

Design Guide

Yuki Arai



Edward S. Murphy

Age 36
Occupation Photographer
Education Bachelor Degree

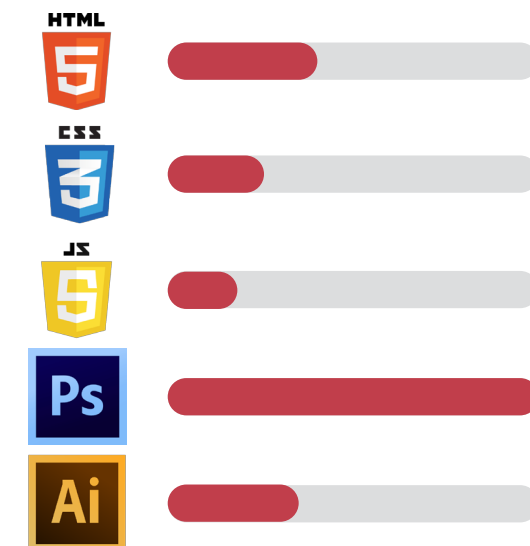
Edward is freelance photographer. He was born in New York but he has moved a lot so he has been seeing many beautiful places. He has four kids and wife. He loves his loving family. He has been working for fashion company but He was willing to travel and take landscape. Therefore he quite his job and started his career as freelance photographer. He is now working local area. He is planning work globally. He loves traveing and take a photo around the world. He takes people, buildings, and landscape. He loves taking landscape the most.

Right now he has small own website but he can receive less job offer from it. Thus he wants to renew his website so that more people visit the site and take a look photographs that he has taken. Through website he wants to get more job offer.

