

# my portfolio website

To enhance my ability to collaborate and communicate effectively with development teams, I sought to expand my understanding of the frontend development aspect of product design.

With the help of a Frontend Development Specialization course, I was able to design and develop my personal UX portfolio website 'from scratch'.

**Type** Course Project | Responsive Website

**Role** Research | UX | UI | Frontend Development

**Time** 8 wks | May - June 2023

**Languages** HTML | CSS | JavaScript

**Tools** Figma | VS Code | GitHub



# DISCOVER

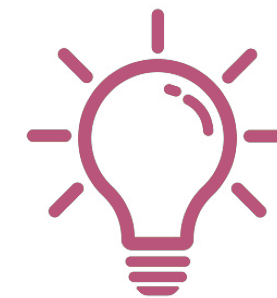
PROBLEM + RESEARCH



PROBLEM

## Visibility

As a UX/UI designer, I need to present my design abilities and personality in a professional and accessible way in order to increase work opportunities and grow my professional network.



SOLUTION

## A Showcase

Utilize the frontend skills I obtain to develop a portfolio that highlights my UX projects, reflects my personality, showcases my professional experience, and provides convenient contact information.

## RESEARCH

# Purpose is mainly for the designer but the users are Hiring Managers.

Over the span of several months, I sat down one-on-one with several leaders in the UX space.

I asked specific questions concerning their points of view on design portfolios and their personal hiring experience.

I also attended a handful of industry events where the topic was discussed and panels of professionals reviewed portfolios. I collected recommended portfolio examples by hiring managers and created notes on what stood out to them.

What is your role and process in hiring UX Designers?

What are you looking for when reviewing a portfolio?

What causes you to reach out to a designer after viewing a portfolio?

What are your personal challenges and frustrations with viewing portfolios?

What makes viewing portfolios a more pleasant experience?

# ***DEFINE***

## **FINDINGS + FLOW + FEATURES**

When researching users, there was a lot of variation in personal preferences and specifics concerning what their team was looking for. With that in mind, I had to pay close attention to what the common themes were and where they placed a strong emphasis or feeling.



## FINDINGS

# Five common themes from user interviews and where I am focusing the design.

Visually appealing and interactiveness leads to more engagement and a lasting impression

Natural and familiar flow of information and navigation

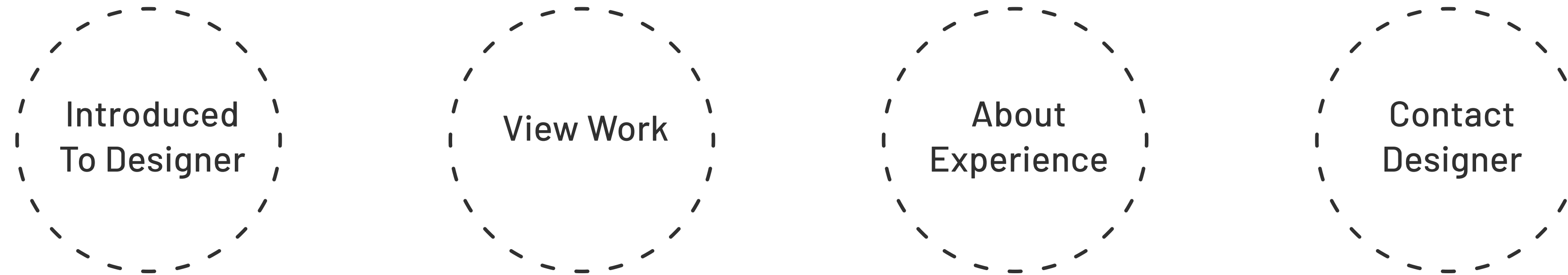
Storytelling about the designer and each project is engaging

