



brock rasmussen

what employers want

- no pop up viewing windows for projects
- make work easily and clearly seen (no small windows)
- choose ? showcase the best - 15 is enough - (ask if this was the only thing here would it be enough to get hired? no, drop it)
- cross-browser compatible site
- don't make them download things (including plug-ins)
 - not overly whimsical
- clearly state skills and capabilities
- site loads quickly
 - ~~if your site isn't~~ make sure fonts are easy to read
- organize by deliverables, not project
- optimize images for the site (image editor, not css)
 - one picture of yourself is enough
 - be up front on availability (currently working on a project)
 - show your education
- keep your portfolio current
- grid layout
 - your physical location
 - ~~to~~ keep your work visible in the initial visible field (above the fold)
 - shows understanding of type, color, form, balance
- ~~to~~ does their work accentuate the copy or work against it
- shows planning & insight into target audience
 - no cupcake shop identities
 - show originality - do not just follow trends
 - packaging experience necessary
 - time-poor - breeze them
 - logo work (rich branding experience)

strategy

The objective of the portfolio is to help me get a job. As such, it is important to know what the target audience (potential employers) is looking for in applicant portfolios.

Potential employers can be broken down into three hiring categories: web design, web development, and freelance work. Each has different needs and must be considered. Readability* must be considered in terminology, especially with freelance employers.

Research was done with web articles and blog posts where employers have given tips (and pet peeves) to aspiring applicants. Several of the points have been reflected in the goals and pain points of the personas in the following pages. However, research revealed that the main goals of employers is to evaluate the work, skills, and experience of applicants.

*readability:

Degree which prose can be understood based on the complexity of words and sentences.

Primary Persona



Megan

Creative Director

“ I'm always busy with work, but when we need someone new I get flooded with portfolios.

Age: 29
Location: Salt Lake City
Education: BFA
Employer: Struck

Key Characteristics

- Knows a good portfolio when she sees it
- Quick to move on to the next applicant
- Experienced in her job

Goals

- See a designer's process and reasoning in projects
- Evaluate the designer's understanding of copy, color, form and balance

Pain Points

- Slow loading site
- Designer skills and capabilities unclear
- Portfolio out of date
- Portfolio incompatible with browser
- Project pictures too small

Influencers

- Physical location of designer
- Contact information provided

Megan used to enjoy looking through portfolios, but after working for several years as creative director at Struck, it's definitely gotten old. She understands that a portfolio is the first impression a designer makes with the potential employer, which is why she's been consistently shocked at how many poorly organized and just plain ugly portfolios she's received. Second rate portfolios don't last long under Megan's scrutiny. She's a busy lady and doesn't have time for portfolios that don't load quickly, are poorly presented, out of date, or don't show insight, and she will NOT download a plug-in just for a portfolio.

Skill Levels

HTML5

CSS3

Javascript

Wordpress

Adobe Creative Suite



“I’m tired of having to look for applicants’ coding. They’re applying for a development job, not design!”

Age: 34
 Location: Orem
 Education: BS
 Employer: Izeni

Key Characteristics

- Not so interested in the images (although artistic ability is a plus)

Goals

- See coding snippets in order to evaluate the applicant's authoring abilities
- See what experience with web development the applicant has

Pain Points

- Div happy developers
- Developer skills and capabilities unclear
- Portfolio out of date
- Portfolio incompatible with browser

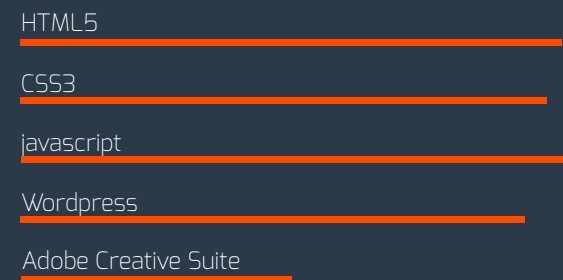
Influencers

- Physical location of designer
- Easy to use site
- Easy to find coding snippets

The design portfolio process is fast compared to the development portfolio review Amanda has to go through. The skills section on the resumé is the first place she goes to see if an applicant is qualified, closely followed by their work experience.

Often times developers treat their portfolio like a designer's, with images and explanations, which is great, but Amanda wants to see coding snippets. It is a development job and she wants to see their development skills in their coding.

Skill Levels



“Starting a business is a lot of work. I could use a little help to get things going, especially with the website.”

Age: 38
 Location: Riverton
 Education: MBA
 Employer: Self-Employed

Key Characteristics

- Little experience with web languages
- Has no artistic ability, but knows if something looks good

Goals

- See past work on e-commerce sites
- Evaluate “user-friendliness” of e-commerce sites the designer has worked on
- Understand the designer's style

Pain Points

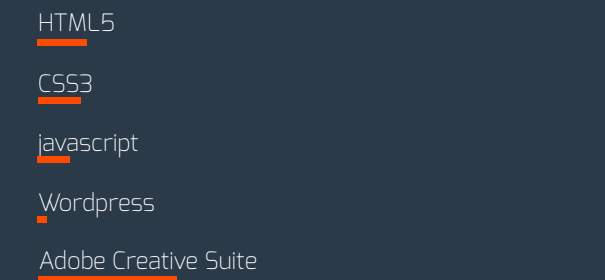
- jQuery, javascript, ruby, python; What do these all mean for his business?

