YAZEDY YAHYA

A Portfolio Case Study

1. INTRODUCTION

This case study is about the portfolio website that I designed and developed. It is a personal project that I did to showcase my skills as a designer. I wanted to create a website that would reflect my personality, my style, and my values. I also wanted to ensure that my portfolio helped me stand out from the crowd. Most Importantly I wanted to make a website that would be easy to navigate, and that would showcase my best work in a clear and engaging way.

In this case study, I will explain the goal, the process, and the outcome of this project. I will also share some of the challenges, the learnings, and the feedback that I encountered along the way. I will describe how I used various tools and methods, such as research, sketching, prototyping, coding, testing, and deploying, to create a website that meets the needs and expectations of my target audience. I will also show some examples of the design and the functionality of the website, and how they relate to the content and the purpose of each page.

2. FRAME OF REFERENCES

Figure 1: Basic Sections of Personal Web Portfolio

3. PROJECT PLANNING AND RESEARCH

The most significant part of any design project is defining the ultimate project goal and its objectives. Clarifying the purpose of the project as well as describing what problems need to be solved, also have to be included into the debrief. In the later stages this data will be used to ensure that the provided solutions are accurate.

At this stage, I did some research on portfolio websites, looking for inspiration. I also defined my target audience, my value proposition, and my unique selling points. I used tools such as Google, Pinterest, and Behance to find and collect examples of portfolio websites that I liked or disliked. I created a document where I summarised my research findings and insights, and where I wrote the design brief for the project.

4.   PROJECT DESIGN & DESIGN PHILOSOPHY

The design of my portfolio website is based on a tree-like structure, where each branch represents one of the pages: About, Resume, Works, Contact, and Blog. The tree is displayed on the index page, and the user can click on any branch to go to the corresponding page. The website has a minimalistic and elegant style, using a simple color scheme of black and white. The website also uses a sans-serif font, and some subtle animations and transitions to create a smooth and engaging user experience.
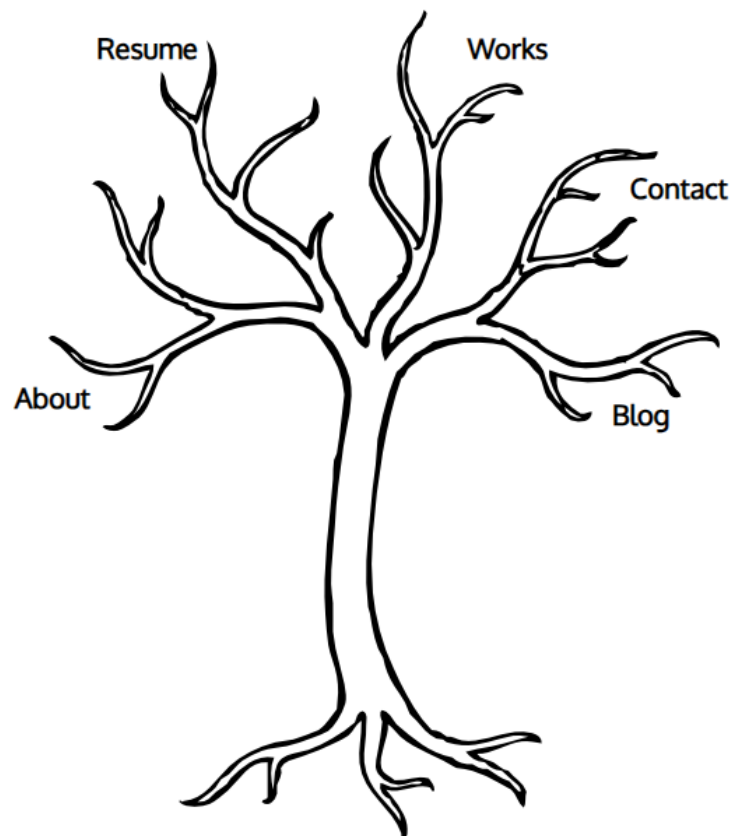

