

## **Part 1**

My website introduces me as a product designer and displays my past projects. It conveys which companies I have worked for in which position, which products I have built, and which communities I have been a part of. It is interesting as it highlights some of the best work that I have produced throughout my career. The ‘about’ page incorporates more personality than my resume and LinkedIn does. This enables me to reach users in a more personal way even behind the screen. I added animations, changed cursors, and added branding colors to make my page engaging and unique to me.

This website has three primary target audiences. The first is hiring managers, as my goal after graduation is to land a job as a product designer. Since they are the most critical audience, I made many design decisions to stay aligned with their needs. For example, hiring managers are extremely busy people, and they look at hundreds of these portfolios per day. Therefore, I highlighted only the most critical information and projects on the website. I have worked on more than ten products throughout my design journey; however, I decided to highlight the most relevant four on the homepage. My second audience is people interested in working on side projects and are looking for designers. I love side projects and actively reach out to engineers or PMs; therefore, I want to display my work to others who are browsing for the same purpose. My last audience is friends and family who constantly ask me, “what does a product designer do?” Being able to answer that question with a link would be great!

## **Part 2**

- Hover over one of the four boxes to view a wireframe of the product.
- Hover over one of the four boxes to see the cursor change depending on its availability.
- Click on ‘about’ to read information about me.
- Click on ‘resume’ to view a PDF file of my resume.

## **Part 3**

- I. Animations
- II. I wanted to welcome the user as soon as they loaded the page; therefore, I thought animations would be the best since they do not require user input to execute.
- III. I used it to highlight each project displayed on the homepage. As my overall website is white, I wanted to add dynamics by highlighting the brand colors of companies I have worked for.
- IV. This would also bring the user’s attention to the projects, which is the most important part of my website. I have content on both the left and right of the page, so I wanted to highlight which side is more important.

## **Part 4**

I completely changed my wireframe for the ‘work’ page as my initial design was not responsive on mobile. Additionally, the initial design was hugely dependent on hover interactions; however, this is not possible on mobile. I also changed the ‘about’ page because the initial design did not reflect my personality as it simply displayed the generic innovation trifecta. Therefore, I redesigned the wireframe to display more personal facts such as which workshops I have led, what sports I like, etc.

**Part 5**

Designing for the responsive web was the biggest challenge as I had to find the ideal font size that was not too big on mobile and not too small on desktop. Additionally, when using relative and absolute positioning, I had to go through multiple iterations to ensure that the layout did not break no matter which screen size the user was viewing this on. Using Safari's "Enter Responsive Design Mode" really helped me overcome this challenge.