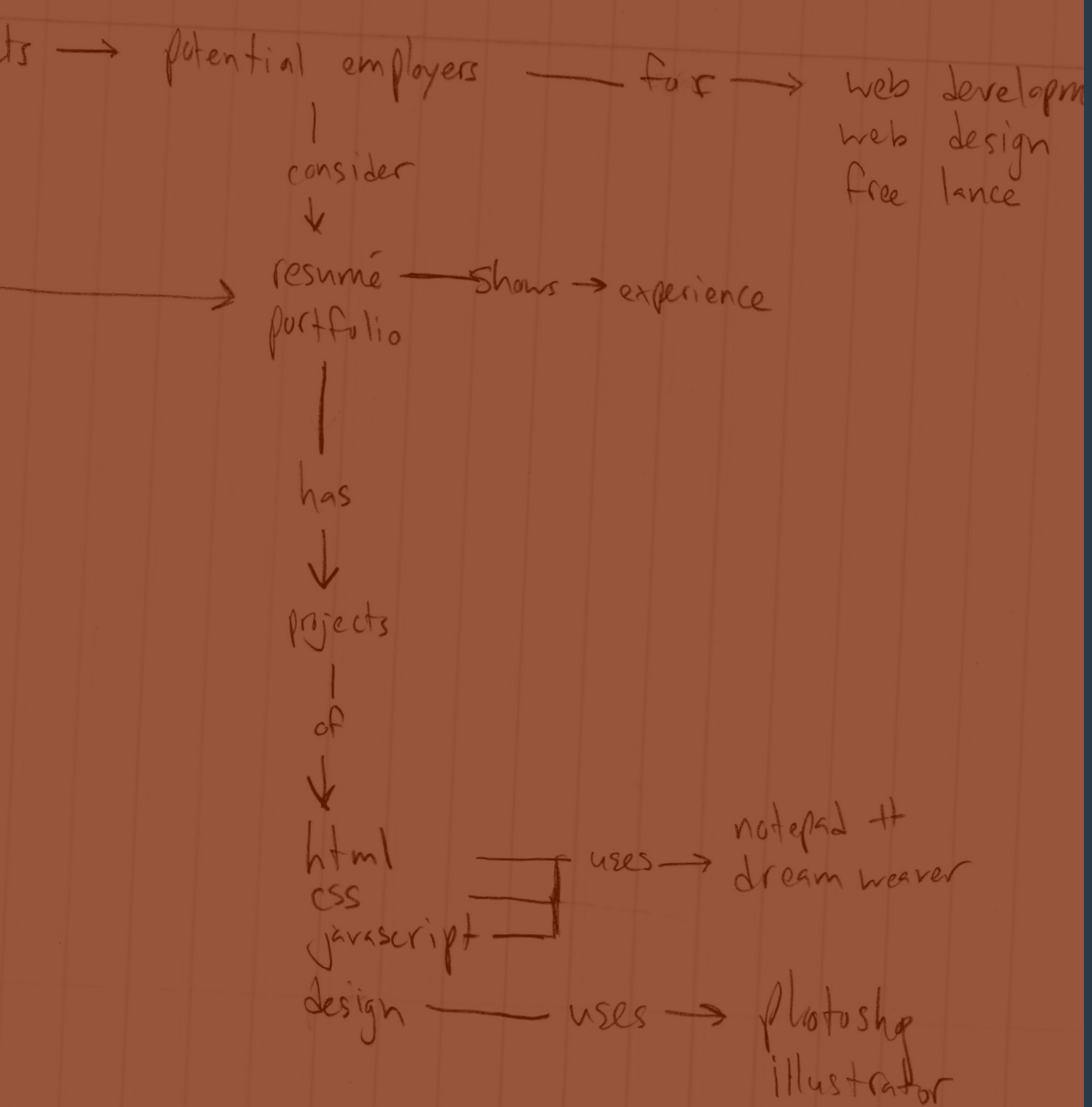
Influencers

- Physical location of designer
- Contact information provided with quick response time from designer

Raj has the experience to create a business plan, but finds himself extremely lacking in the creative department. Branding and websites play an essential role in business in the modern day, and Raj understands that. However, the skill set required of the designer to create and brand his e-commerce site is a complete mystery to him. Because Raj is unfamiliar with the functionality of many of the coding languages, the presence of an e-commerce site in a portfolio is essential.

Skill Levels





scope

Knowing the audience now, scope addresses how to best meet their needs with site elements and features. With that knowledge, understanding the relationship between the user, their goals, the site elements, and the site goals is the next step. These relationships are explored with the concept map.

Some portfolios allow comments, sharing links to the portfolio on social media, and show facebook likes. These elements are aimed more towards fellow-designers than employers. Having too wide a scope can cause the portfolio to lose focus on the main goal of getting me a job. Too many features can also cause confusion and make the site less usable*.

*flexibility usability trade-off
 As the flexibility of a system increases, the usability of the system decreases

Concept Map v3

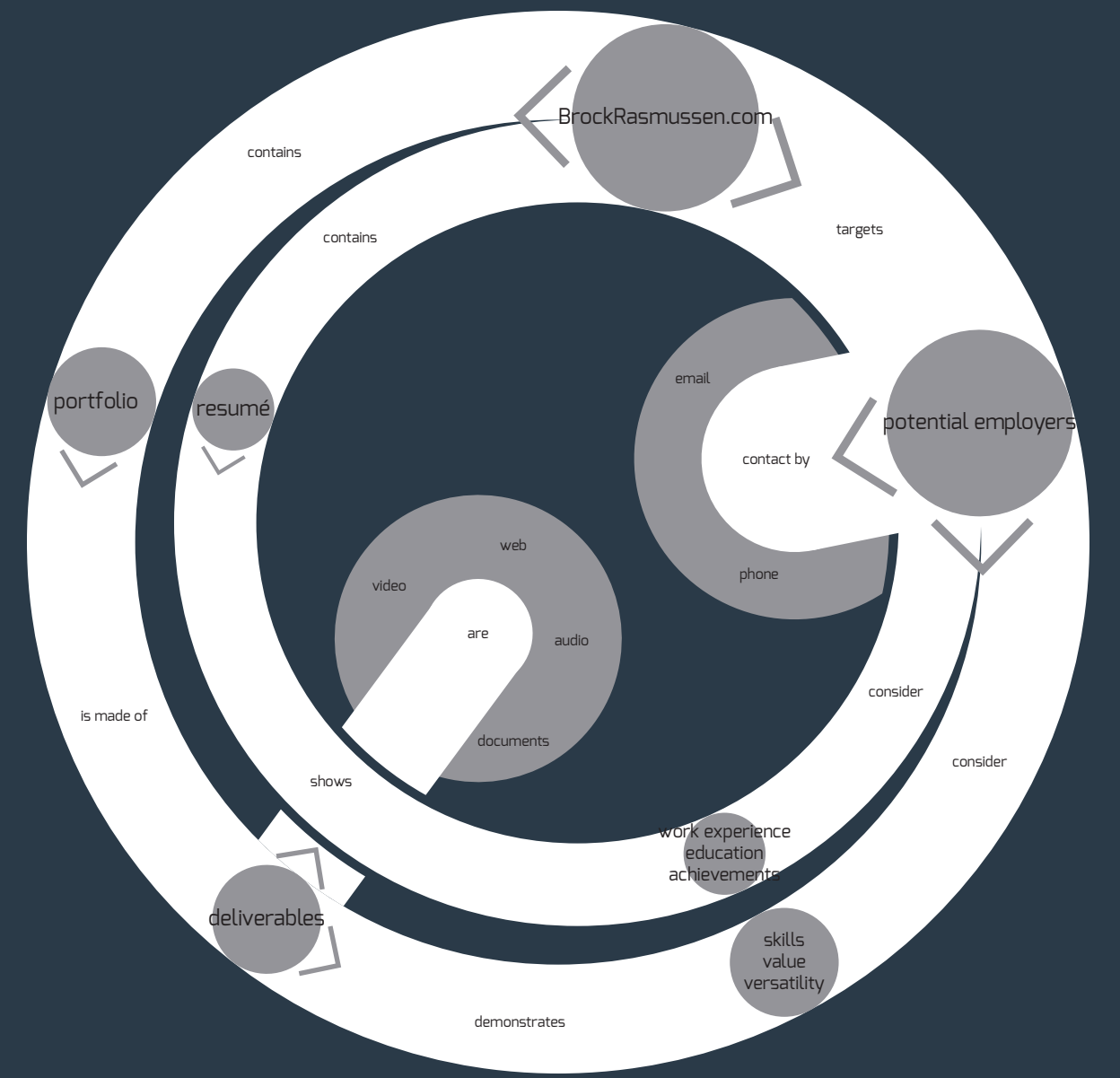
Having known that the site purpose is to help me get a job, the concept map generalizes the goals of the personas to two main points. Employers consider experience and skills (the resumé), and my design process in my work (the portfolio). The skills directly correlate to how the work in the portfolio is developed. In order to help potential employers evaluate my skill level in my work, projects will be filterable by deliverable and skill involved.

