

Mariah Aviles' Portfolio Website

Created by Sydney Sedloff and Jessie Jalca
[See working site here](#)

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Project Overview

Description

For this project, we created a portfolio website for Mariah Aviles. The portfolio serves to demonstrate Mariah's work to potential employers or partners. Our goal for this project, aside from building a satisfactory portfolio website from the ground up for our client, was to research and gain hands-on insight into customer/client needs and wants as well as execute a project from design to development.

Roles

The responsibilities were shared between Sydney Sedloff and Jessie Jalca, but the following list emphasizes their primary roles:

Sydney Sedloff: Researcher and Developer

Jessie Jalca: Designer and Developer

Software

Prototyping - Figma

Development - GitHub, HTML, CSS, JavaScript, React

Research Phase

I. Market Matrix

| | Home page with listed projects | Hero section on home page | About Section | Contact Page | Tabs based on projects | Tabs based on type of art | Link to Instagram | Link to Facebook | Link to LinkedIn | Link to Youtube | Link to Twitter | Resume | Contact Form |
|---|--------------------------------|---------------------------|---------------|--------------|------------------------|---------------------------|-------------------|------------------|------------------|-----------------|-----------------|--------|--------------|
| Artist Portfolios | | | | | | | | | | | | | |
| http://www.yuhkidemers.com/ | 0 | 1 | 1 | 1 | 1 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 0 |
| https://www.jackiedroujko.com | 1 | 0 | 0 | 0 | 0 | 1 | 1 | 1 | 1 | 1 | 0 | 0 | 0 |
| https://www.pablorochat.com/ | 1 | 1 | 1 | 0 | 0 | 0 | 1 | 0 | 1 | 0 | 1 | 0 | 0 |
| https://rosiehillpot.com/ | 1 | 1 | 1 | 0 | 0 | 1 | 1 | 0 | 0 | 0 | 1 | 0 | 0 |
| https://louiswes.com/ | 1 | 0 | 1 | 1 | 0 | 0 | 1 | 1 | 0 | 0 | 1 | 0 | 0 |
| https://www.serenatu.com/ | 1 | 0 | 1 | 1 | 1 | 0 | 1 | 0 | 1 | 0 | 0 | 1 | 0 |
| Studio Portfolios | | | | | | | | | | | | | |
| https://antimatter.tv/ | 1 | 1 | 1 | 0 | 1 | 0 | 1 | 1 | 1 | 0 | 0 | 0 | 0 |
| Total | 6 | 4 | 6 | 3 | 3 | 2 | 7 | 3 | 4 | 1 | 4 | 1 | 0 |
| Percentage | 85.71% | 57.14% | 85.71% | 42.86% | 42.86% | 28.57% | 100.00% | 42.86% | 57.14% | 14.29% | 57.14% | 14.29% | 0.00% |

Image 1.1: The Market Matrix table demonstrates the importance of a Home page, About section, and link to social media to make the client’s portfolio relevant and reveals opportunities to set it apart with a contact form.

Based on the market matrix above, we identified the trends of different art portfolios. The common practices are highlighted in green: having a home page that lists links to the artist’s projects, an about page, and a link to an Instagram. While Instagram was the most common social media listed, the data suggests that any links to social media would be beneficial.

We also identified a hole in the market, which is highlighted in red. Although most art portfolios had an email listed, none of the portfolios we examined had a contact form. Adding this will allow viewers to communicate with the artist much quicker than opening a new window. Looking into best practices and opportunities to streamline communication with the artist through this method of contact could encourage users to reach out more often. Resumes were also not very common, but whether to include it will depend on the goal of each individual artist on whether or not it would be beneficial to add it to the website.

Additionally, it’s interesting to note that most artists categorized their work by projects instead of by the type of art.

II. Article Notes

We reviewed 5 articles from JSTOR. The notes as they apply to our designs in this class are listed below.

