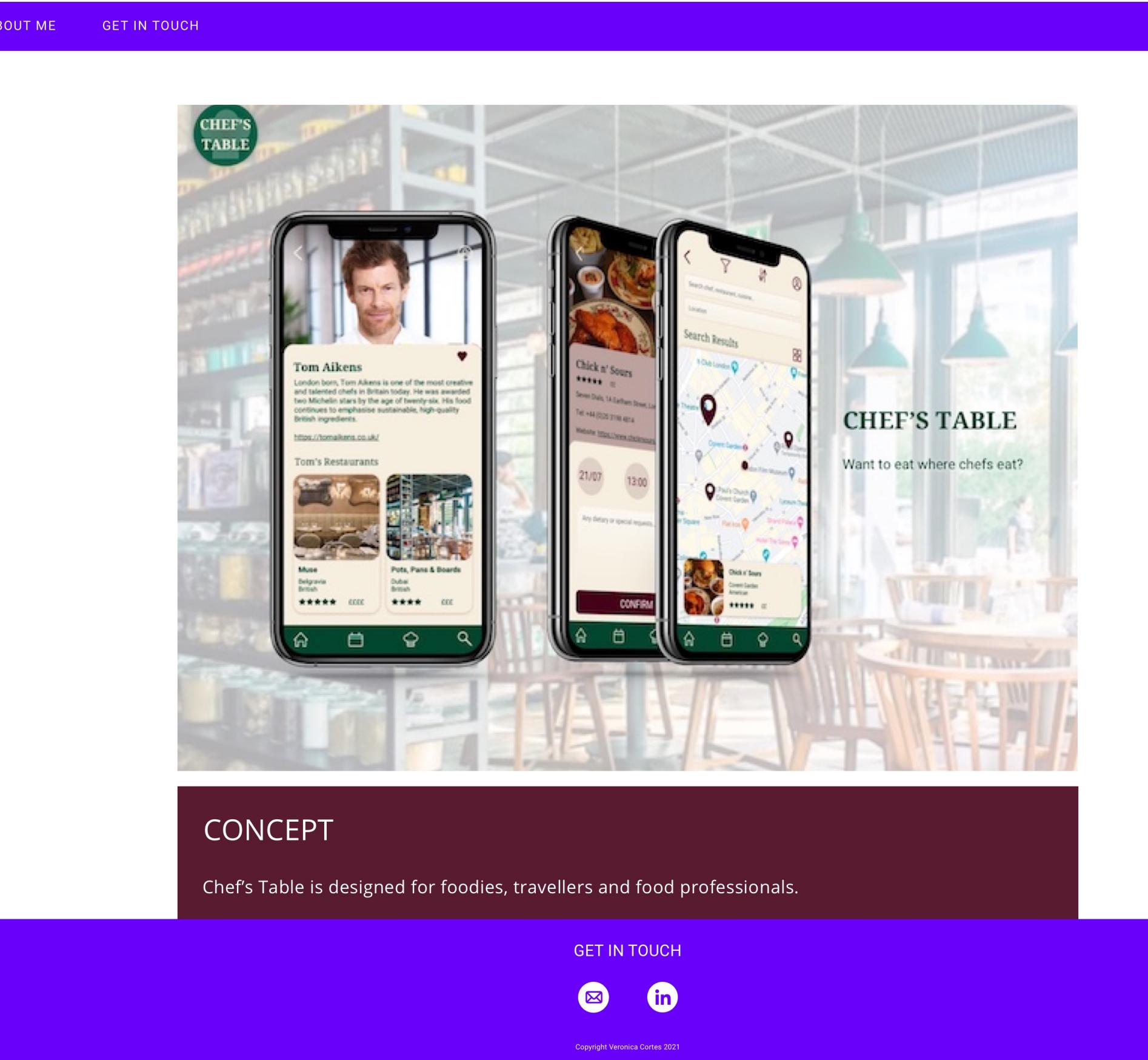
- Market research and analysis
- User research and testing
- Product design
- Style guide

**Project duration:**

Approximately 8 weeks.