The designer's process needs to be clear

The website needs to be treated as a UX project example in itself

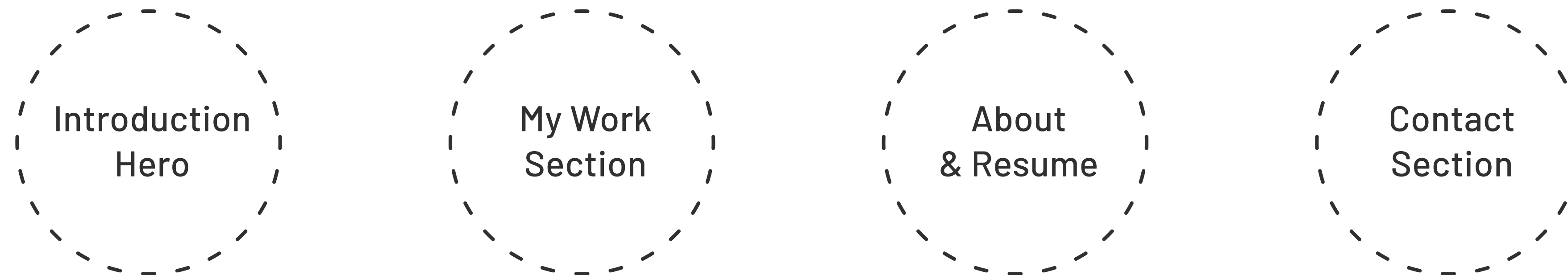
## FLOW

**The path that most users take through a portfolio website.**



## FEATURES

**What content and features users expect to see in order to decide whether they will contact the designer.**



# *DEVELOP*

LAYOUT + RESPONSIVENESS + TESTING



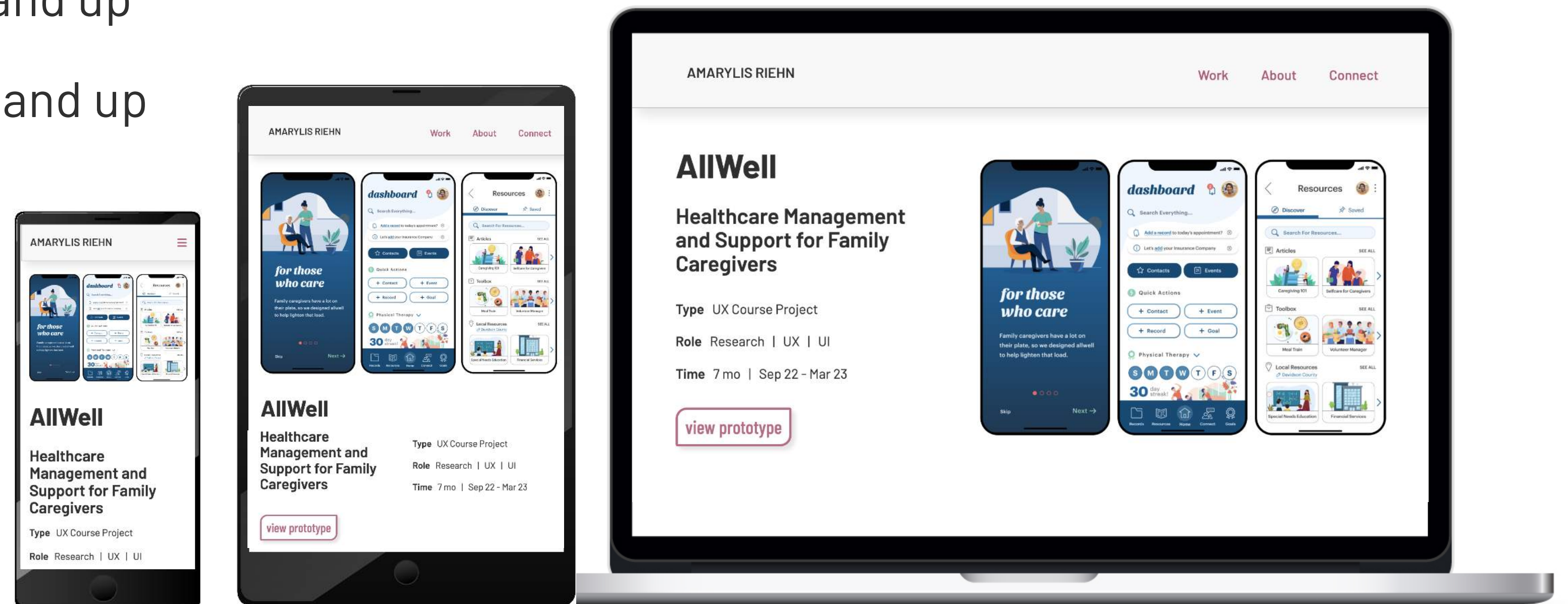
## RESPONSIVENESS

I implemented a mobile-first design strategy that was expanded to be responsive to tablet and desktop users using Media Queries in the CSS and a 12-column grid.

