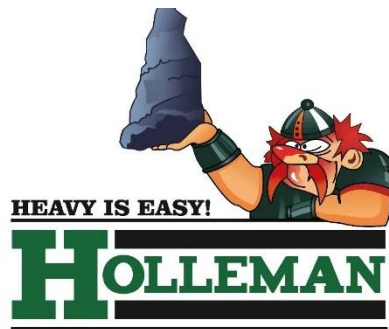


# LO5 – Personal Leadership

## 1. Holleman website

### **Intro:**

During the summer I wanted to gain experience working with a real client on a full project — from branding to prototyping a website, then building it, creating an interface for the client, and deploying it. I reached out to a heavy transport company called Holleman. After some talks with one of the stakeholders, I understood that the main issue with their current website was that it was outdated, half of it not functional, and originally built with a third-party tool like Wix.com.

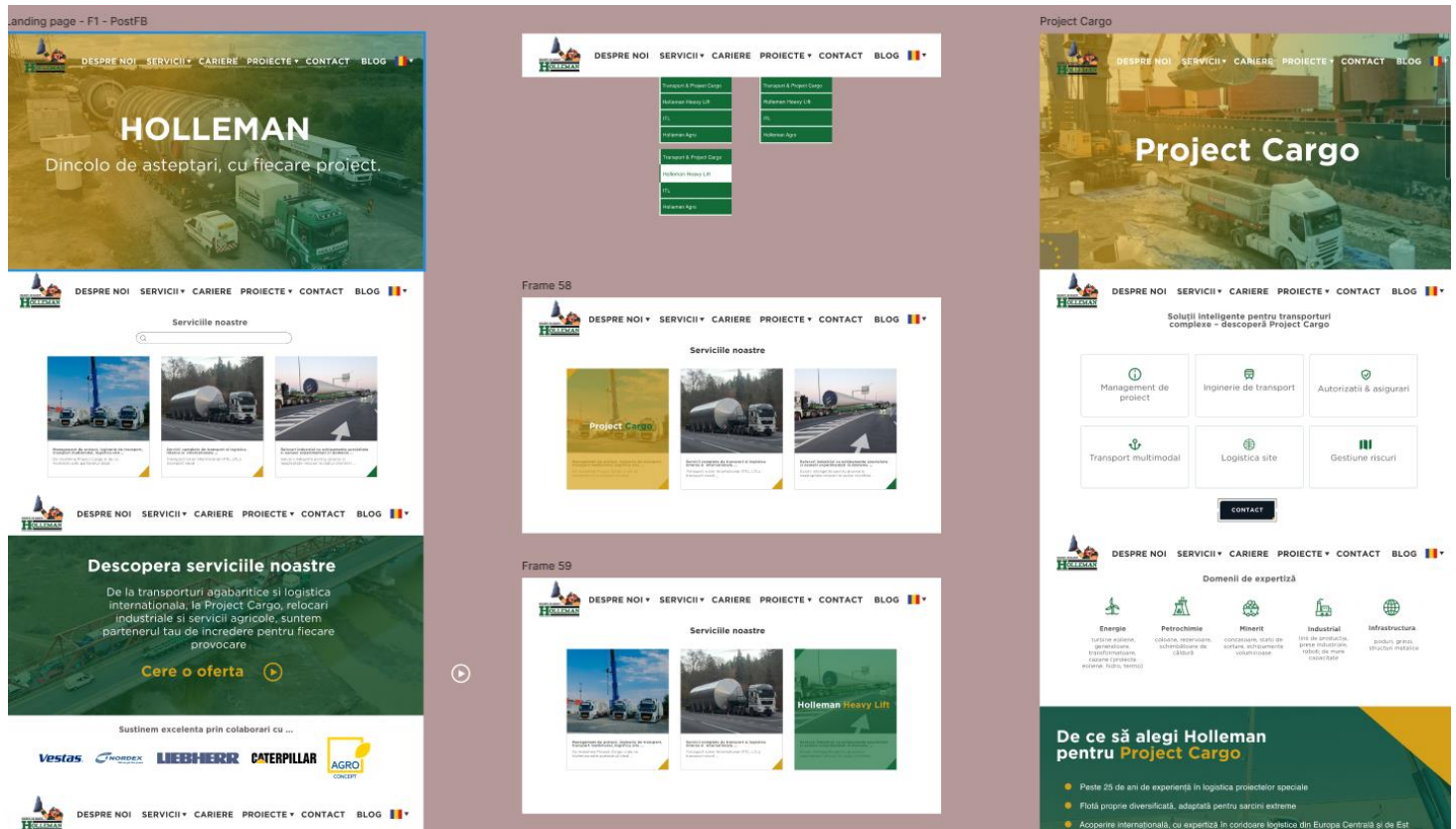


### **Process and Feedback:**

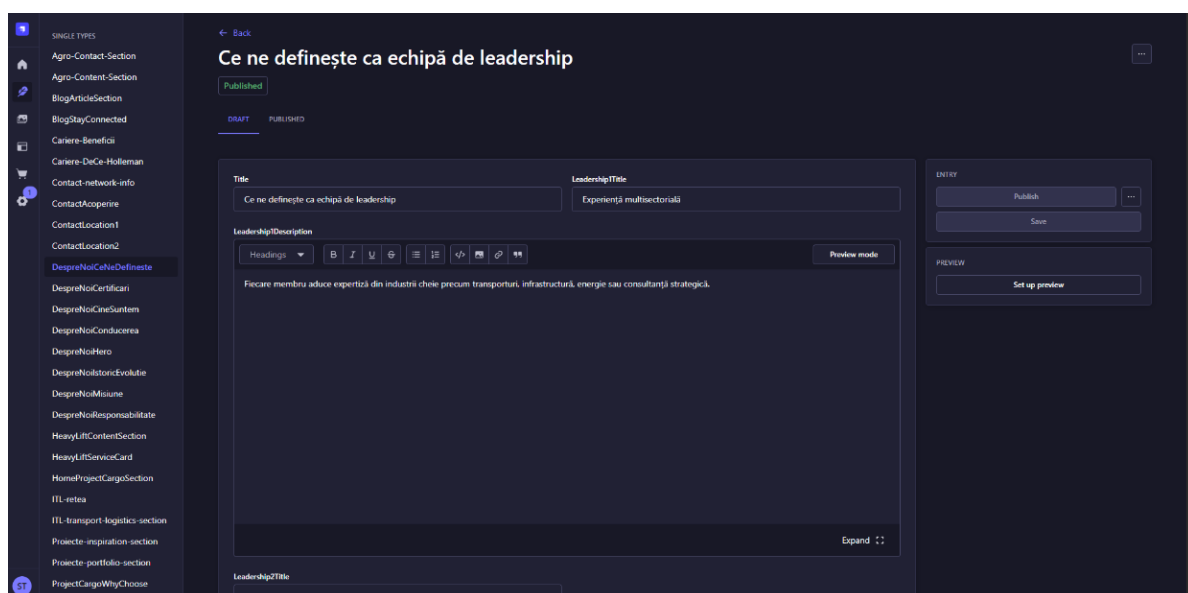
To approach this project, I first created a brand guide where I defined the mission statement, target audience, and color palette. Then I researched other heavy transport company websites to understand patterns and get inspiration for the prototype.

I received a creation brief that outlined the pages and content needed. With that in mind, I started designing a consistent layout that was modern and minimalist, using mostly white space and subtle shadows to highlight important elements.

The prototyping phase took around 10 days. During this time, I had multiple calls with the stakeholder to discuss ideas and show progress. The prototype went through several iterations, some based on feedback, others based on my own UX/UI research.



When moving into development, I was given freedom to choose the tools. Instead of WordPress, I decided to build the site in React and connect it to Strapi as a headless CMS. This was the first time I worked with Strapi, and I learned how to set up components, connect them, and make real-time changes, which was very valuable for my development.



## Results:

The development phase took around 20 days. I kept close contact with the stakeholder, requesting files and images while also receiving documents with modifications. The feedback was very positive, both about the timeline and the quality of the work.

Integrating the interface took 3 days in total, creating the fields and components and filling them with different information.