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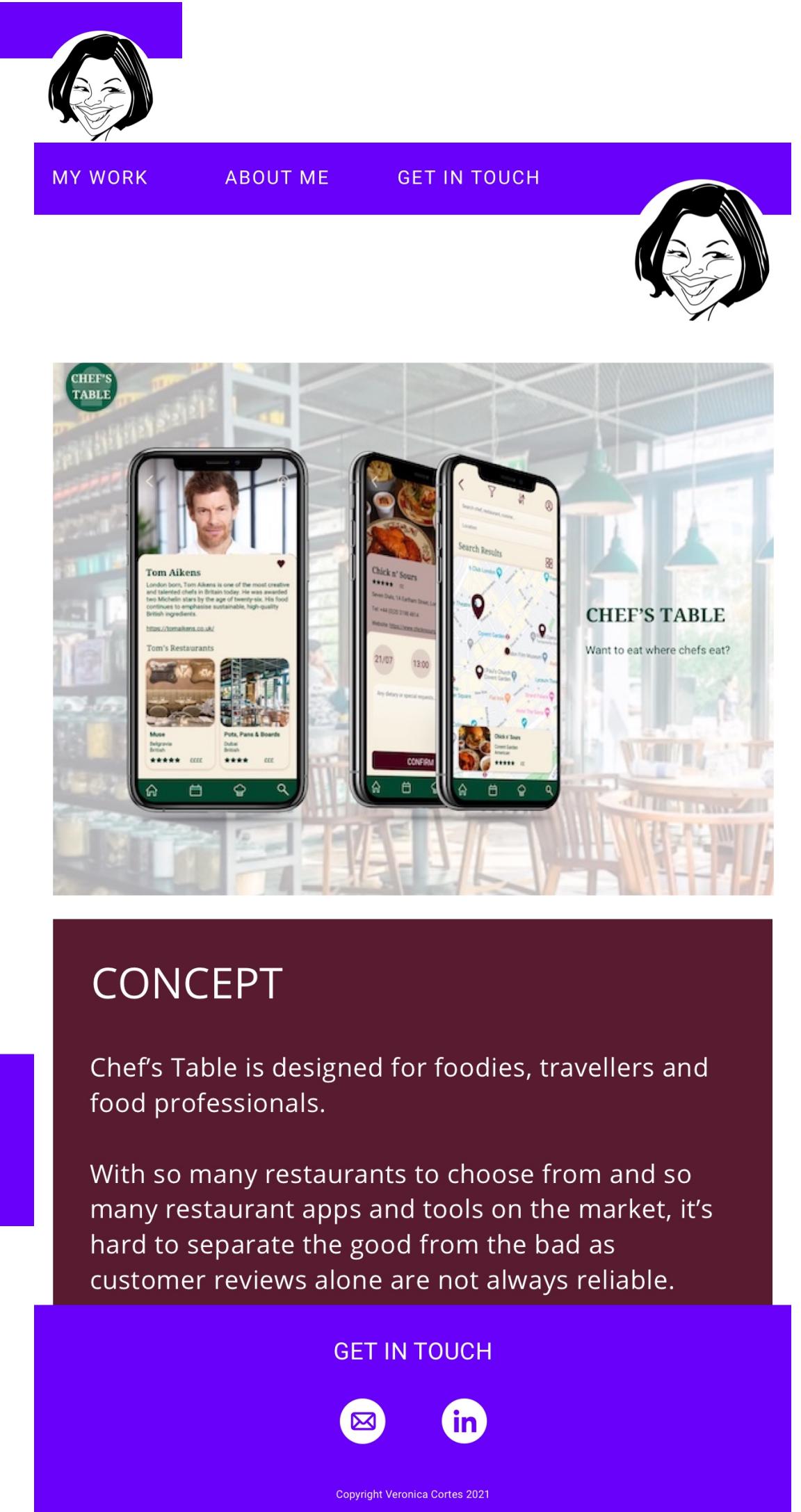
**CONCEPT**

Chef's Table is designed for foodies, travellers and food professionals.

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With so many restaurants to choose from and so many restaurant apps and tools on the market, it's hard to separate the good from the bad as customer reviews alone are not always reliable.

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Mobile

# RESULTS

- I discovered that I am not a natural coder, so I wouldn't want to move into frontend development professionally, but I have found it extremely beneficial to learn HTML, CSS and JS (especially HTML and CSS) because it made me think differently about design layout and the complexities of styling.
- By simplifying and redesigning my web portfolio I have been able to build a responsive web portfolio using my basic knowledge of HTML, CSS and JS.
- My portfolio is easy to navigate and allows users to view my work, learn about my process, learn about me, download my CV and contact me.
- I plan to utilise what I have already learned and hope to continue developing my frontend development skills in order to improve my web portfolio.
- I plan to do further user tests before I share the site with potential employers and I will continue to iterate my portfolio as I develop my skills and add new work.



# THANKS!

If you have any questions or would like to discuss potential opportunities, please contact me via <https://www.linkedin.com/in/vcortes1976/>