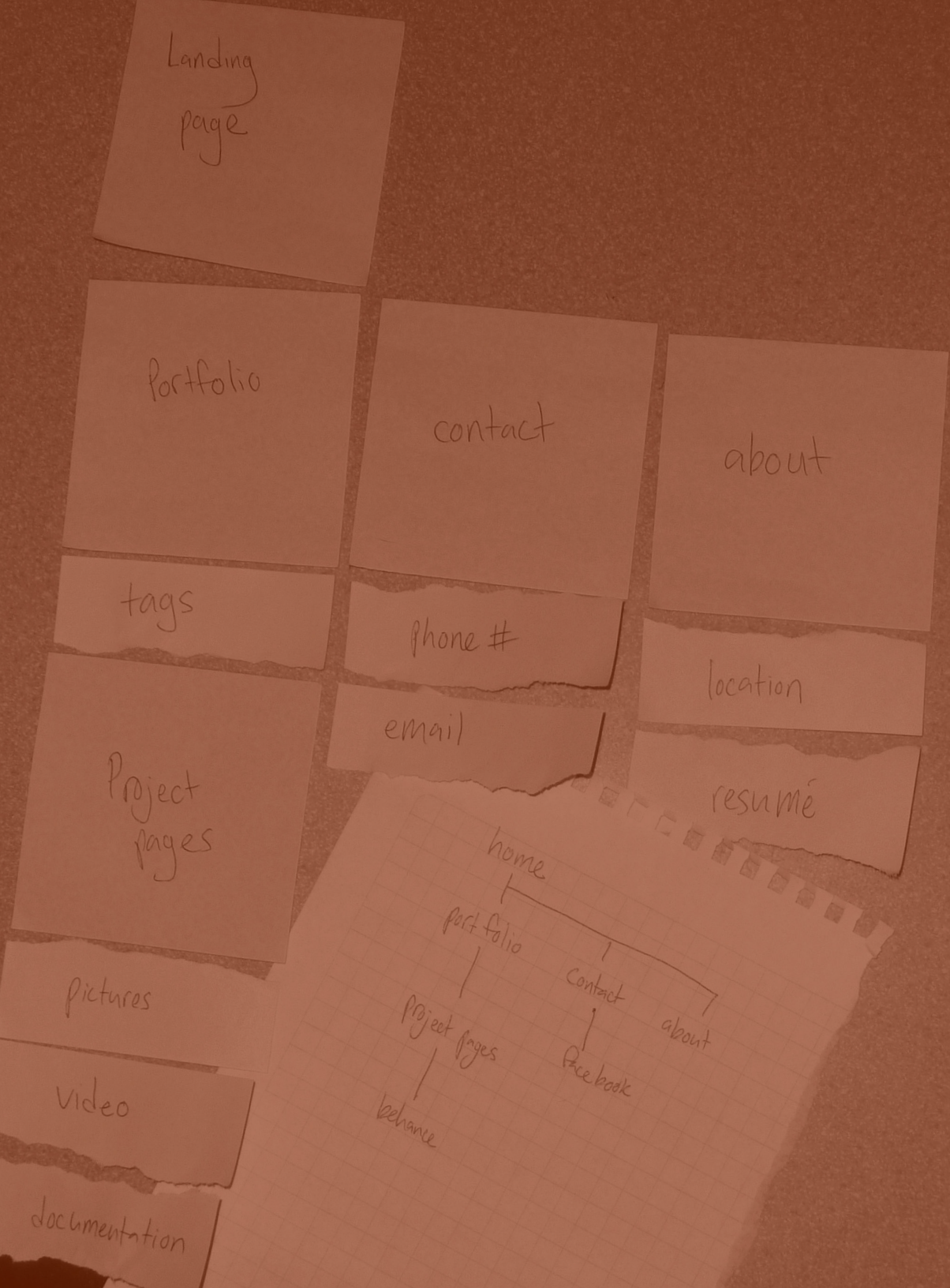
In regards to Megan, Amanda, and Raj's specific goals, there are several more features required to satisfy their needs.

Megan requires details and specifics on projects with the development process and skill set involved.

Amanda wants to see coding snippets for projects.

Raj needs clarification on how different skills are relevant to him and his needs (python, ruby, php. etc.). Definitions and uses will be given in an "i" information link pop-up frame.





structure

In developing the scope, features and elements of the site are clarified. Structure deals with chunking* the information into pages or sections to make the information presented more navigable.

Site structure development began with post-it notes. Cheap, quick, and easy to move around, they made quick work of prototyping site structure and made visualizing navigation easy before cementing the final structure.

In the post-it notes phase (left) the site was to have a separate page for each section, but I quickly realized there was not enough content to populate each page and it was then adapted to the one-page structure seen in the site map on the right.