## GitLinks:

Website: <https://github.com/yfaneeee/holleman>

CMS: <https://github.com/yfaneeee/holleman-cms>


Both hosted and working atm.

**Website Link:** <https://holleman.vercel.app/>


OLD:



NEW:



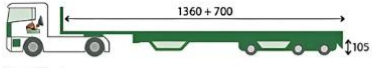
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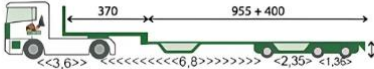
## Echipamente pentru Transport Specializat

Flota noastră cuprinde o gamă variată de echipamente specializate, de la platforme extensibile până la axe modulare pentru transportul celor mai complexe și grele încărcături. Fiecare vehicul este conceput pentru a răspunde provocărilor specifice ale industriei de transport agabaritic.


1.




2.



3.



4.



1

Platformă extensibilă (telemega). Trailer versatil, poate transporta încărcături de până la 2300 cm lungime sau utilaje autopropulsate de până la 365 cm înălțime (nu neapărat cea mai economică soluție).

2

Semitrailer de 90 cm cu alveole, extensibil pe lungime. Potrivit pentru tractoare, încărcătoare mici și alte echipamente similare.

3

Semitrailer cu înălțime de 80 cm și alveole. Foarte căutat deoarece permite transportul mărfurilor agabaritice, dar și protecția celor sensibile (de exemplu utilaje cu componente electronice).

4

Tren rutier. Util atunci când este nevoie de transportul a două mărfuri cu lungime totală peste 1350 cm. Legal și flexibil (poate fi folosit doar capul tractor dacă este necesar).

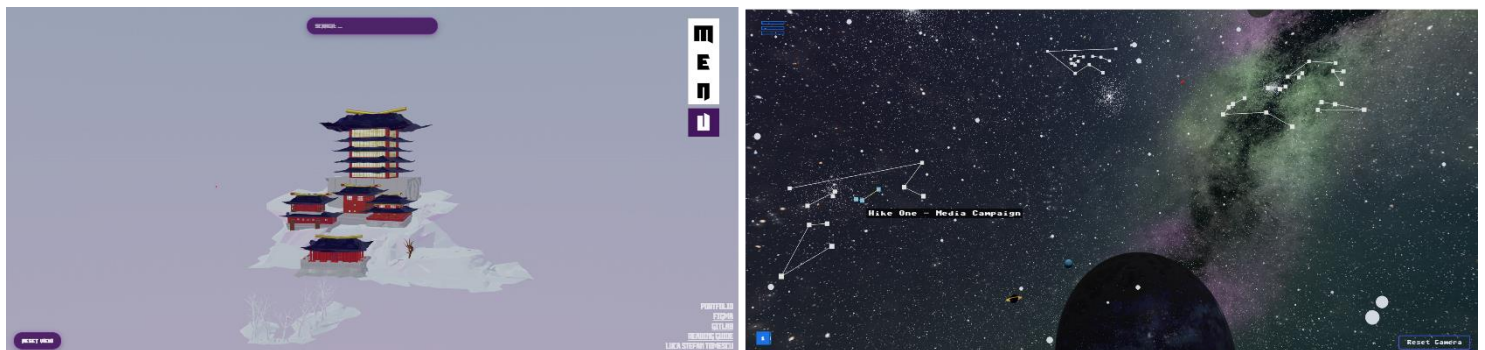
## Reflection:

Taking on this project really helped me grow in terms of personal leadership. I had to make a lot of independent decisions, such as switching from WordPress to React and Strapi for scalability. This boosted my confidence in choosing the right tools for a client. It also showed me the importance of tracking work properly with Git and committing consistently. Working with Railway and Vercel for deployment taught me new things that I haven't yet experienced and had no idea how would work. Overall, this project pushed me out of my comfort zone and gave me new technical skills while also making me more confident in leading a full project from start to finish.