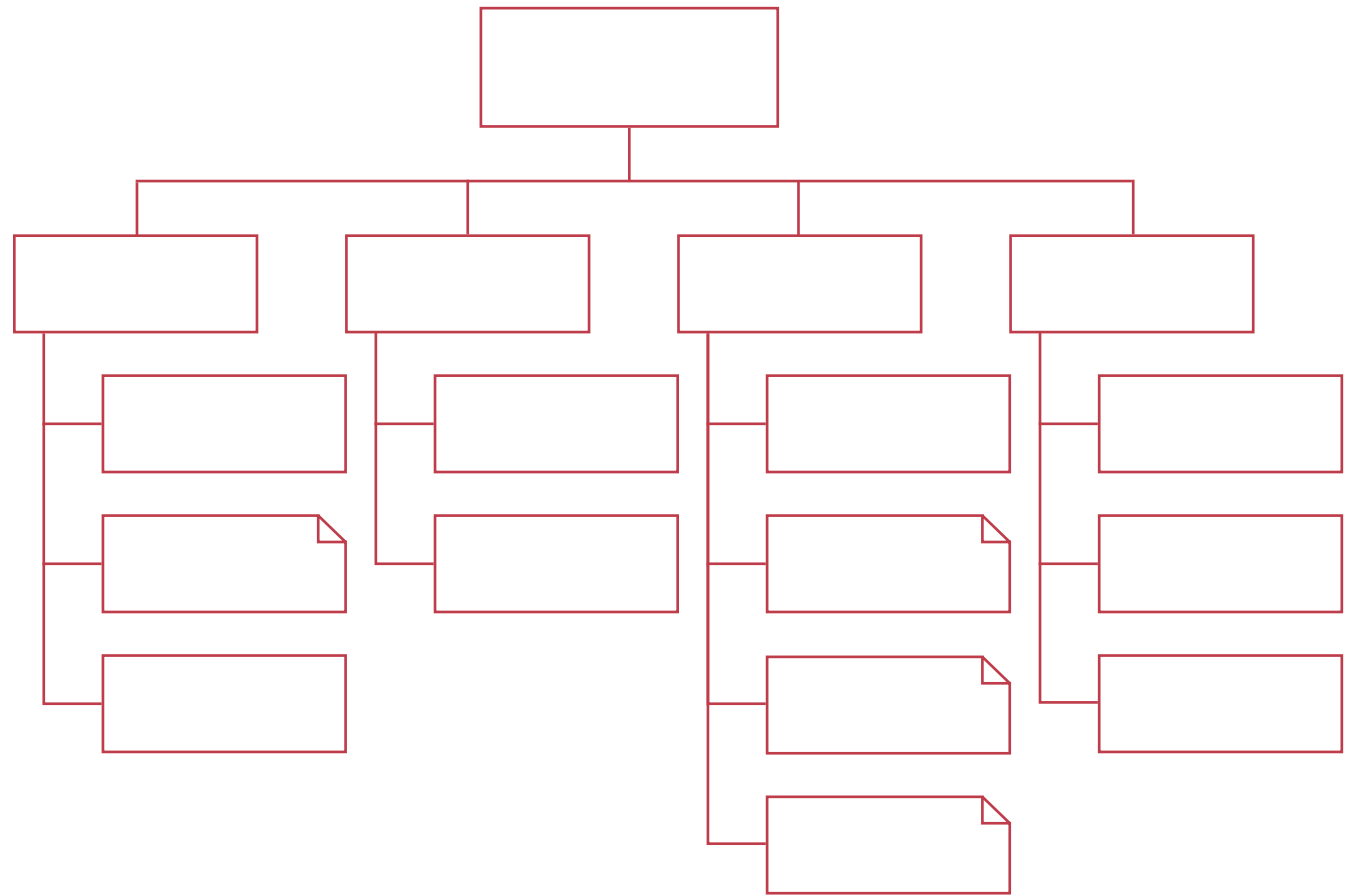
Personality



Skills



Information Architecture



Structure

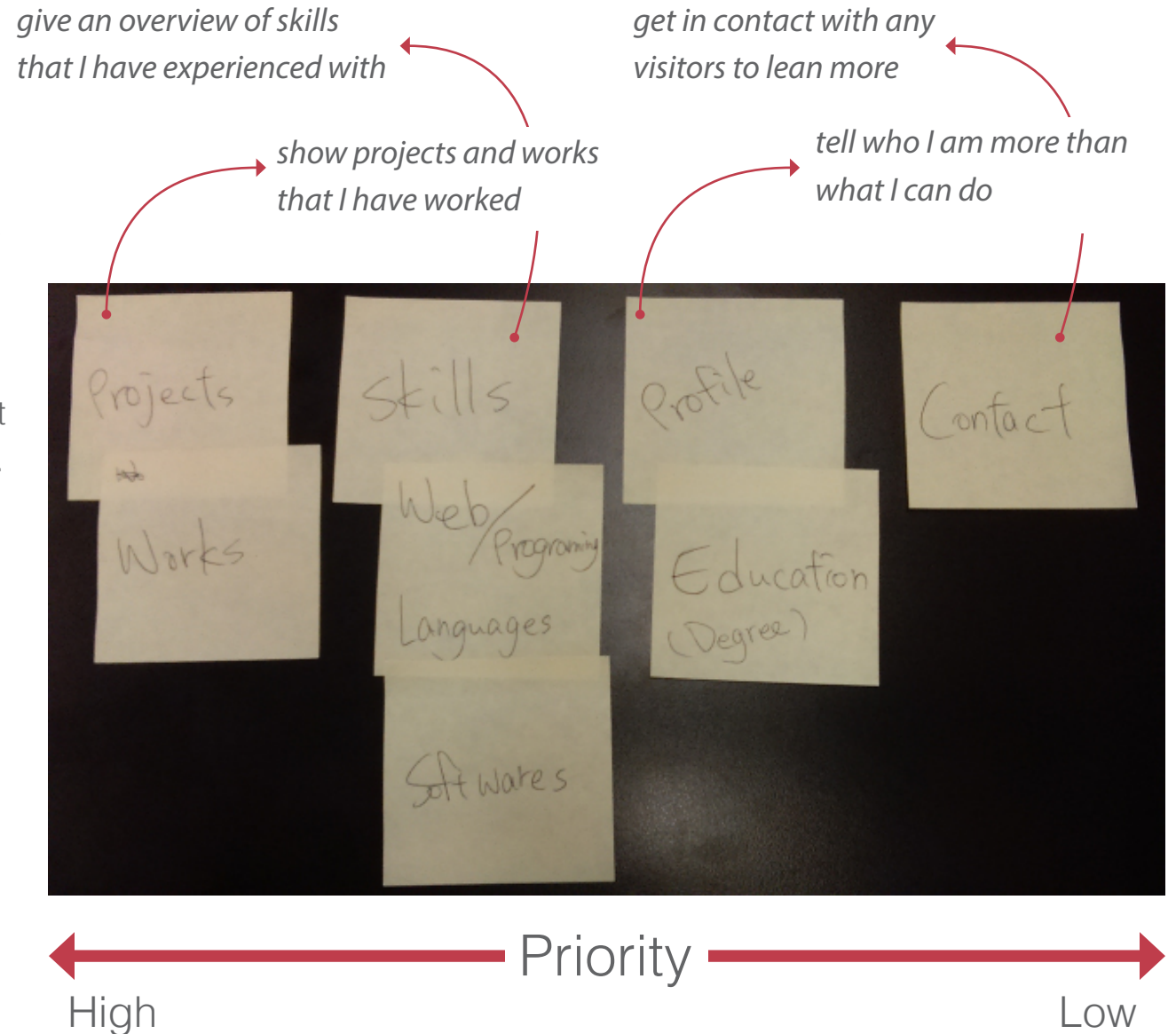
The picture on the left is the potential site structure. This is the final idea of it. It has only four categories because I want to keep it simple. The portfolio that I'm working on is positioning for both freelance and full-time agency work.