- *Color Matters: Color as Trustworthiness Cue in Web sites*
 - Colors can affect the apparent trustworthiness of the site
 - Blue and green are deemed the most trustworthy
 - Websites rather than the brand attached were affected
 - Credibility assessment: the likelihood that users will notice an element on the website (prominence) and the value or meaning users assign to the element based on their judgment (interpretation)
 - Overall design affects the user's interpretation of credibility
 - Users trust more visually appealing sites more

- *Designing Not Just for Pleasure: Effects of Web Site Aesthetics on Consumer Shopping Value*
 - Users are affected by classical aesthetics and expressive aesthetics, but it's dependent on whether products on the site are utilitarian or hedonistic
 - Expressive when hedonistic
 - The sensory experience of a site can cause users to return
 - An aesthetic design is more important to hedonistic products in e-commerce

- *Organizational Size, Multiple Audiences, and Web Site Design*
 - The larger the site, the more audiences, and thus a more general accommodation is needed
 - With a smaller audience, hone in on a niche
 - As the audience grows, more information is needed on the website
 - Larger organizations tend to have less information on their home page
 - Opposite for small organizations

- *Consistency & Contrast: A Content Analysis of Web Design Instruction*
 - Designers must take the audience into consideration; requires critical thinking
 - Designs should be consistent for users to best find/sort through information
 - Designers must satisfy audience extremes

- Designers should stay up to date with the latest technology as it evolves quickly
- When web design is effective, it goes unnoticed
 - An unnoticeable design is a good sign
- *Learning User Real-Time Intent for Optimal Dynamic Web Page Transformation*
 - Most retail websites, including Amazon, try to appeal to a broad audience
 - Personalization of offers often ends up seeming like an afterthought
 - By inferring a user's intent based on their interaction with a website, the site can be better designed to encourage user action
 - Personalize content according to user intent as soon as possible (ideally within 1-3 page views as needed to accurately gauge user intent)
 - Intent can change over time, and the design should accommodate
 - Banner ads seem to work for both low-intent and high-intent users to encourage purchases
 - Task and mood-related cues influence a consumer's impulse purchase online
 - Stimuli, from the user's environment and the site, can accelerate or divert the shopping process and purchase

III. Action Plan

Based on the research we have completed, we will apply the following principles:

- Make the website visually appealing to earn credibility
- Incorporate green or blue as primary colors to seem more trustworthy
- Apply classical or expressive aesthetics depending on whether the product/service is utilitarian or hedonistic
- Focus on a niche for site with a smaller audience
- Accommodate for general users if the site is made for a large audience
- Keep a consistent design so users can sort through information easily
- Focus on user intent when designing layout and interaction (UX/UI)

With these principles in mind, we have laid out a schedule to complete the project with the following milestones:

| Date | Milestone | Description |
|--------|--|---|
| OCT 05 | <i>User & Stakeholder Profile</i> | Ethnographic observation, use case and story board, interviews & surveys |
| OCT 12 | <i>Site Architecture & Lo-Fi Prototype</i> | Flow chart of site architecture and full-functioning low fidelity prototype focusing on UX design |
| OCT 19 | <i>Site Style Guide</i> | Define typography, color palette, and other design elements for the website |
| OCT 19 | <i>Client Check-In</i> | Meet with client to verify project direction & make adjustments |
| NOV 02 | <i>Hi-Fi Prototype</i> | Full-functioning high fidelity prototype based on agreed elements mentioned above |
| NOV 02 | <i>Client Check-In</i> | Meet with client to verify project direction & make adjustments |
| NOV 23 | <i>Functioning Client-Side Website</i> | Develop at least the top 75% (client-agreed most important features) of planned features to produce a fully-functioning and searchable site |
| DEC 07 | <i>Site Case Study</i> | Post-project reflection of our experience |

IV. Citations

Alberts, W. A., & van der Geest, T. M. (2011). Color Matters: Color as Trustworthiness Cue in Web sites. *Technical Communication*, 58(2), 149–160. <http://www.jstor.org/stable/26464334>

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LIN, C. (2002). Organizational Size, Multiple Audiences, and Web Site Design. *Technical Communication*, 49(1), 36–44. <http://www.jstor.org/stable/43088905>

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Client Meeting

Art style

- Motion graphic design (main focus)
- Subset: 3D modeling and 2D animation

What goal are you trying to achieve with this website? (ex. Growing audience, displaying work)

- Displaying work
- Contact me

What content do you want to be presented on your website?

- Photos
- Videos
- Direct to YouTube channel
 - **Youtube Channel:** <https://www.youtube.com/@mariahanimates>

If you have a color palette for your brand, please provide a screenshot or a list of the hex codes.