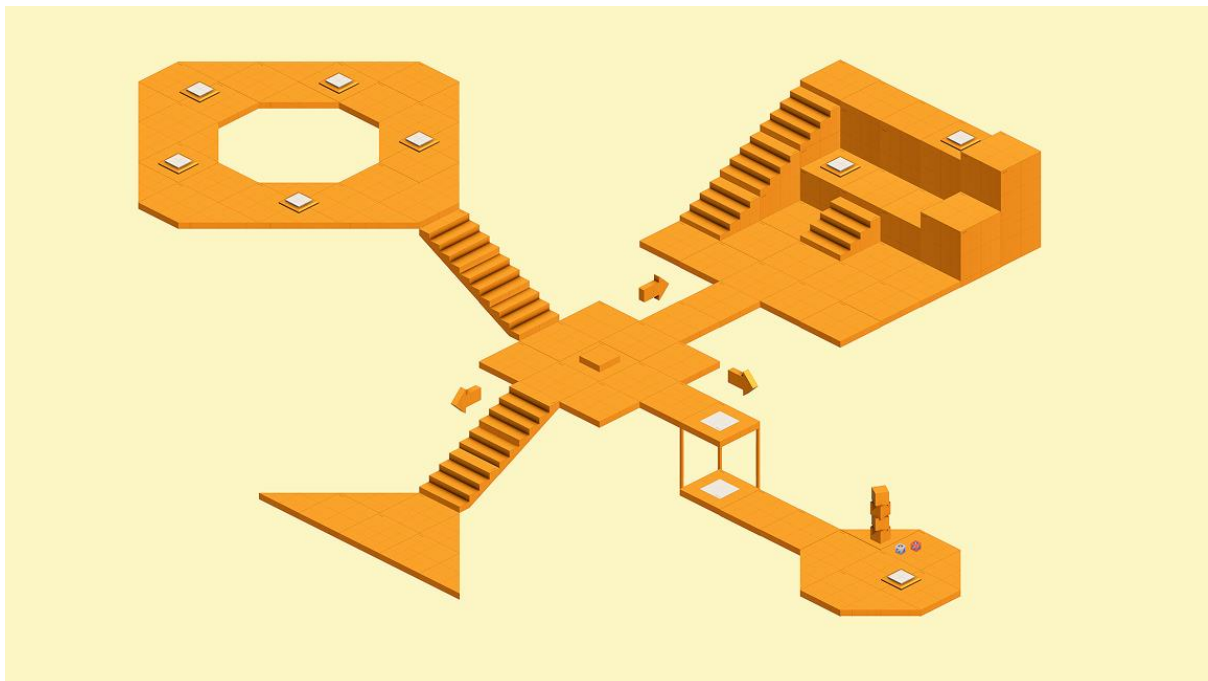
## 2. Gamified portfolio

### Intro

During this semester, I must search, find, and apply for an internship that I'll be doing during the next semester. Like every other semester, we also had to create a portfolio. This time, however, we were given complete freedom regarding how to approach it, we didn't have to follow the classic website portfolio structure.



Since I'm going in a more 3D and game design direction, and my last two portfolios were built using Three.js, I decided to push myself to create my best portfolio so far, something that wouldn't just serve as a school project but could be used to apply for internships. My goal was to build a gamified, isometric-style portfolio using React and React Three Fiber, where users can walk around and explore my work and documentation interactively.





## Process and Feedback

The idea was well-received from the start, and early feedback helped solidify it. Because the internship search also required me to act quickly and start applying as soon as possible, I organized myself to work efficiently and finish the project fast while still aiming for a high-quality result.