**Small** screens (Mobile): 320px and up

**Medium** screens (Tablet): 640px and up

**Large** screens (Desktop): 1024px and up





## USABILITY TESTING

**I scheduled usability tests with 5 individuals 30 to 55 yrs old with hiring experience and tech know-how.**

**Test Goal** Discover errors and gauge the usability of the website.

### **Test Tasks**

1. Landing page and first impressions
2. View the designer's projects
3. Find info about the designer
4. Contact the designer

## IMPROVEMENTS: ROUND 1

**Four (4) out of ten (10) issues are chosen for the first round of fixes. This was based on their importance to basic usability, user goals, time, and a positive experience with the website.**

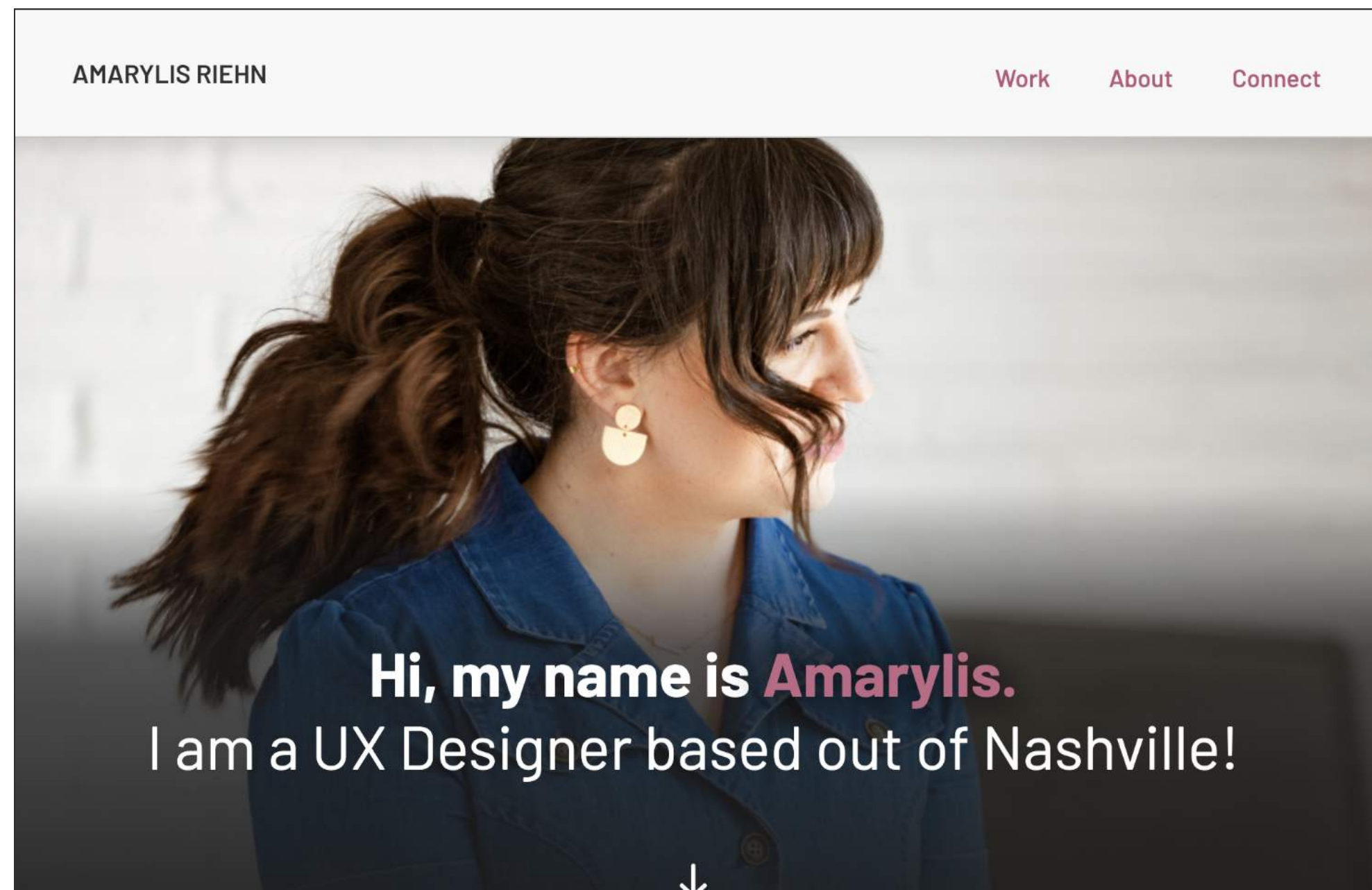
	Description	# of users	Rating 0-4	Recomendation	Effort 0-4
<b>1</b>	Bouncing Arrow on 'Home' is disliked or confusing to interact with.	4 of 5	2	Delete distracting icon. With extra time, add an animation to the hero text to create movement.	1
<b>2</b>	'Work' nav link confuses the users because they don't realize they are on that page already.	3 of 5	3	Add indicator on Nav for which page you are currently on. Make 'Work' jump down to My Work section.	2
<b>4</b>	Wants to see something more about the designer sooner. Like on 'Home' page.	3 of 5	3	Add back in the short line in hero that gives an impression of focus and interests.	1
<b>6</b>	About' paragraph is not desirable to read because it feels too long.	2 of 5	2	Add headers or bullet points to make info seem more bite sized.	1