The first category I put is Project because that is the thing I want visitors to look at the most in the site. In the project category, I put works that is to show my works had been done.

The next category is Skills. I categorized it into the language (HTML / CSS e.g.) and software (Photoshop / Illustrator e.g.) In the Skills section, I give an overview of technologies that I have experience with so that visitors may see the types of skills that I enjoy to work on, and design software that I like to work with.

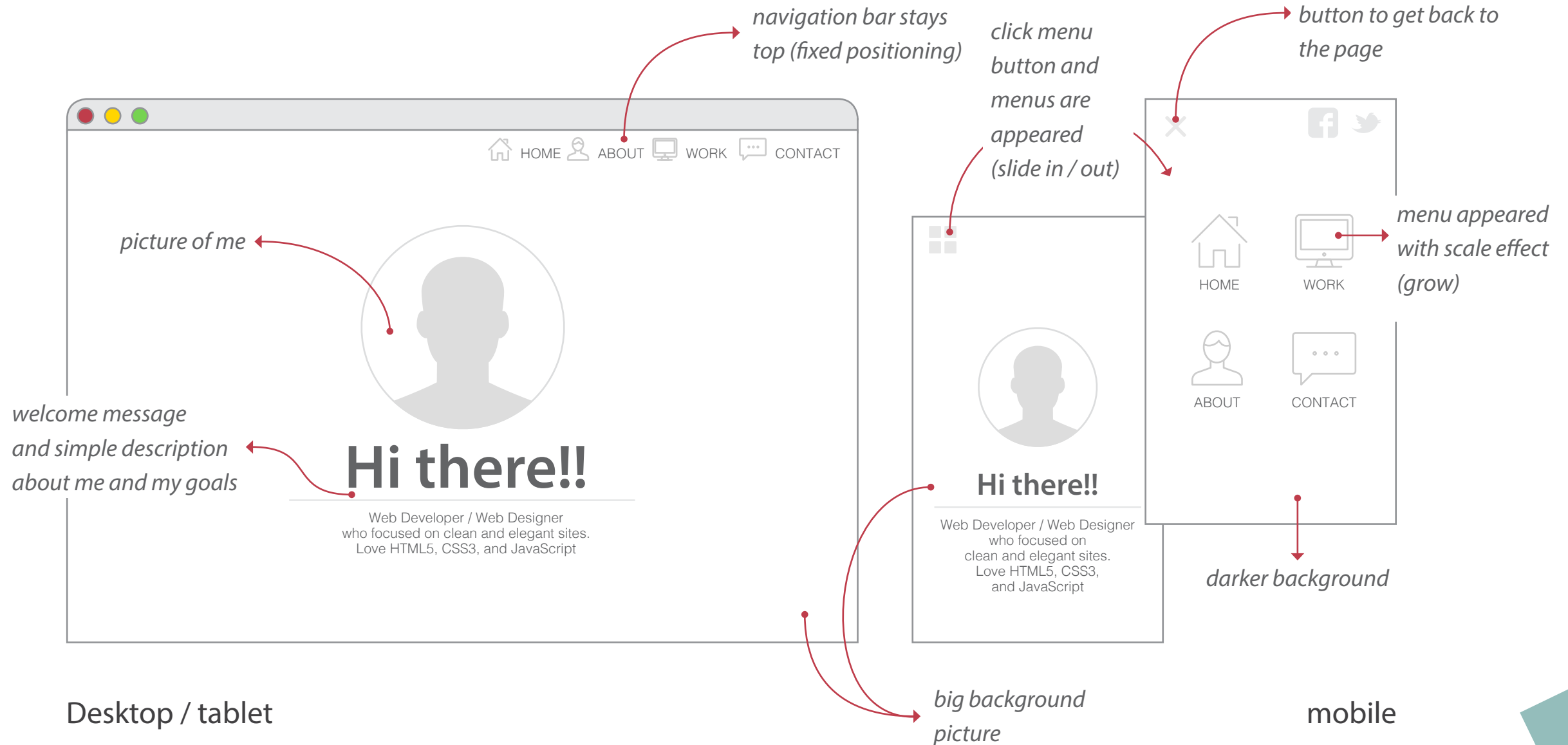
The third section is Profile. First two sections were about what I can do and I have done but Profile section is to let visitors know who I am basically. It includes about my personality and the education degree that I have as well.