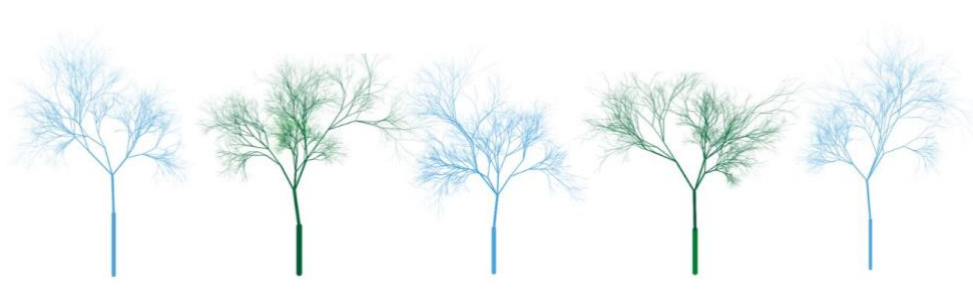Figure 2: Final Tree-Like Structure on Index Page

Figure 3: Scrapped Trees

The content of each page is short and precise, highlighting the most important and relevant information about me and my work. The about page introduces myself and leaves no room for unnecessary babble.

The resume page summarises my education, skills, experience, and achievements. The works page showcases some of my projects, with a brief description, and a link to each project. The contact page provides my contact details. The blog page features some of my writing, where I share my thoughts.

5. PROJECT DEVELOPMENT AND CODE

The development of this project involved using HTML, CSS, and JavaScript to code the website and make it functional and interactive. Here is a brief overview of what I did in the development stage.

Index page: In creating an engaging and interactive portfolio website, the technical foundation plays a crucial role. The index page, which serves as the gateway to the various sections of the portfolio, is meticulously crafted using HTML5, CSS3, and modern web standards to ensure a seamless user experience. The underlying code not only supports the visual appeal but is engineered for performance and accessibility.

The index page begins with <!DOCTYPE html>, declaring the document type to be HTML5, ensuring all browsers render the page correctly. The <html lang="en"> tag specifies English as the primary language, which is crucial for accessibility and search engine optimization.

Within the <head> section, metadata like character encoding (UTF-8), browser compatibility (IE=edge,chrome=1), and responsive design settings (viewport) are defined. These elements ensure that the website functions across various devices and browsers.

```html
<meta charset="UTF-8" />
<meta http-equiv="X-UA-Compatible" content="IE=edge,chrome=1" />
<meta name="viewport" content="width=device-width, initial-scale=1.0" />
```

A favicon is included providing a unique visual identifier for the website in browser tabs and bookmarks, reinforcing brand presence.

```html
<link rel="shortcut icon" href="images/favicon.ico" />
```

The body of the index page is intentionally minimalistic, encapsulating the entire content within a single div with a class of .hotspots. This choice emphasises a clean and focused user interface, directing attention to the

interactive 'tree' metaphor represented by the central image and its branches, each leading to a different portfolio page.

```html
<body>
  <div class="hotspots">
    <img src="images/6.png" />
    <a href="about.html" class="hotspot" id="hs-a">About</a>
    <a href="resume.html" class="hotspot" id="hs-b">Resume</a>
    <a href="works.html" class="hotspot" id="hs-c">Works</a>
    <a href="contact.html" class="hotspot" id="hs-d">Contact</a>
    <a href="blog.html" class="hotspot" id="hs-e">Blog</a>
  </div>
</body>
```

CSS Styling for Index Page: The CSS begins with an import of two carefully selected fonts from Google Fonts: 'Oxygen' for headings and 'Source Sans 3' for body text. The choice of these fonts is deliberate, balancing aesthetics with readability to enhance the overall look and feel of the site.

```css
@import url('https://fonts.googleapis.com/css2?family=Oxygen&family=Source+Sans+3&display=swap');
```