*chunking
Technique of combining many units of information into chunks for easier processing

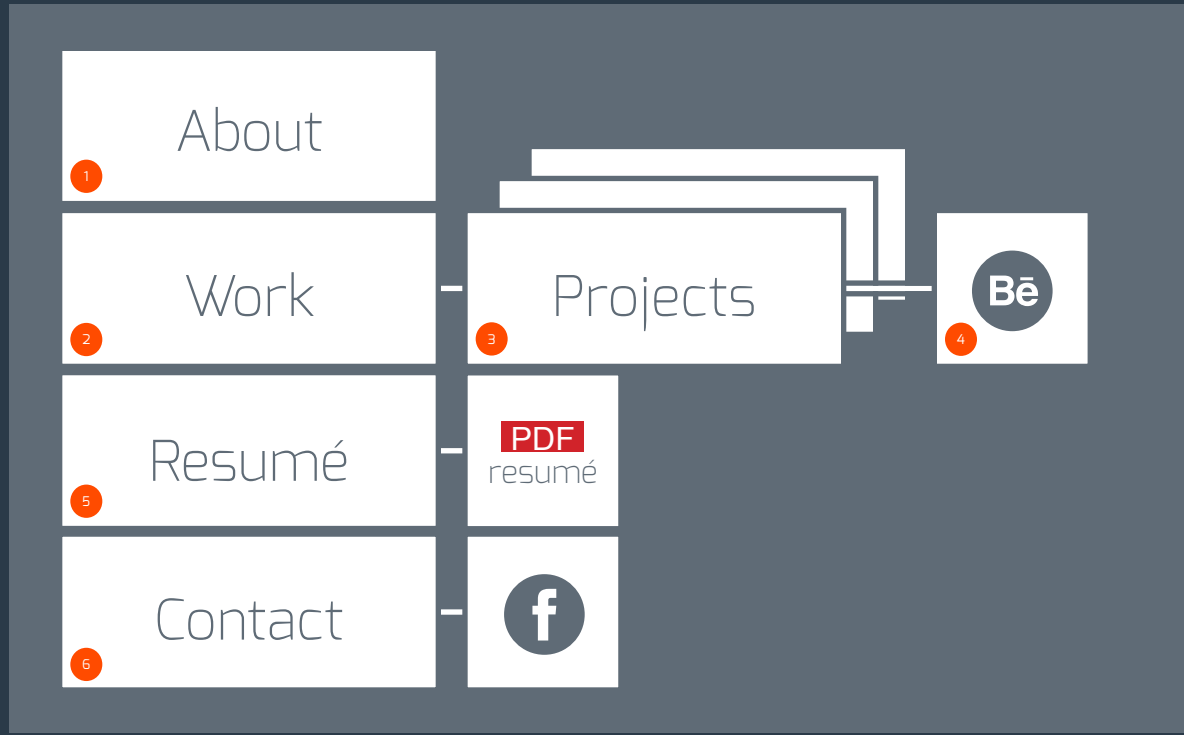
Site Map

The landing page will be a welcome/about area to ease into the other sections. The subsequent sections of the page directly reflect the three goals identified in the concept map.

- 1 A welcome and introductory section.
- 2 A handful of most recent and featured projects will be displayed. A link to Behance to see more projects will be at the bottom.

Each project image will act as a link* to a page dedicated to that specific project. Megan and Amanda's needs addressed in the scope section will be satisfied in these project pages.

- 3 The goal is to showcase the planning behind the project. If it is a group project, my part in the project will be explained.
- 4 More pictures of the current project can be found in my Behance portfolio. On the resumé in the skills section the definition of the authoring languages will be given to meet Raj's need.



- 5 My resumé can be downloaded as a PDF, and will also be visible as web elements.
- 6 Basic contact information can be obtained. Information will be hyper-linked to provide ease of use.

*progressive disclosure
Only necessary or requested information is displayed at any given time.



skeleton

With structure, post-it notes made it a breeze. Similarly, a pencil and paper are the cheapest and most time-effective form of getting wire-frame ideas out.

Employers have many portfolios to view, so high signal-to-noise ratio* is a must to keep their attention on the necessities. used in the surface compositions are displayed and shown on the right. Font and colors make a huge impact on the look and feel of the site and much care has been taken in the choice.

*signal-to-noise ratio:

Ratio of relevant to irrelevant information in a display. Highest ratio possible is desirable.

surface

Surface takes the skeleton and gives it flesh with color, images, and the fonts that will be used.

For the surface compositions I used Adobe Illustrator because it is easy to use and takes less time with it's click and drag objects rather than the layers involved in Photoshop. The only pitfall of Illustrator is that it will sometimes scale the text itself rather than just it's bounding box.

The color palette and the fonts to be used. In the following pages the process from wire frame to surface composition is laid out with notations and side by side images for the desktop, tablet, and mobile platforms.

way finding:

Cues as to one's location on a site or a web page. (i.e. breadcrumbs)

Brand Colors & Typeface

Exo

Exo complements the role of the dark teal in the color scheme. It is easy to read and maintains a unique minimalist look and technical feel. The rectangular letters are noticeably distinct from the more rounded and more commonly used sans-serif fonts of arial and verdana. Exo provides a wide range of font weights each also available in italics. However, Extra Light (200) is the weight to be used in both copy and headings. Available with Google fonts, consistency across devices and browsers will be achieved.

Thin (100)

Extra Light (200)
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890\$%&*(:;#!?)

Light (300)

Regular (400)

Medium (500)

DemiBold (600)

Bold (700)

ExtraBold (800)

Black (900)

IM Fell English

IM Fell English will be easily distinguished from Exo. It is easy to read and has a professional feel. IM Fell English will have very limited use and will be used only for short quotations. Available with Google fonts, consistency across devices and browsers will be achieved.

Italic (400)

*ABCDEFGHIJKL-
 MNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890\$%&*(:;#!?)*

Red-Orange
 CMYK: 0 / 71 / 100 / 0
 RGB: 255 / 75 / 0
 HEX: #FF4B00

Represents energy, passion, and fun.

Conveys innovation and ingenuity.

Dark Teal
 CMYK: 42 / 19 / 0 / 72
 RGB: 42 / 58 / 72
 HEX: #2A3A48

Represents trust, efficiency, logic, and calm.

Conveys professionalism and reliability.