Earth tone colors

Hex:



Left Photo (From top to bottom)

#EDE4E0 #C8DBBE #9F8772 #665A48

Right Photo (From top to bottom)

#EDF1D6 #C8DBBE #609966 #40513B

What are 3 adjectives are best used to describe your brand?

- Creative
- Clean/organized
- Cozy

Please provide at least 2 websites for inspiration. (please specify if you're only inspired by one part of the site)

- Industry Artist 1 <http://www.yuhkidemers.com/>
- Industry Artist 2 <https://www.jackiedroujko.com/>
 - ^ -love their clean aesthetic and easy to navigate their artwork; not the biggest fan of the artwork taking the entire space of the page or having it be one long thin vertical strip if that makes sense
- Motion Graphic Artist <https://www.pablorochat.com/>
- *Motion Graphic Artist <https://rosiehillpot.com/>
- *Motion Graphic Artists <https://louiswes.com/>
 - *love the use of color in the background but it doesn't distract from the artwork; displays artwork more horizontally rather than a long vertical line like the prior examples
- Motion Graphic Company <https://antimatter.tv/> (inspiration)
- Student Example <https://www.serenatu.com/> (format/organization)
 - ^ love how the links and pages are to the side (left) and the content is displayed on the right

What pages are a must?

Home/Project

About

Contact

Please provide any additional comments for creative or technical direction on the website.

- Blurbs for projects
- Link to ArtStation: <https://www.artstation.com/mariahaviles>
- Link to LinkedIn: https://www.linkedin.com/in/mariah-aviles-animation?trk=people-guest_people_search-card

Design Phase

User & Stakeholder Profile

User Profiles

Primary Users

- Hiring Managers
 - **Age:** 18+
 - **Education:** College
 - **Technology Proficiency:** high
 - **Free Time:** low
- Recruiters
 - **Age:** 25-40
 - **Education:** College
 - **Technology Proficiency:** high
 - **Free Time:** low to medium
- Other Professionals
 - **Age:** 20-35
 - **Education:** College
 - **Occupation:** Full time
 - **Technology Proficiency:** Medium to high
 - **Free time:** Medium

Secondary Users

- Young Professionals
 - **Age:** 20-25
 - **Education:** In college or recent graduate
 - **Occupation:** None - internship or part-time
 - **Technology Proficiency:** Medium to high
 - **Free time:** low to medium

- Professors
 - **Age:** 30-60
 - **Education:** Graduate degree(s)
 - **Occupation:** Full time
 - **Technology Proficiency:** Medium to high
 - **Free time:** Medium

Stakeholders

Primary Users

| Key Stakeholders | Supportive? (yes/no) | Importance to Success | Goals, motivations, and interests | Roles |
|---------------------|----------------------|-----------------------|---------------------------------------|---|
| Hiring Managers | yes | High | Seeking Employee | Will use the portfolio website to look for key information |
| Recruiters | yes | High | Seeking Employee | Will use the portfolio website to look for key information |
| Young Professionals | yes | High | Seeking Employment | Will use the portfolio website to display skills and work |
| Professors | yes | Low | Display student's work | Will display student's work to other students or professional |
| Other professionals | yes | Medium | Seeking collaborations or inspiration | Will use the portfolio for inspiration for their own work or reach out to collaborate with the artist |

II. Interview Questions and Results

We interviewed a few professionals on their experiences and expectations of a portfolio website. We chose this method over a typical user survey due to the inherent purpose of portfolio websites to obtain jobs. By learning what hiring managers are looking for, we can better serve our client.

Questions:

1. Do you consider portfolio websites when making hiring decisions?
 - a. Yes
 - b. No
 - c. Other
2. What is the key information you look for in a portfolio website?
 - a. Experience (art, projects, etc.)
 - b. Resume
 - c. About section/bio
 - d. Education
 - e. Other
3. How long on average do you spend looking at a portfolio website?
 - a. I just see if they have one
 - b. Less than 30 seconds
 - c. Less than 5 minutes
 - d. Less than 10 minutes
 - e. More than 10 minutes
 - f. N/A
4. How important is it that an applicant has links to their social media (including Instagram and LinkedIn)?
 - a. 1 (Not important at all)
 - b. 2
 - c. 3
 - d. 4
 - e. 5 (Very important)
5. For the answers above, were you hiring for a design role or a non-design role?
 - a. Design
 - b. Non-design
 - c. Both

Answers:

1. Do you consider portfolio websites when making hiring decisions?
 - a. No
 - b. Yes
 - c. Yes
 - d. Yes
 - e. Depending on the position
2. What is the key information you look for in a portfolio website?
 - a. Resume
 - b. Experience (art, projects, etc.)
 - c. Experience (art, projects, etc.)
 - d. Experience (art, projects, etc.), Resume
 - e. Experience (art, projects, etc.)
3. How long on average do you spend looking at a portfolio website?
 - a. Less than 30 seconds
 - b. Less than 5 minutes
 - c. More than 10 minutes
 - d. Less than 5 minutes
 - e. Less than 5 minutes
4. How important is it that an applicant has links to their social media (including Instagram and LinkedIn)?
 - a. 4
 - b. 1
 - c. 3
 - d. 1
 - e. 2
5. For the answers above, were you hiring for a design role or a non-design role?
 - a. N/A
 - b. N/A
 - c. N/A
 - d. Both
 - e. Non-design

Takeaways:

- On average, hiring managers do look at portfolio websites
- Hiring managers mostly look for a display of experience followed by a resume. No one who was interviewed looked for an about/bio section or education.
- 80% of people interviewed look at the portfolio website for less than 5 minutes
- On a scale of 1-5, with 1 being the least important and 5 being the most important, interviewees rated the importance of social media links a 2.2.
- The people interviewed hire for both design and non-design positions to get a general scope of what people are looking for.

IV. Style Guide & Prototype

SITE STYLE GUIDE

MARIAH AVILES ANIMATION PORTFOLIO

TYPOGRAPHY

font family
Figtree
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

styles
H1 Heading
H2 Heading
Subtitle
H3 Heading
H4 Heading

This is body copy. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

This is an inline link.

Nav Links
filter text
Button Text

COLORS

| | | | | |
|--|---|---|--|--|
| | | | | |
| eggshell HEX: #edfd16 RGB: 237, 241, 214 HSL: 69, 49%, 89% | tea green HEX: #c8dbbe RGB: 200, 219, 190 HSL: 99, 29%, 80% | leafy HEX: #609966 RGB: 96, 153, 102 HSL: 126, 23%, 49% | highlander HEX: #40513b RGB: 64, 81, 59 HSL: 106, 16%, 27% | white HEX: #ffffff RGB: 255, 255, 255 HSL: 0, 0%, 100% |

COMPONENTS

web & mobile

Navigation: X, Menu, Back, Last Project, Next Project

Form: Email (someone@example.com)

Buttons: all, all

web only

Projects, Projects, Projects

Let's Work Together →

[Link to prototype](#)

Mobile - Landing Page

9:41

Mariah Aviles

Something fun and helpful about the artist here.

all motion graphic design

2d animation 3d modeling

Project Name

Project Name

Project Name

Mobile - Menu Bar

Mariah Aviles

Projects
About
Contact

© Mariah Aviles 2023

Mobile - About Page

Mariah Aviles

Here's a little about me.

Put more stuff here, like a summary of who you are, what kind of work you do, a bit about your background, and maybe give a little of your personality.

And here's another paragraph, because breaking up text is good. 🍌

Let's Work Together →

© Mariah Aviles 2023

Mobile - Contact Page

Mariah Aviles

Let's work together.