A global reset is applied to body and html tags, setting padding, margin to zero, and specifying height and width to cover the entire viewport. Overflow is set to hidden to prevent any unwanted scrolling, which could disrupt the visual layout. A subtle perspective property is applied to the body, adding a sense of depth to the page elements.

```css
body,
html {
  padding: 0;
  margin: 0;
  overflow: hidden;
  height: 100%;
  width: 100%;
  background-color: #fff;
}
body {
  perspective: 100px;
  font-family: 'Source Sans 3', sans-serif;
}
.heading {
  font-family: 'Oxygen', sans-serif;
  text-align: center;
  font-weight: 700;
  margin: 30px 0px 0px 0px; /* top - right - bottom - left */
}
```

```css
.subheading {
  font-family: 'Oxygen', sans-serif;
  font-style: italic;
  text-align: center;
  margin: 0px 0px 30px 0px; /* top - right - bottom - left */
}
.hotspots {
  position: relative;
  display: flex;
  justify-content: center;
  align-items: center;
}
.hotspots img {
  max-width: 100%;
  height: auto;
  display: block;
  margin-top: 30px;
}
.hotspot {
  position: absolute;
  width: 150px;
  height: 150px;
  padding-top: 6px;
  border-radius: 50%;
  transition: all 0.2s;
  text-align: center;
  text-decoration: none;
  font-weight: bold;
  font-family: 'Oxygen', sans-serif;
  color: #000;
  font-size: 20px;
}

#hs-a {
  top: 46%;
  left: 27%;
  color: transparent;
}
#hs-a:hover {
  color: #000;
}
#hs-b {
  top: 6%;
  left: 32%;
  color: transparent;
}
#hs-b:hover {
  color: #000;
```

```
}
#hs-c {
  top: 6%;
  left: 51%;
  color: transparent;
}
#hs-c:hover {
  color: #000;
}
#hs-d {
  top: 22%;
  left: 60%;
  color: transparent;
}
#hs-d:hover {
  color: #000;
}
#hs-e {
  top: 48%;
  left: 58%;
  color: transparent;
}
#hs-e:hover {
  color: #000;
}
.about-container {
  display: flex;
}
```

About Page: The About page is structurally very similar to the index page in that the HTML structure is built with semantic clarity and ease of navigation in mind.

The <head> section follows the same robust structure as the index page, with links to CSS files, charset, browser compatibility meta tags, responsive design settings, and the favicon for brand consistency across the website.

The <body> houses a .wrapper div to encapsulate all content, ensuring a consistent and centred layout. The use of the .logo image provides a visual and navigational anchor point, linking back to the home page.

The .container div encompasses the .header and .about sections, highlighting any name in bold, and bordering it for emphasis. The .about div is divided into two sections: .about-image, which contains a personal icon, and .about-text, which briefly describes myself. A <button> is provided to navigate back to the index page, reinforcing the user-friendly.

Figure 5: About Page

```html
<div class="wrapper"> <!-- Added this line to create a wrapper element -->
  <a href="index.html"><img src="images/6.png" width="60px" class="logo" alt="Yazedy Yahya"></a> <!-- This is the logo image -->
  <div class="container">
   <div class="header">YAZEDY YAHYA</div>
   <div class="about">
    <div class="about-image">
     <img src="images/about.png" class="icon" alt="Yazedy Yahya">
    </div>
    <div class="about-text">
     <p>content…………p>
     <a href="index.html"><button class="button">Go back</button></a>
    </div>
   </div>
  </div>
 </div> <!-- Ends the wrapper division -->
```
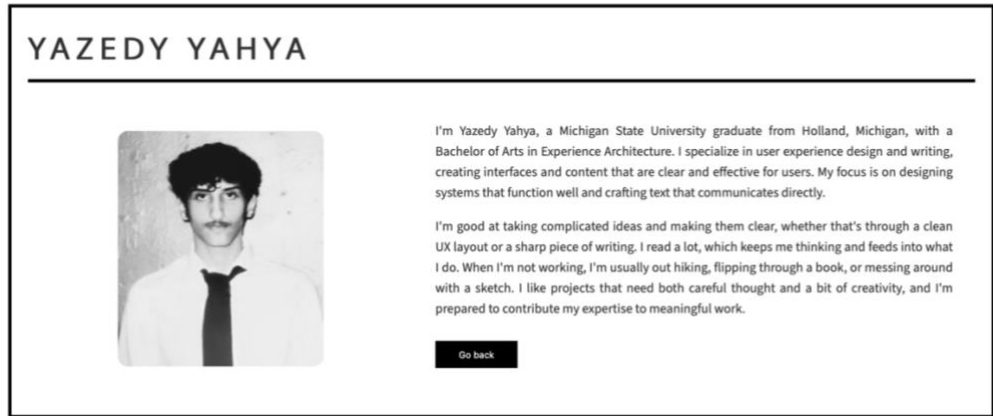
The About page's code is thoughtfully constructed to prioritise usability, aesthetic, and a narrative flow. The HTML structure is streamlined for easy navigation, while the CSS styling reinforces the personal brand and facilitates a responsive reading experience. Every choice, from the layout to the typefaces, is made with the intent to create a cohesive and engaging introduction to who it is that I am