White
 CMYK: 0 / 0 / 0 / 0
 RGB: 255 / 255 / 255
 HEX: #FFFFFF

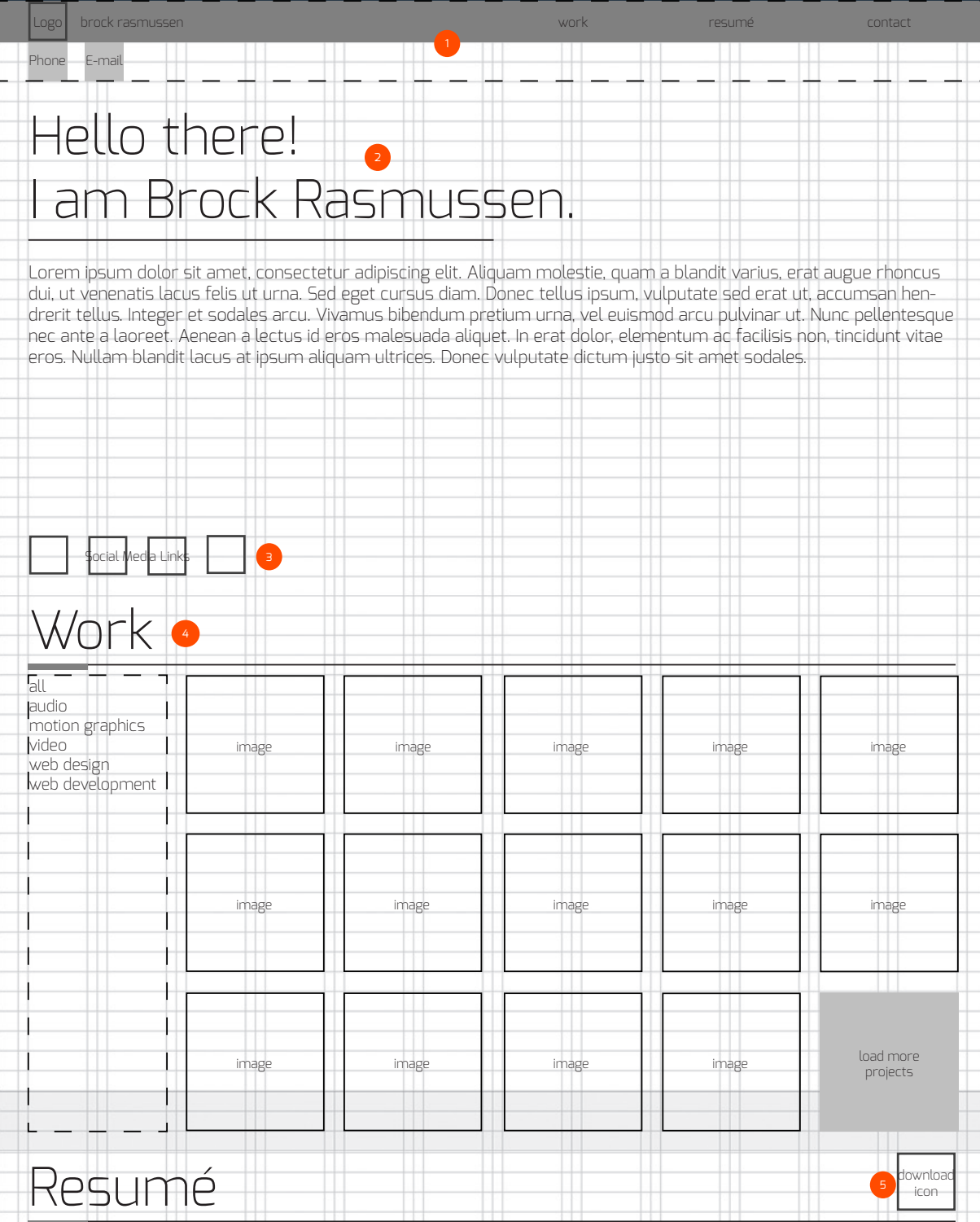
Represents simplicity and sophistication.

Acts as the neutral between the bright red-orange and the dark teal.

Teal
 CMYK: 19 / 9 / 0 / 54
 RGB: 95 / 107 / 118
 HEX: #5F6B76

75% tint of Dark Teal

Acts as an accent background to highlight or differentiate bodies of text.



Desktop Wire Frame

1 With a long one-page design, sticky navigation will provide easier accessibility to the different parts of the page. On the surface composition to the right, the navigation will be a regular element for the length of the about section, but after scrolling lower it will become sticky and look like the navigation bar at the bottom of the surface composition.

Potential employers contacting me is a fundamental part of this page. There is a section dedicated to it, but to make it easier the phone and email icon at the top left (top right on the surface composition) will be sticky the entire length of the page.

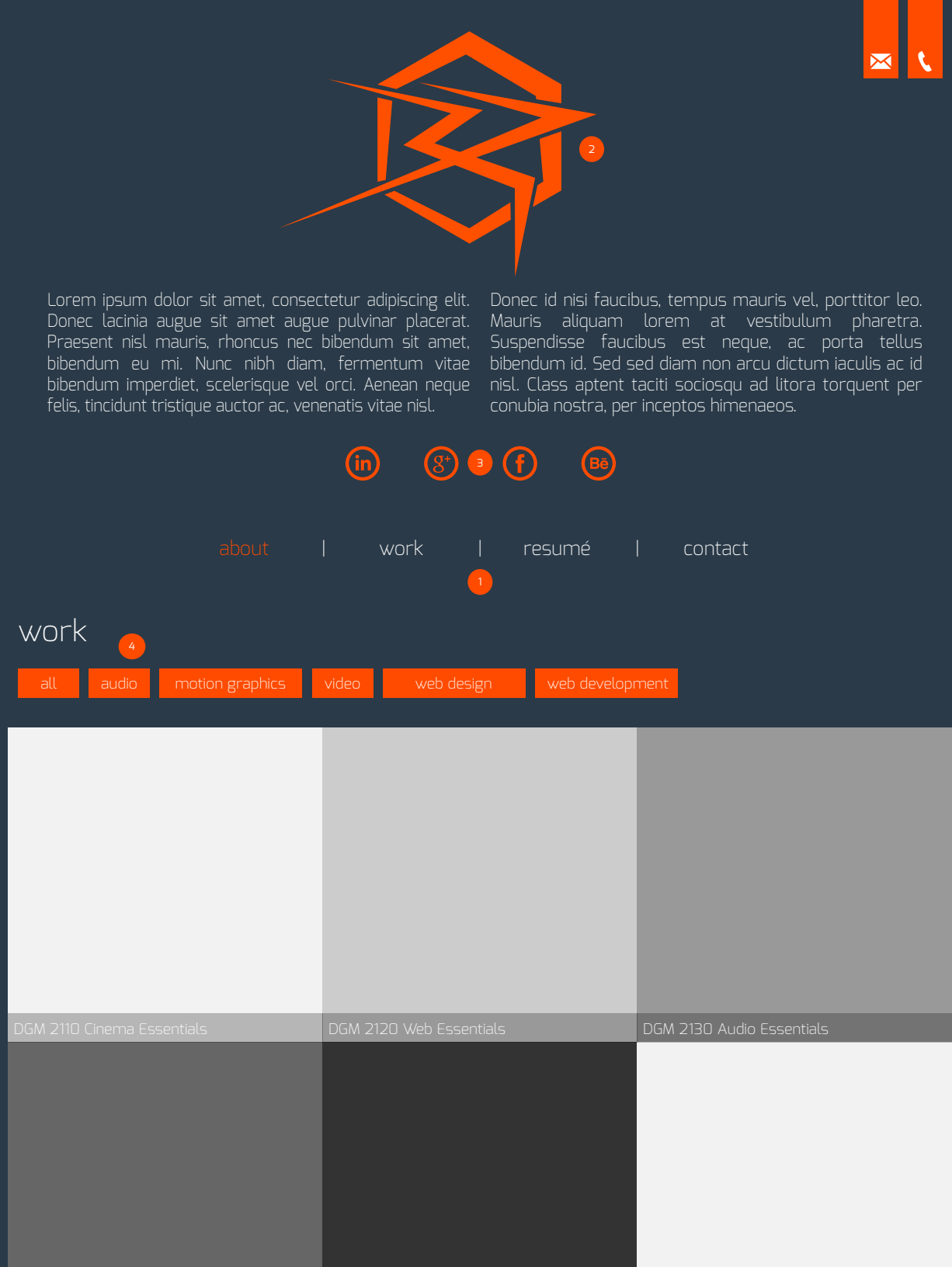
2 Rather than having a logo on the navigation bar like in the wire frame, the logo will replace the large welcome writing in the about section.