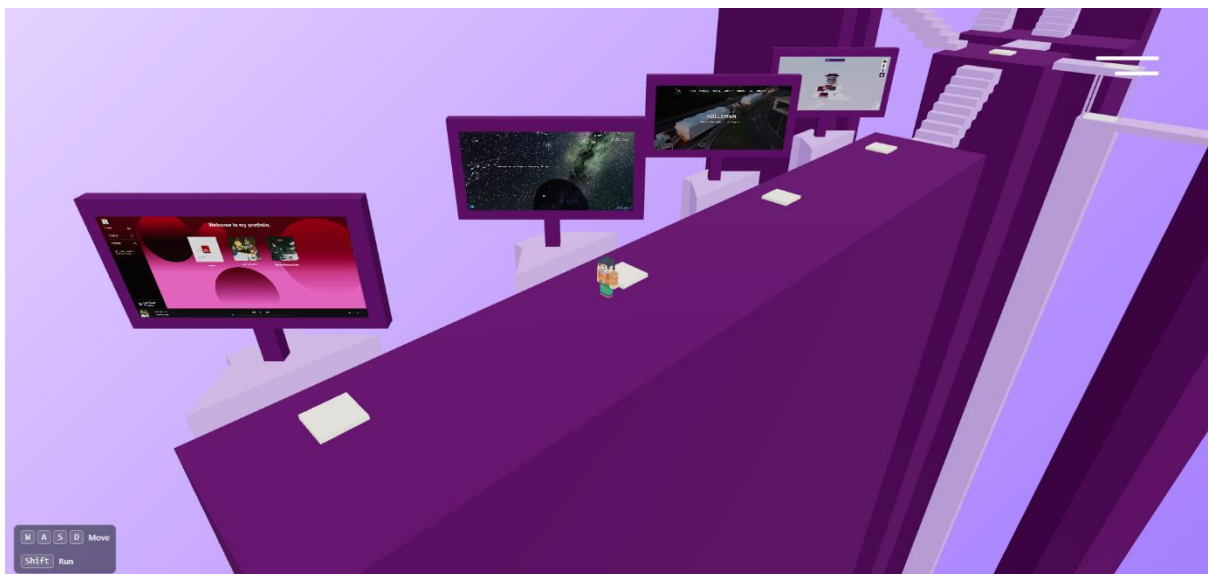
Checkpoint 1 Portfolio check in 04-09-2025



Tomescu, Luca L. 2 months ago

I showcased my current idea and the first layout I did for my portfolio. This time I'm going for an isometric landscape portfolio with a point-and-click action for navigation. So far the idea is pretty good, but I have to focus on doing a good UX design and make sure it's easy to navigate, like going straight to the point the user wants to without taking too many steps or too much time.

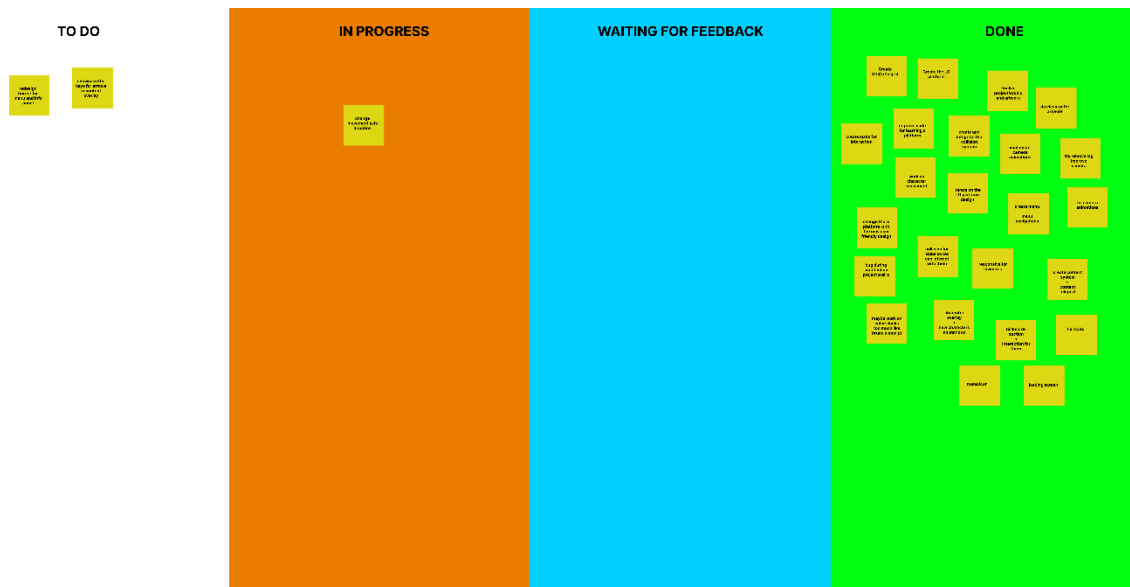
During the prototype phase, I decided to include not only sections for my learning outcomes, project, and artwork, but also a dedicated area for past work and freelance projects. This way, when pairing the portfolio with my CV, potential employers could directly view the projects I mentioned through the interactive billboards on the site.