Works Page: The Works page is a showcase of my professional projects and accomplishments. The layout is consistent with the rest of the portfolio, providing a familiar and intuitive navigation experience for users.

As with the About page, the Works page features the same .wrapper and .logo elements, reinforcing the brand and offering easy navigation back to the index page through the clickable logo. The main content of the page is contained within a .container div, with the .header clearly labelling the section as "WORKS." This header maintains the consistent branding and typographic style seen throughout the website. The .about div, similarly styled to the About page, is repurposed here to present project information. The .about-image displays a thematic icon related to my work, while the .about-text provides a compelling description of the project. The use of <strong> tags highlights the project name, drawing attention to it.

```html
<div class="wrapper"> <!-- Added this line to create a wrapper element -->
  <a href="index.html"><img src="images/6.png" width="60px" class="logo" alt="Yazedy Yahya"></a> <!-- This is the logo image -->
  <div class="container">
   <div class="header">WORKS</div>
   <div class="about">
    <div class="about-image">
     <img src="images/works.png" class="icon" alt="Yazedy Yahya">
    </div>
    <div class="about-text">
     <p><strong>Project Heading…………………….</strong>Content………………………
      <a href="pdf/apr-project.pdf" target="_blank">View</a></p>
     <a href="index.html"><button class="button">Go back</button></a>
    </div>
   </div>
  </div>
 </div> <!-- Added this line to close the wrapper element -->
```
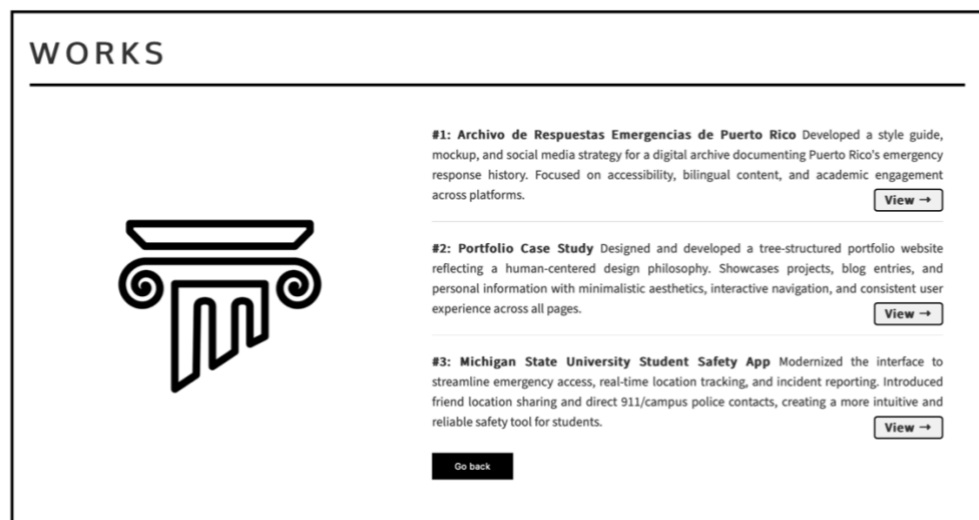

Figure 6: Works Page

Resume Page: The Resume page is designed to present a concise and professional overview of my qualifications. It follows a standard resume format, making it easy for potential employers or collaborators to quickly scan and understand my experience, education, and skills. The page maintains the consistent branding and design elements found throughout the portfolio.

The HTML structure is straightforward, using semantic elements where appropriate. The <body> contains a wrapper div for consistent layout and styling, mirroring the other pages. Contact information (name, email, phone) is placed at the top, followed by clearly delineated sections for "Experience," "Education," and "Skills."