3 Rather than being left aligned like in the wire frame, the social media links will be centered below the about paragraphs and above the navigation links.

Desktop Surface Composition

4 The tags in the work section will be listed horizontally rather than vertically. The tags will not be sticky elements the length of the work section.

Employers want to see my work, so images tiles must be large for easy viewing. Project images weren't large enough on the wire frame, so in the surface composition they are 3 to a row rather than the 5 in the wire frame.



Company Name

Achievements, responsibilities. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam molestie, quam a blandit varius, erat augue rhoncus dui, ut venenatis lacus felis ut urna.

Education

BS DIGITAL MEDIA
Utah Valley University

graduation date

Achievements. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam molestie, quam a blandit varius, erat augue rhoncus dui, ut venenatis lacus felis ut urna.

Skill

Achievement
Achievement

Contact

Name	Comments
E-mail	
send	

Desktop Wire Frame

- 5 The download icon will be by the resumé header rather than right aligned.
- 6 The wire frame has the information, but to better chunk the information for processing, it is has a colored bounding box to differentiate it. The format from the wire frame to the surface composition maintain almost the exact same format.

Desktop Surface Composition

DGM 2210 Game & AnimationEssentials	DGM 2240 Interaction Design	DGM 2250 Principles of Digital Design
DGM 2271 Principles of Web Design	DGM 2740 Principles of Web Languages	DGM 2760 Web Languages I
DGM 2780 Authoring for the Internet		

see more projects on behance

resumé  5

experience

WEB DEVELOPER - *LDS Church* 6 May '13 - August '13

Achievements, responsibilities. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam molestie, quam a blandit varius, erat augue rhoncus dui, ut venenatis lacus felis ut urna.

JOB TITLE - *Company* Month 'YR - Month 'YR

Achievements, responsibilities. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam molestie, quam a blandit varius, erat augue rhoncus dui, ut venenatis lacus felis ut urna.

skills

- PHOTOSHOP
- ILLUSTRATOR
- InDESIGN
- HTML

Desktop Surface Composition

elit. Aliquam molestie, quam a blandit varius, erat augue rhoncus dui, ut venenatis lacus felis ut urna.

CSS

JAVASCRIPT

education

BS DIGITAL MEDIA - Utah Valley University May '16
Achievements, responsibilities. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam molestie, quam a blandit varius, erat augue rhoncus dui, ut venenatis lacus felis ut urna.

achievements

- achievement
- achievement
- achievement
- achievement

contact

 myemail@email.com  801-555-555

name

e-mail

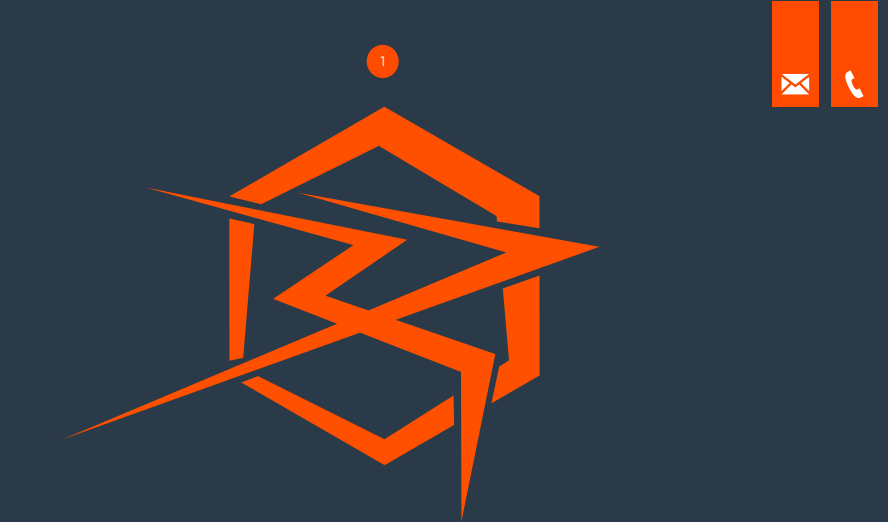
message



Tablet Wire Frame

- 1 The tablet surface composition format is not much different from the desktop. The major difference is the sizing of elements.
- 2 In the wire frame the amount of images per row decreases from 5 on the desktop to 3 for the tablet, but remains the same for the surface composition.

Tablet Surface Composition



Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec lacinia augue sit amet, bibendum eu mi. Nunc nibh diam, fermentum vitae bibendum imperdiet, scelerisque vel orci. Aenean neque felis, tincidunt tristique auctor ac, venenatis vitae nisl.

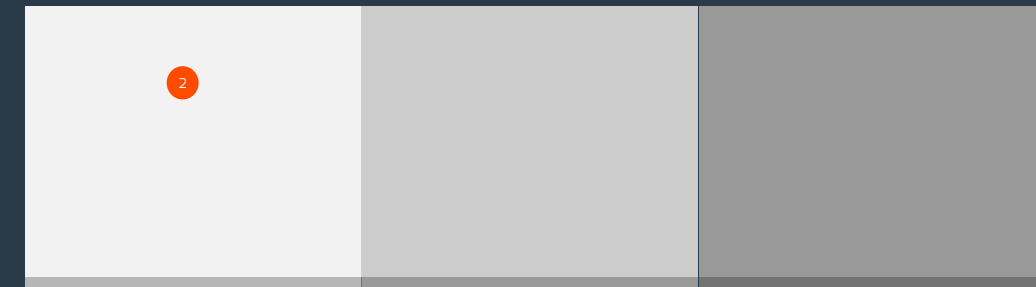
Donec id nisi faucibus, tempus mauris vel, porttitor leo. Mauris aliquam lorem at vestibulum pharetra. Suspendisse faucibus est neque, ac porta tellus bibendum id. Sed sed diam non arcu dictum iaculis ac id nisl. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos.