**Website link:**

<https://isoportfolio.vercel.app/>

With daily commits and regular peer and teacher feedback, I was able to refine my work faster than ever, completing almost the entire website structure in less than three weeks. I'm now focused on filling it with content so I can soon use it to apply for internships.



To achieve this, I organized tasks using a Kanban board, which I updated daily to track progress and keep everything manageable. This structure helped me stay focused, prioritize efficiently, and move toward a clear goal.



## Reflection

Having a clear goal and direction from the start gave me a strong sense of control and motivation throughout the project. I wanted to make something that reflected both my technical skills and creative identity something that would stand out when applying for internships.

Checkpoint 7 Dirk - Portfolio (WK7) 20-10-2025



Tomescu, Luca L. 12 hours ago

After the last feedback session, the main focus went on improving the UX/UI aspect of my portfolio. So I did by adding an interaction overlay that would specify the key you need to press and the action you do by pressing it. Created location discovery overlays to keep the user immersed. While I could also improve on this system and make it more engaging by adding quests to actually discover all locations. Except for some other minor changes like adding Q and E keys for the arrows in the content menu, the website is almost finalized, and it's a great step up from the last version.

## Kanban Link:

<https://figma.com/design/O1jNF2tEcP21UmmK7dNaeW/PortofliolS?node-id=335-377&p=f&t=Wb7rjOULn46ET0h4-0>

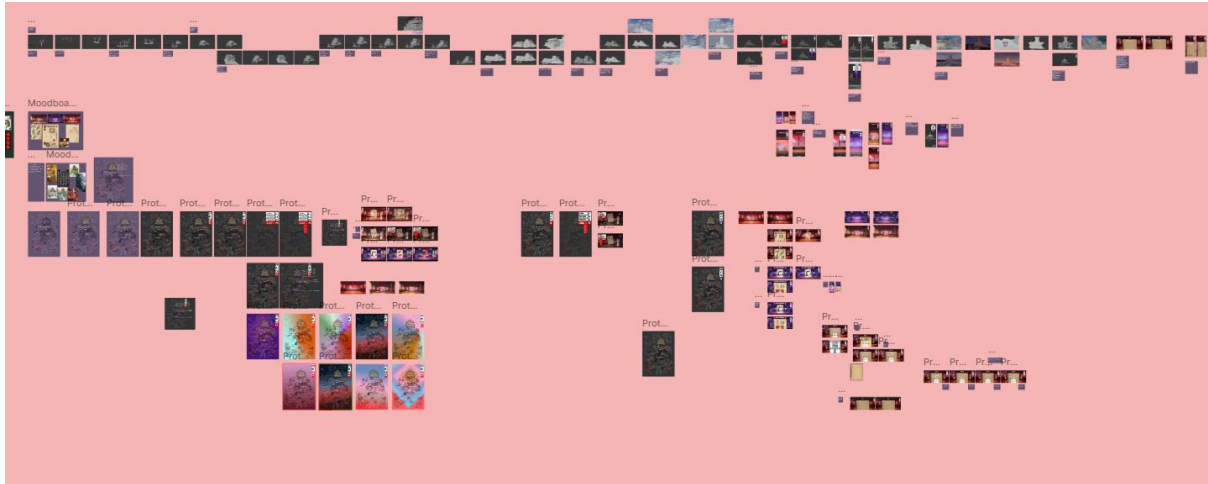
Using a Kanban board and maintaining daily feedback sessions helped me stay accountable and manage my workload effectively. At the same time, it gave me a structured way to handle new ideas as they came in, without losing track of the overall vision. Through this process, I learned how to balance speed, quality, and organization, which strengthened my confidence in managing creative projects independently. In the end, I'm genuinely proud of what I achieved not just in terms of design and functionality, but also in how I led myself through the project from concept to near completion.