Within the "Experience" section, each job is presented with the job title (using <strong> for emphasis), the company name, and the dates of employment. Bullet points (<ul> and <li>) are used to describe key responsibilities and accomplishments for each role, focusing on action verbs and quantifiable results where possible. This structure highlights the practical application of my skills and the value I brought to each position.

The "Education" section lists my degree (Bachelor of Arts in Experience Architecture), the institution (Michigan State University), and the expected graduation date. This provides context for my academic background and training.

The "Skills" section utilizes another unordered list to present a summary of my core competencies. These skills are directly relevant to my target audience and highlight my capabilities in both technical and soft skill areas. The inclusion of "HTML/CSS/JavaScript" and "Responsive Design" specifically reinforces my web development expertise.

Yazedy Yahya

yazedyyahya@gmail.com

313-850-3104

Experience

Michigan State University Union Receptionist - June 2023 - May 2024

- Honed interpersonal skills through daily interactions at the university union's front desk.
- Improved multitasking by coordinating events and managing room reservations.
- Mastered administrative duties, including phone and database management.

Ford Library Librarian - June 2022 - August 2022

- The experience cultivated my self-management abilities.
- I undertook the task of transforming a cluttered library into an organized space.
- I developed and refined my proficiency in Excel.

Wayne State Bookstore Librarian - May 2021 - August 2021

- Tasked with the leadership role in systematizing the library's catalog.
- Provided guidance and support to patrons in locating their requested materials
- Managed incoming and outgoing email correspondence with efficiency and diligence.

Education

Bachelor of Arts in Experience Architecture - Michigan State University

December 2024

Skills

- Excellent Communicator
- Website Development
- Interpersonally Skilled
- Prototyping/Wireframing
- Human Centered Design
- HTML/CSS/JavaScript
- Responsive Design

Go Back

Blogs Page: The Blog page is designed to offer a window into my thoughts, experiences, and expertise. The structure of the page is consistent with the rest of the site, providing a uniform user experience. The <head> section remains unchanged, ensuring consistency in metadata, responsiveness, and branding with the favicon. The .wrapper and .logo elements at the top of the page provide a familiar navigation anchor, allowing users to easily return to the homepage.

The main content area is contained within the .container, which also houses the .header that labels the section as "BLOG." This sets the stage for the blog entries that follow. Each blog entry is wrapped in a .blog-entry div, which contains a .blog-title and a summary paragraph. The .blog-title gives the title of the post, the date, and the author's name, formatted with <h3> tags for semantic clarity and importance.

The summary paragraph provides a teaser of the blog content, using placeholder text 'Lorem ipsum' to demonstrate the layout. At the end of each

summary, there is a 'Read More' button aligned to the right, which invites users to click through to the full blog post.

```html
<div class="wrapper"> <!-- Added this line to create a wrapper element -->
  <a href="index.html"><img src="images/6.png" width="60px" class="logo" alt="Yazedy Yahya"></a> <!-- This is the logo image -->
  <div class="container">
   <div class="header">BLOG</div>
   <div class="blog-entry">
    <h3 class="blog-title">#Blog 1 • 25-11-2023 • Author: Yazedy Yahya</h3>
    <p>Content…………………p>
    <a href="blog1.html" style="display:block; text-align: right;"><button class="button">Read More</button></a>
   </div>

   <div class="blog-entry">
    <h3 class="blog-title">#Blog 2 • 27-11-2023 • Author: Yazedy Yahya</h3>
    <p>Content…………………</p>
    <a href="blog2.html" style="display:block; text-align: right;"><button class="button">Read More</button></a>
   </div>

   <a href="index.html"><button class="button">Go back</button></a>
  </div>
</div>
```
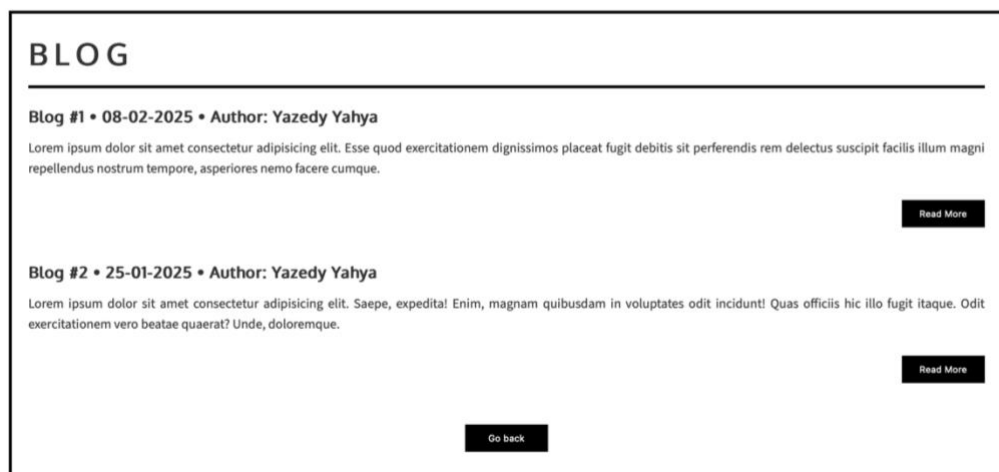