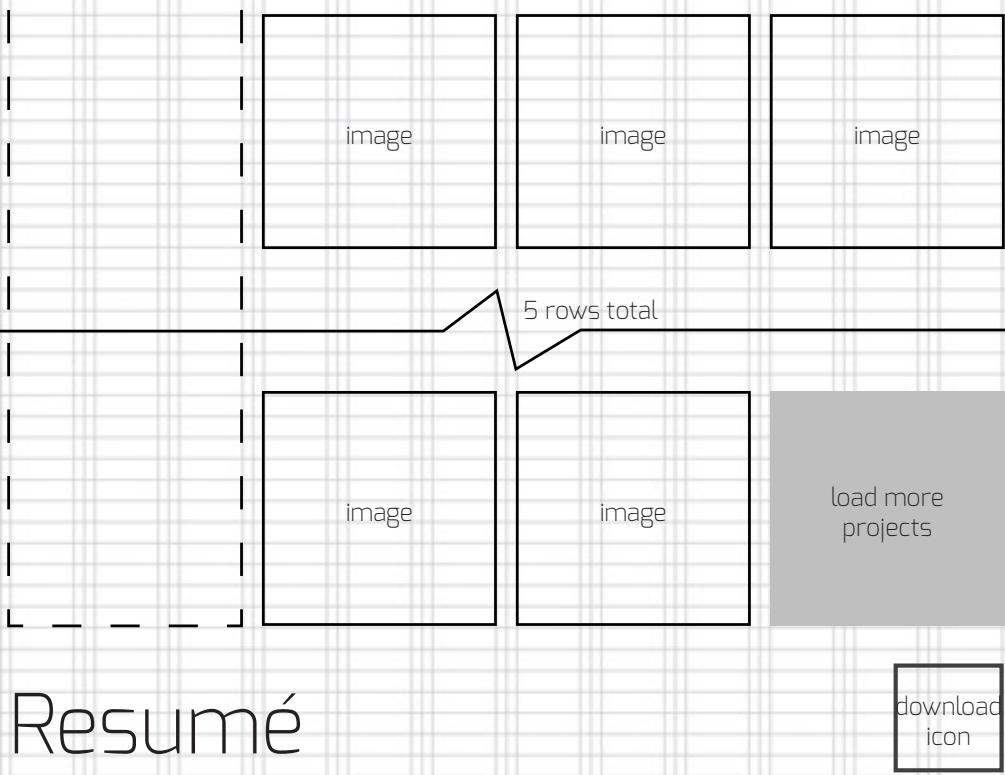


[about](#) | [work](#) | [resumé](#) | [contact](#)

work

[all](#) [audio](#) [motion graphics](#) [video](#) [web design](#) [web development](#)





Tablet Wire Frame

Tablet Surface Composition

3 The start, end, and graduation dates move below the job name and the company.

Resumé



Experience

JOB TITLE
 Company Name start date - end date
 Achievements, responsibilities. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam molestie, quam a blandit varius, erat augue rhoncus dui, ut venenatis lacus felis ut urna.

JOB TITLE
 Company Name start date - end date
 Achievements, responsibilities. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam molestie, quam a blandit varius, erat augue rhoncus dui, ut venenatis lacus felis ut urna.

Skills

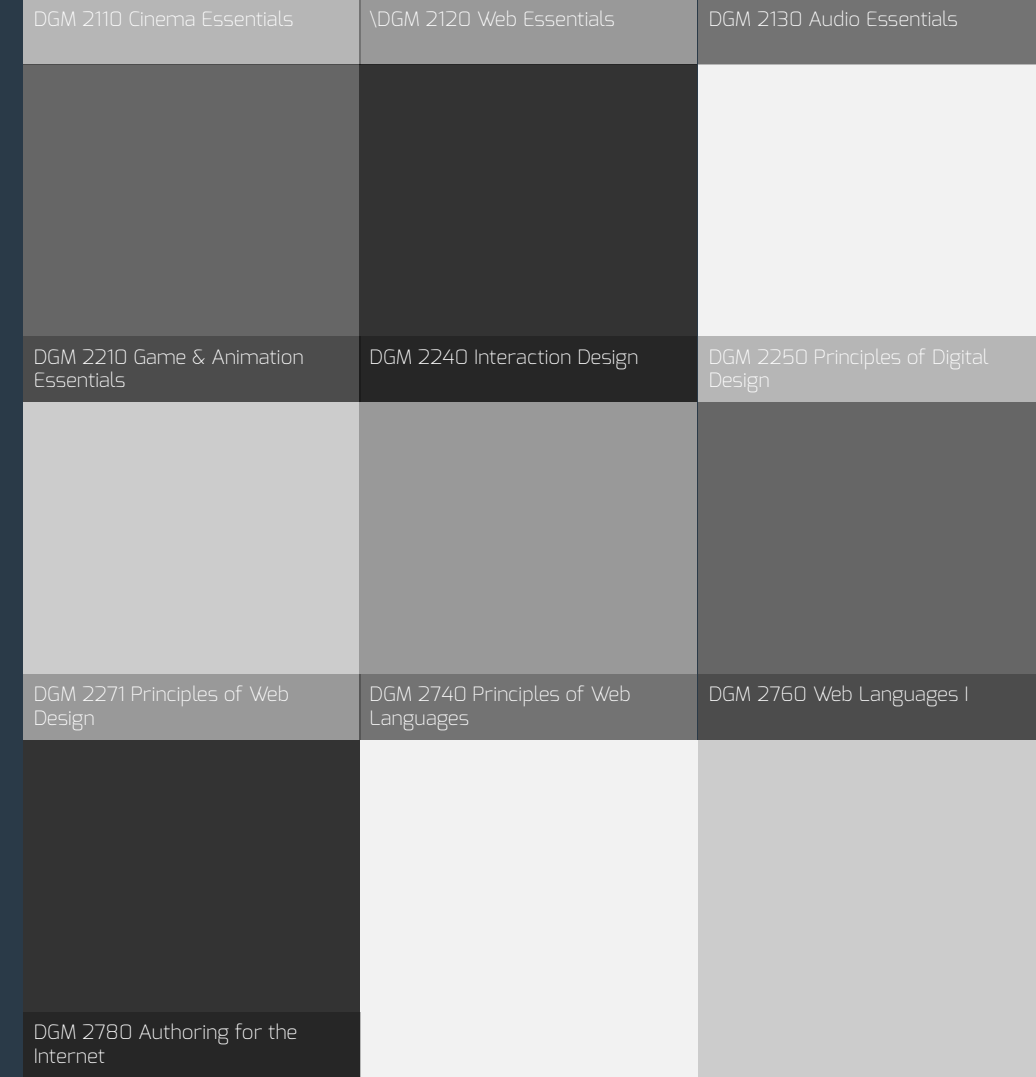
Skill
 Skill
 Skill
 Skill

Education

BS DIGITAL MEDIA
 Utah Valley University graduation date
 Achievements. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam molestie, quam a blandit varius, erat augue rhoncus dui, ut venenatis lacus felis ut urna.