### 3. Presenting to semester 1 students

#### Intro

During one of our university days, Dirk, one of my teachers, came into class asking if anyone would be interested in showcasing their past semester's work to first-semester students. The goal was to present what the Media profile is about and to answer some questions about our projects.



Since last semester I had documented my work in a very detailed and structured way, explaining my process for different parts of the project, I decided to raise my hand and take part in the event.

#### Process and Feedback

I ended up giving two presentations across two different days, which meant a total of four sessions for four separate groups of first-semester students. Having multiple presentations helped me gradually see what parts of my talk were more interesting for the audience and which parts could be explained better. It also gave me the chance to improve how I answered common questions the most frequent ones being about how long the project took and what technologies I used.

The other days that I'm going to need you are Wednesday (morning and afternoon) and Thursday (morning and afternoon). Once I talked with the teachers involved, I will make sure to let you know!

What I want you to prepare is a presentation (or at least something you can show) about the process of a project (think about the inspiration, creation and realization cycles you went through) and the final product. Be prepared to answer some questions from the students.

I will keep you updated and might collect you from the classroom when time is there!

The information I can already share with you is the following:

Day	Moment	Teacher	Location
Monday 29th of September	Afternoon	Chris Geene	4.74 / 4.75
Monday 29th of September	Morning? (TBD)	Sebastiaan Lefèvre	4.70
Wednesday 1st of October	Morning	Josh Reuther	4.30
Wednesday 1st of October	Afternoon	Josh Reuther	4.30
Thursday 2nd of October	Morning	Dirk Norg	3.40
Thursday 2nd of October	Afternoon	Dirk Norg	3.40
Thursday 2nd of October	Afternoon	Petra Vujičić	4.70

Some of them are Dutch classes, some of them are English only. Presenting in English is no problem at all.

Hope you know enough for now and I will update you as soon as I know more!

Monday, September 29

Norg, Dirk D.L. 9/29 9:15 AM

Update:

I've talked to the teachers. I'll be needing 2 of you in the afternoon 🤔

My suggestion is Luca and Julian

One time at 13.00 in 4.60 (I will make sure Josh and Pennie know about this) and once at 14.00 in 4.70.



Botero Palacio, Julian J. 9/29 9:16 AM

Could I do 14.00? My team has a stand-up at 13.00

9/29 10:33 AM

I could do 13 sure



Type a message



Norg, Dirk D.L. 9/30 11:04 AM

Updated schedule:

Student	Moment	Location
Juli	Monday afternoon	4.70
	Monday afternoon	4.70
	Thursday Morning 9.30	3.40
Monica	Thursday Morning 9.30	3.40
	Thursday Afternoon 13.00	4.70
	Thursday Afternoon 13.30	3.40
Luca	Monday Afternoon	4.70
	Monday Afternoon	4.70
	Thursday Afternoon 13.30	3.40
	Thursday Afternoon 13.00	4.70

The overall feedback was very positive. The students paid attention and seemed genuinely interested, even though the presentation didn't include much audience interaction it was mainly me explaining my process, decisions, and results.



With each new session, I felt myself improving. I became more confident, spoke more clearly, and managed my pacing better avoiding running out of breath or filling pauses with “uhm.” By the last presentation, I had a clear idea of what to say, how to say it, and how to keep the audience engaged.

## Reflection

Checkpoint 5 Dirk - Portfolio (WK6) 07-10-2025 🔒



Tomescu, Luca L.Ş. 14 days ago

Today, I received feedback on the first version of my portfolio. It feels good overall, but it still lacks some UI/UX elements that could improve the user experience. It's a solid start, but I still need to decide on the controls I'm going to use for the website. The feedback from last week's first-semester presentation was really positive the audience was happy to learn about the upcoming semesters of the Media program.

This experience was valuable. I got the chance to interact with first-year students, answer their questions not only about my work but also about the Media profile in general, and share some insights that could help them in their upcoming projects. What stood out the most was how these sessions helped me improve my presentation and communication skills I learned how to adapt my tone, structure my speech, and feel comfortable speaking in front of a crowd.

At the same time, it made me appreciate my own work more. Hearing how others perceived my projects gave me a new perspective I realized that what I had built and documented was something to be proud of.