## IMPROVEMENT (2)

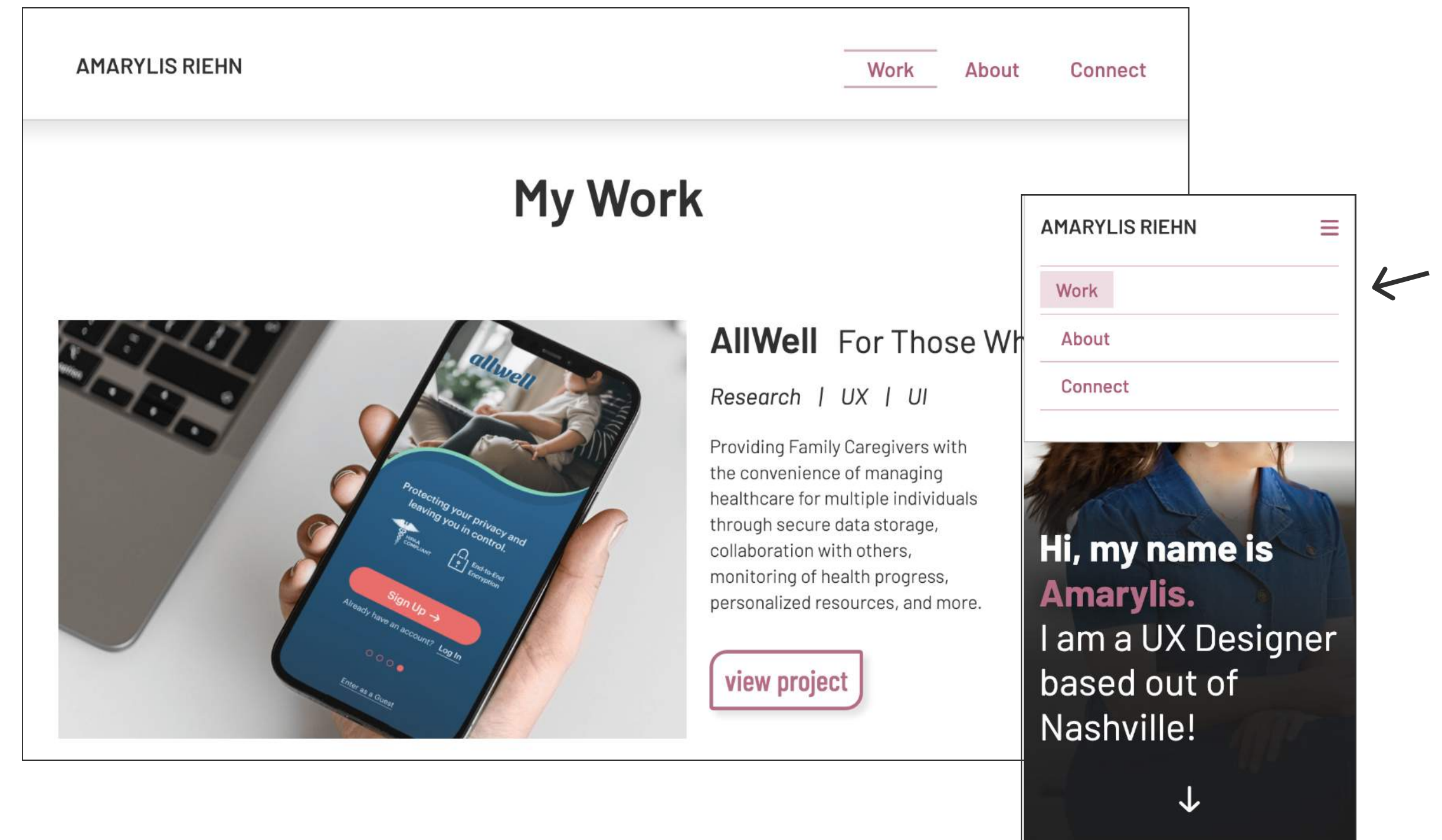
**Users did not always realize they were on the 'Work' page.**