Achievements

Achievement
 Achievement



see more projects on behance

resumé PDF

experience

WEB DEVELOPER - LDS Church
 May '13 - August '13 3
 Achievements, responsibilities. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam molestie, quam a blandit varius, erat augue rhoncus dui, ut venenatis lacus felis ut urna.

skills

PHOTOSHOP
 ILLUSTRATOR
 InDESIGN

Contact

Name	Comments
E-mail	
send	

Tablet Wire Frame

Tablet Surface Composition

JOB TITLE - *Company*
Month 'YR - Month 'YR
Achievements, responsibilities. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam molestie, quam a blandit varius, erat augue rhoncus dui, ut venenatis lacus felis ut urna.

- HTML
- CSS
- JAVASCRIPT

education

BS DIGITAL MEDIA - Utah Valley University
May '16
Achievements, responsibilities. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam molestie, quam a blandit varius, erat augue rhoncus dui, ut venenatis lacus felis ut urna.

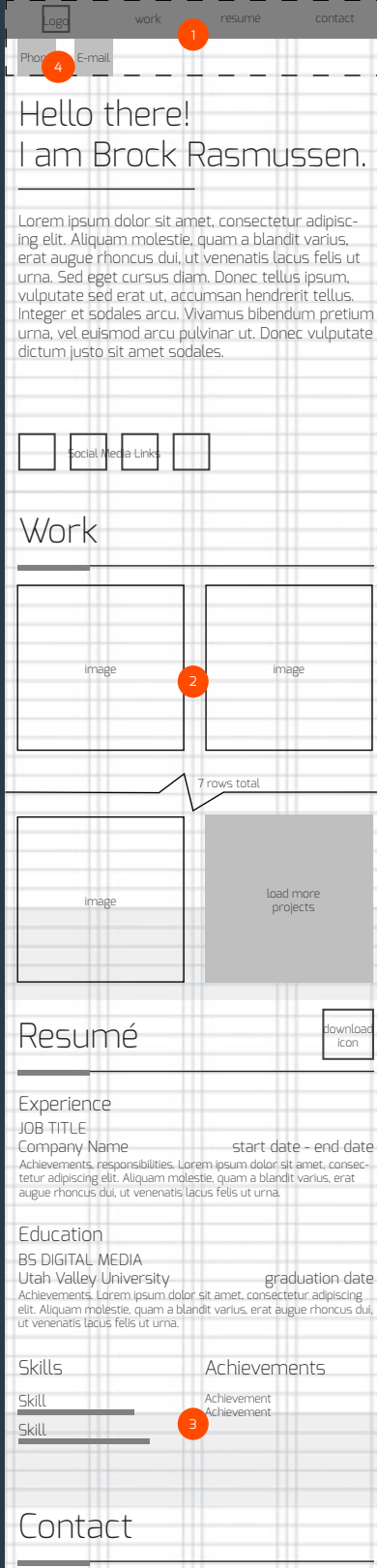
- achievements
- achievement
- achievement
- achievement
- achievement

contact

 myemail@email.com  801-555-555

name	e-mail
------	--------

message



Name

E-mail

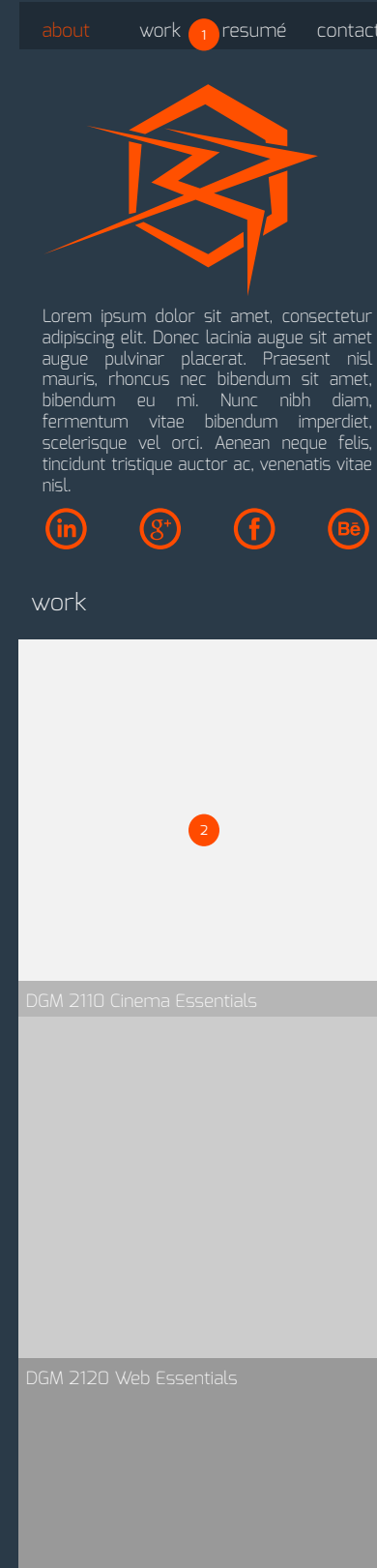
Comments

send

Mobile Wire Frame

- 1 Navigation for the mobile surface composition will be as planned for the wire frame, except the phone and email icons (see point 2). It will also be sticky.
- 2 The tags are gone and there is a long column of projects. In order to make the images large enough for easy viewing there is only one project per row rather than the two shown in the wire frame.
- 3 Skills and Achievements will not split the screen as shown in the wire frame, but will have their own section like Experience and Education.

Mobile Surface Composition



DGM 2271 Principles of Web Design

DGM 2130 Audio Essentials

DGM 2740 Principles of Web Languages

DGM 2210 Game & Animation Essentials

DGM 2760 Web Languages I

DGM 2240 Interaction Design

DGM 2780 Authoring for the Internet

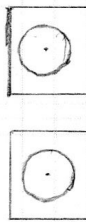
DGM 2250 Principles of Digital Design

Mobile Surface Composition

- 4 The phone and email icons will still be sticky elements, but rather than following along at the top they will be at the bottom right.



~~brock~~ rasmussen



work

resumé

contact

Hello, there!

I am Brock Rasmussen.



Work

all audio motion graphics video web design web development

Resumé