The last is Contact. Any visitor can get in contact with me to learn more through here.



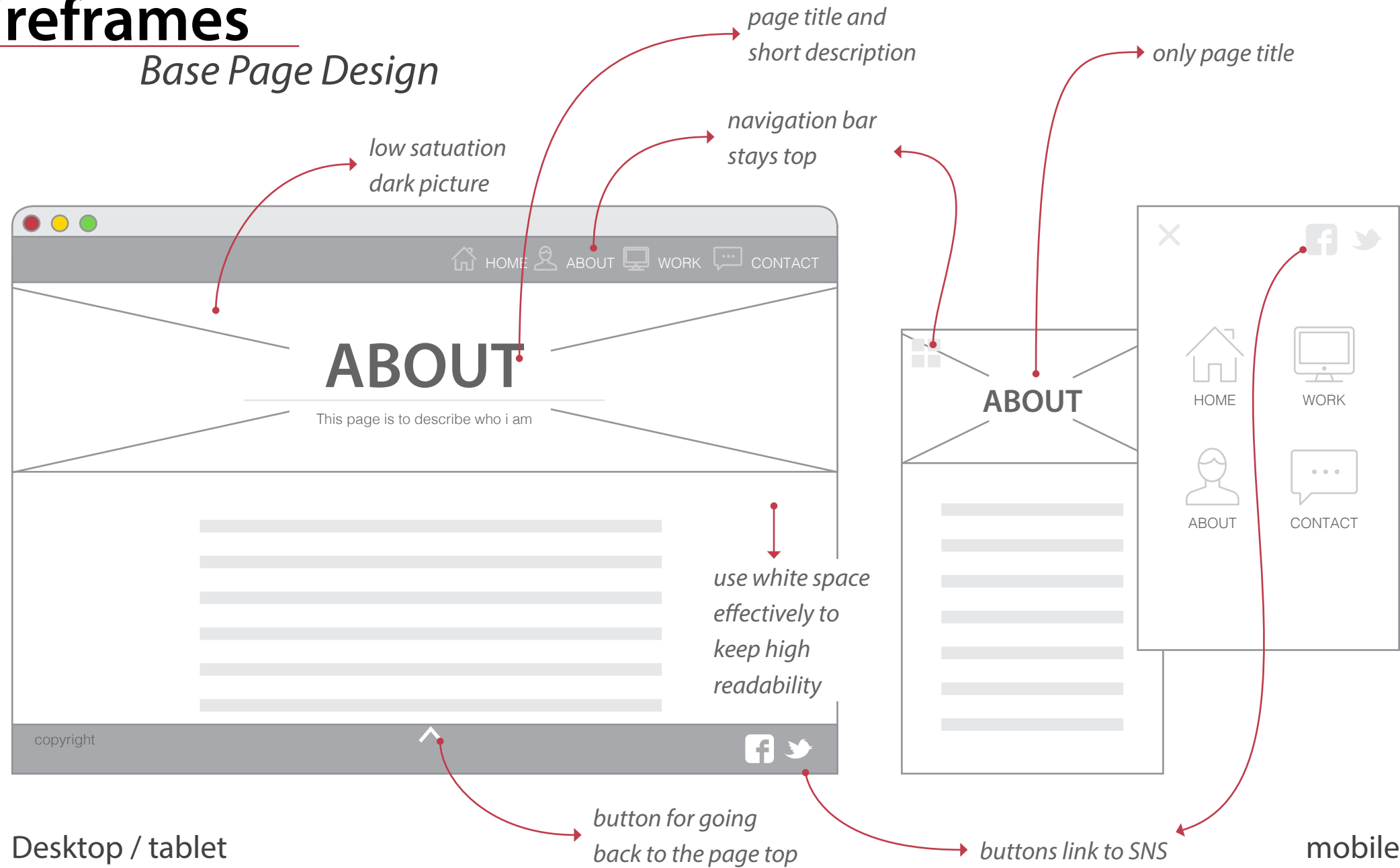
Wireframes

Landing Page



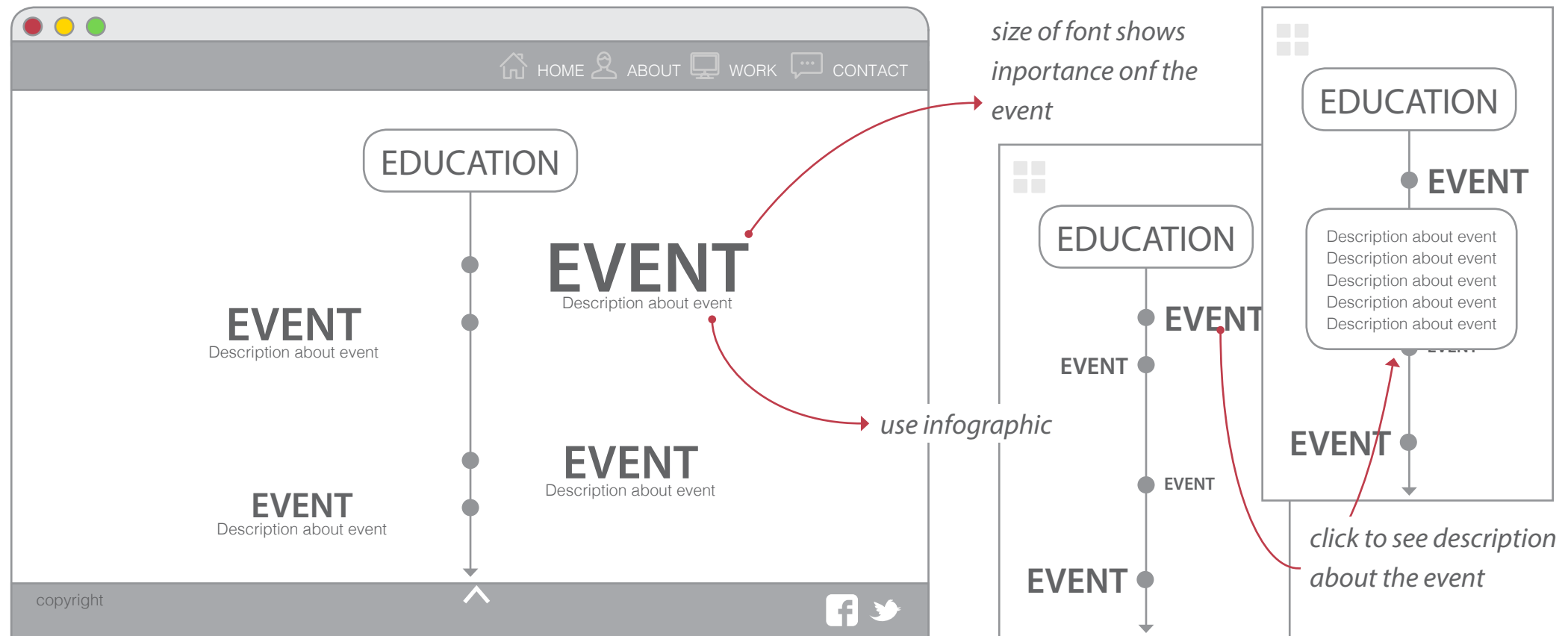
Wireframes

Base Page Design



Wireframes

Base Page Design



Desktop / tablet

mobile



Wireframes

The content, navigation bar, and background would be black, white, and/or gray in order to catch visitors eye on things I want to emphasize. They would be high saturation color to make big contrast between base page design and them. And also page will be very simple so that it can keep high Hick's law. Navigation bar and page will have only four buttons or contents in order to follow good chunking and keep high usability.