They needed a signifier on each page and the 'Work' link to take them straight to the section.

BEFORE



AFTER



## OTHER TESTS

**I checked the code quality, cross-browser compatibility, and accessibility of the website.**

### **Code Quality Check:**

HTML, CSS, and JavaScript Linters in VS Code  
W3C Markup Validation Service for final checks

### **Cross-Browser Testing:**

Chrome, Safari, and Edge were clear of issues.

Firefox had a small layout issue. I troubleshooted with the help of Developer Tools / Inspector and a little trial and error.

### **Color Accessibility:** Purple/Pink #C06686

**FIXED** by darkening the purple to #B9557A for small print and links over white.

**FIXED** by giving "Amarylis" text a black blur background AND darkening the image behind until it **PASSED**.

# *DELIVER*

## UI + FINAL + TAKEAWAYS




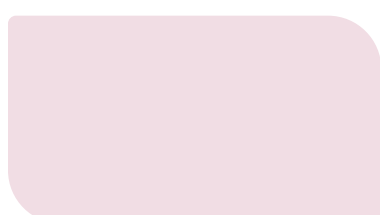


Through the website's style, I wanted the user to gain an impression of my personality and what it was like to work with me. It's a blend of having a cohesive look for usability, mixed with enough variety to keep the user engaged.



# User Interface & Branding

## COLOR

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#B9557A	#C77795
	
#DCAABC	#F1DDE4
	
#FFFFFF	#303030

## TYPOGRAPHY

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**Barlow**  
Main Font Family

**Barlow Condensed**  
Text Inside of Buttons

**Headline**

**Sub-Headline**

SHORT LABELS

Body copy is Barlow Regular 18px with a line height of 1.4.






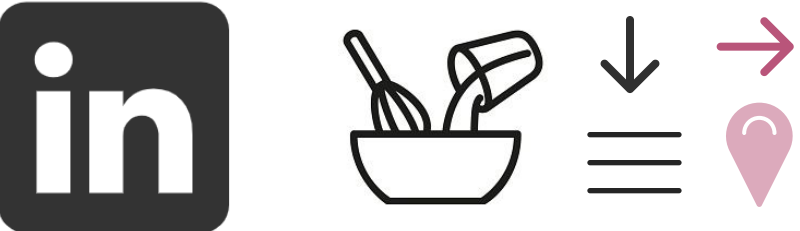
## IMAGE & ILLUSTRATION

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## UI ELEMENTS

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ACTIVE	HOVER & VISITED
	
	
	

This is an in-line **link** example.