Figure 7: Blog Page

Contact Page: The Contact page of the portfolio is designed to provide information regarding the contact details. The structure of the page is consistent with the rest of the site, providing a uniform user experience. The <head> section remains unchanged, ensuring consistency in metadata,

responsiveness, and branding with the favicon. The .wrapper and .logo elements at the top of the page provide a familiar navigation anchor, allowing users to easily return to the homepage.

The main content area is contained within the .container, which also houses the .header that labels the section as "CONTACT." Then, there is just a Mail Icon contained in a flexbox which gives the email address. In the end, there is a "Go Back" page, like the other pages.

```html
<div class="wrapper"> <!-- Added this line to create a wrapper element -->
  <a href="index.html"><img src="images/6.png" width="60px" class="logo" alt="Yazedy Yahya"></a>
<!-- This is the logo image -->
  <div class="container">
   <div class="header">CONTACT</div>
   <div class="contact">
    <div class="email">
     <img src="images/email.png" class="icon" alt="Email Yazedy Yahya">
     <!-- You need to replace the src attribute with the actual image URL -->
     Email
    </div>
   </div>
   <a href="index.html"><button class="button">Go back</button></a>
  </div>
 </div> <!-- Added this line to close the wrapper element -->
```


CONTACT

yazedyyahya@gmail.com

Go back

Figure 8: Contact Page

6. CREATE TIMELINE

The timeline of this project shows the four main stages that I completed to create my portfolio website: planning a research, design, development, and

deployment. The timeline also shows the duration of each stage, and the total duration of the project. Here is the timeline of my portfolio website:
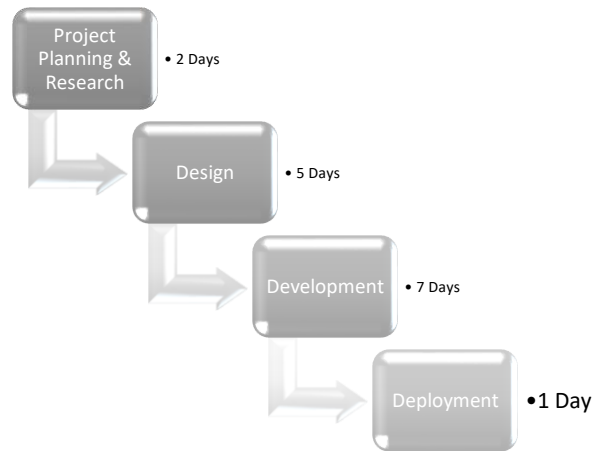
Project Planning & Research
• 2 Days

Design
• 5 Days

Development
• 7 Days

Deployment
•1 Day

Figure 9: Timeline of the Project

7. CONCLUSION

In this particular study, I detailed the creation and advancement of my individual web portfolio. The aim was to highlight my proficiency as a human-centred designer. The process unfolded through four primary phases: initial planning and research, subsequent design, development, and eventual deployment. At each juncture, distinct tools and methodologies were employed to construct and enhance the website. Encountering challenges, I learned valuable lessons throughout the journey. The outcome is a user-friendly website that effectively expresses who I am as a designer.