This is a hover **link** example.

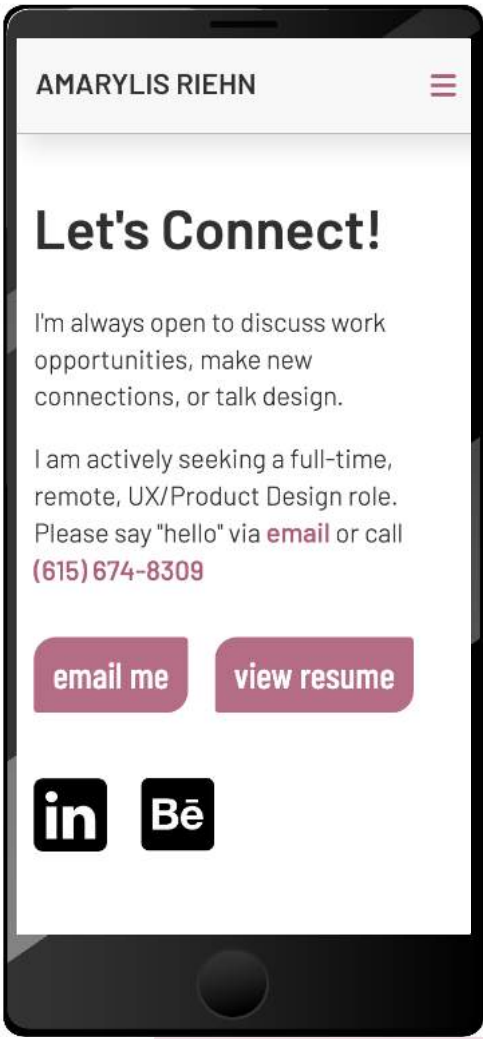
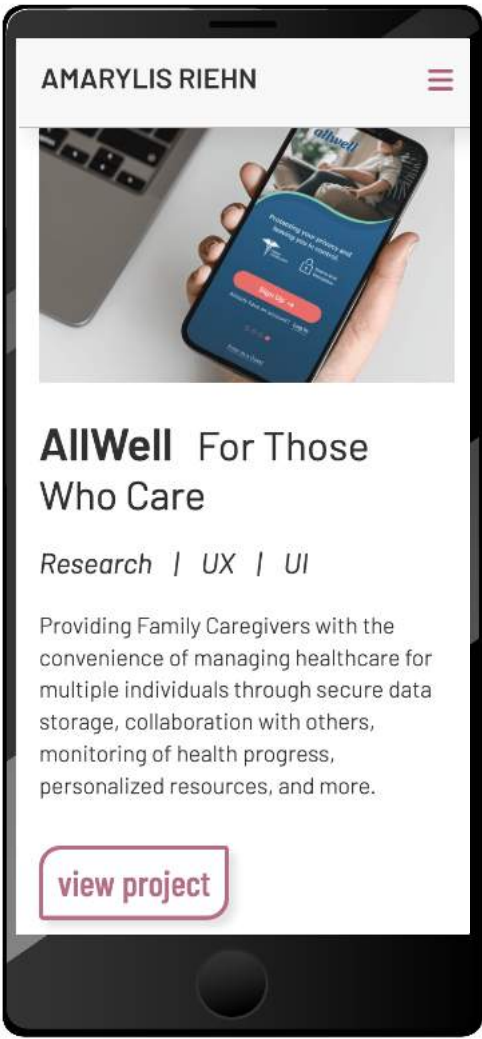
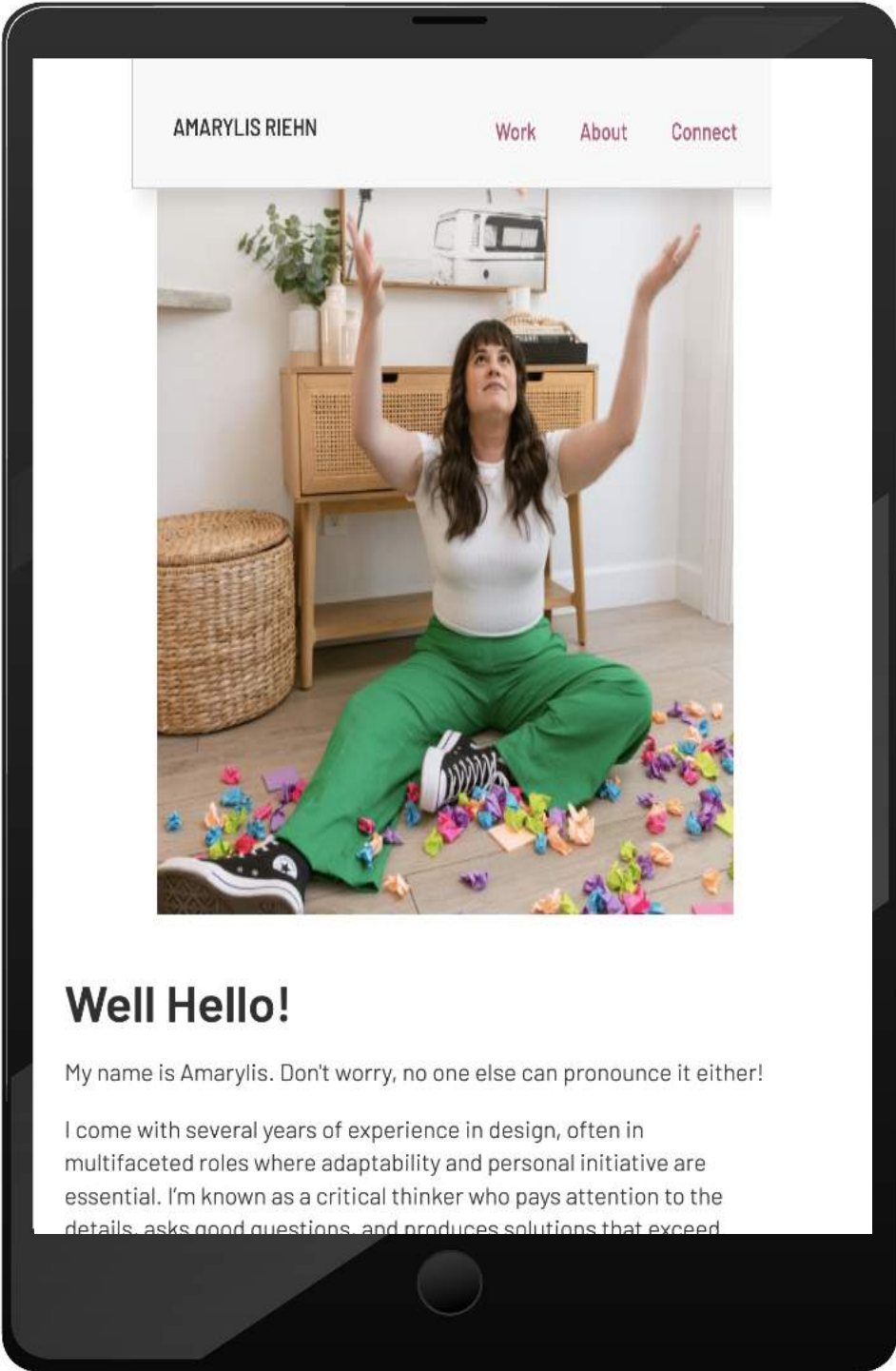
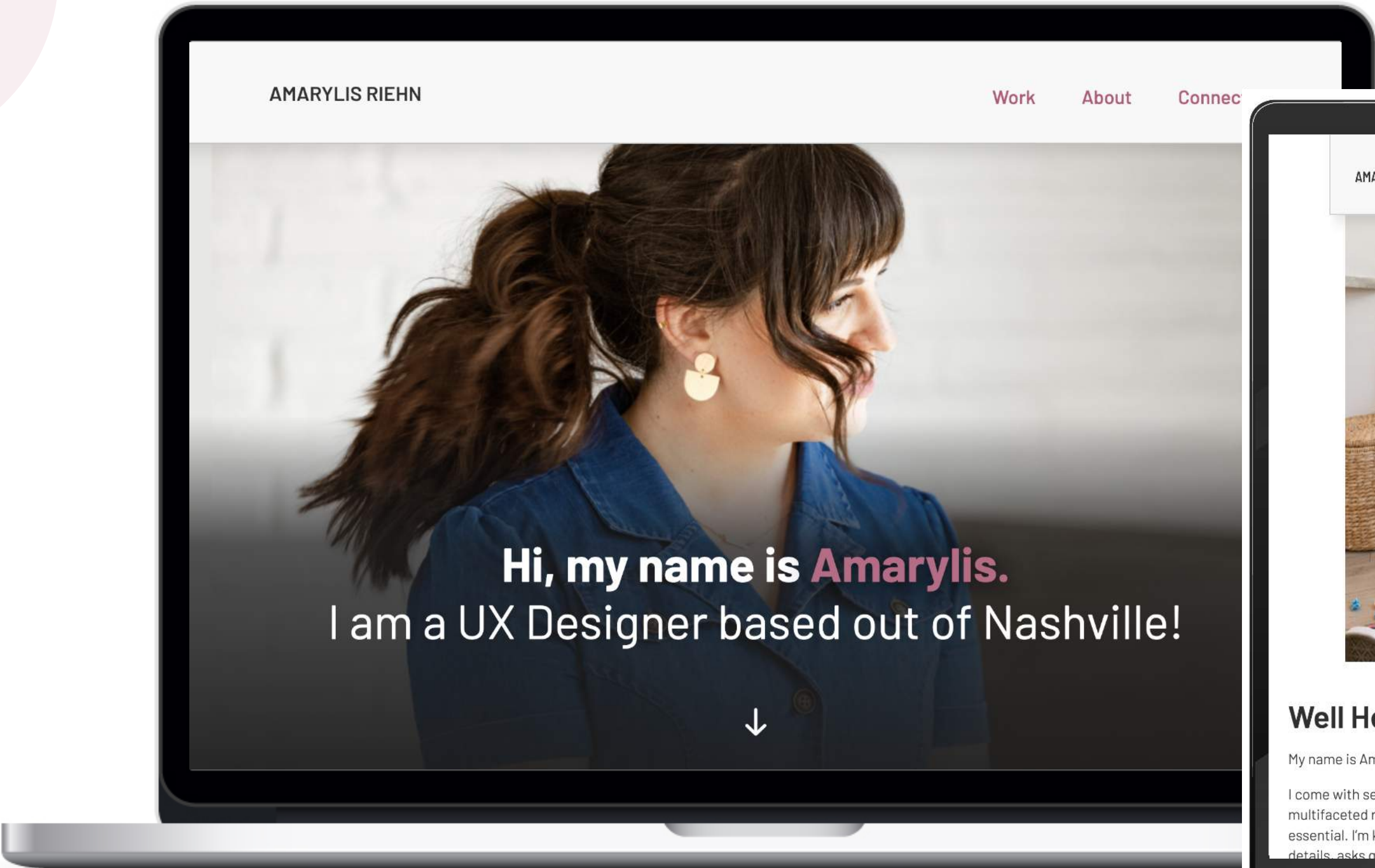
## LANGUAGE

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To represent myself, I chose language that is professional yet friendly, personable, and fun at times.

# Interact with the project!

view website





TAKEAWAYS

## **A Challenge**

For this project, I was simultaneously acquiring skills in Frontend Development while creating a personal online portfolio.

This meant guidelines from the course, as well as my own development abilities set unknown limits on what I could accomplish in the first iteration of the site.



TAKEAWAYS

## **A Lesson**

Personally, I love constraints because it creates complex layers to problem-solving and requires more creativity to produce a solution.

Because of this love, I may have put too much consideration on certain limits too soon.

When not limiting too soon I believe the early iterations will be closer to project and user needs. This saves time and resources and produces a higher-level product in the end.