Email
someone@example.com

Full Name
John Doe

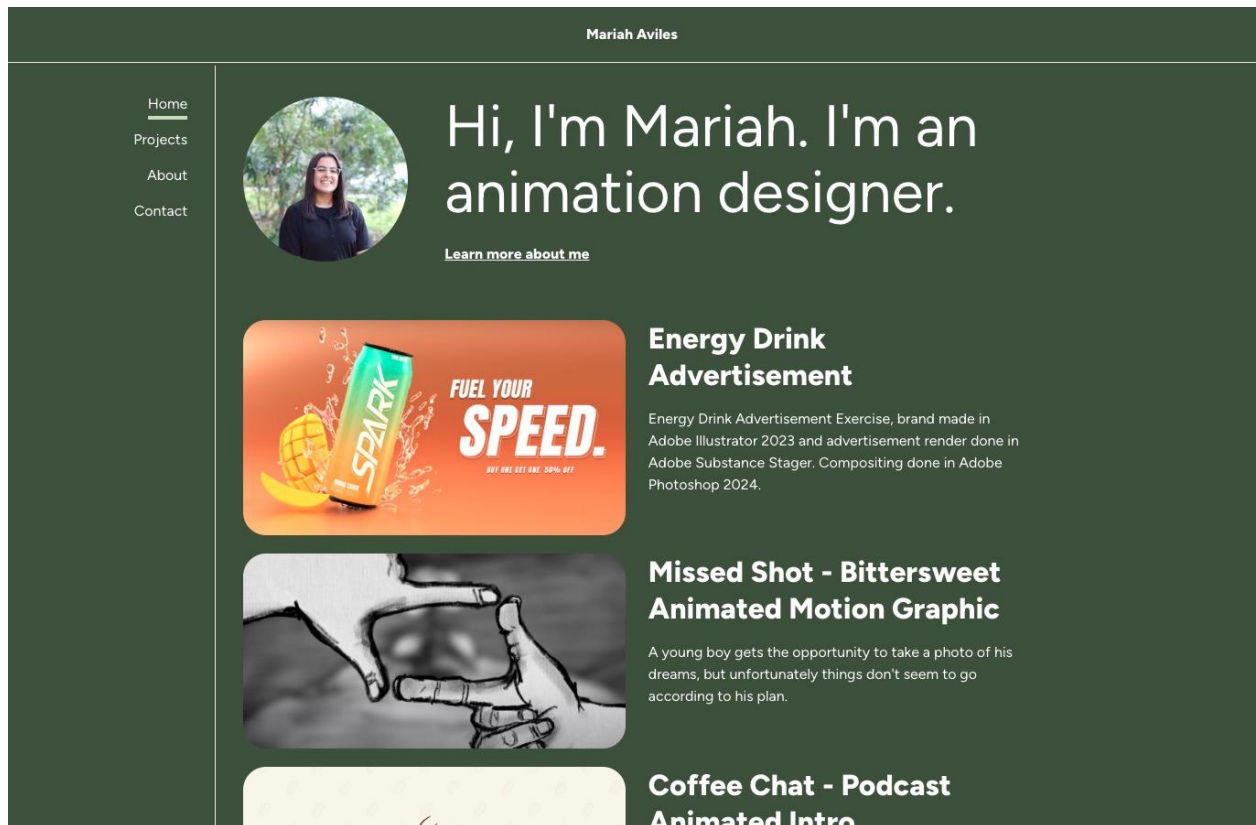
Company Name (Optional)
Company Inc.

Message
What do you have in mind to collaborate? The more someone types, the longer it'll go. But we probably want this container to be like three or four lines long by default (not necessarily the actual placeholder text that I'm rambling with now to make it that long 🍌)

Submit →

Final Product

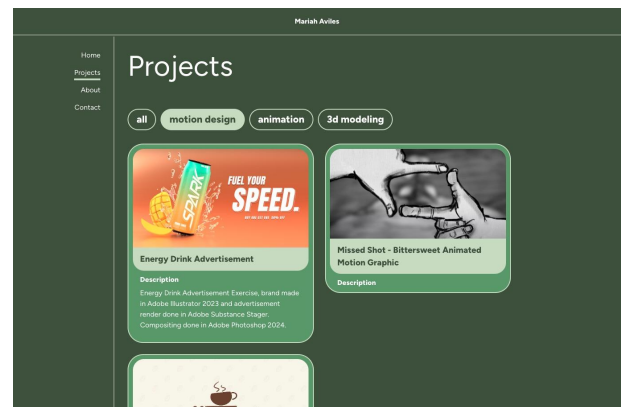
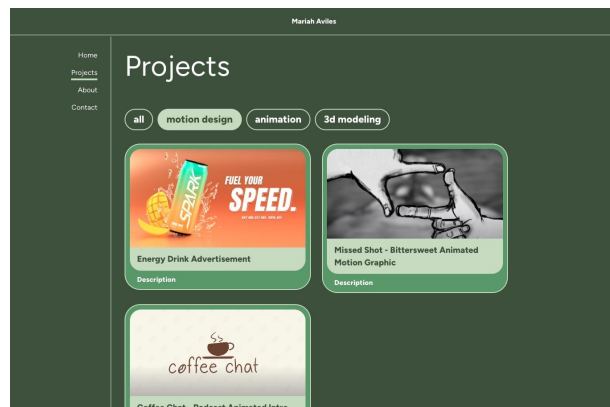
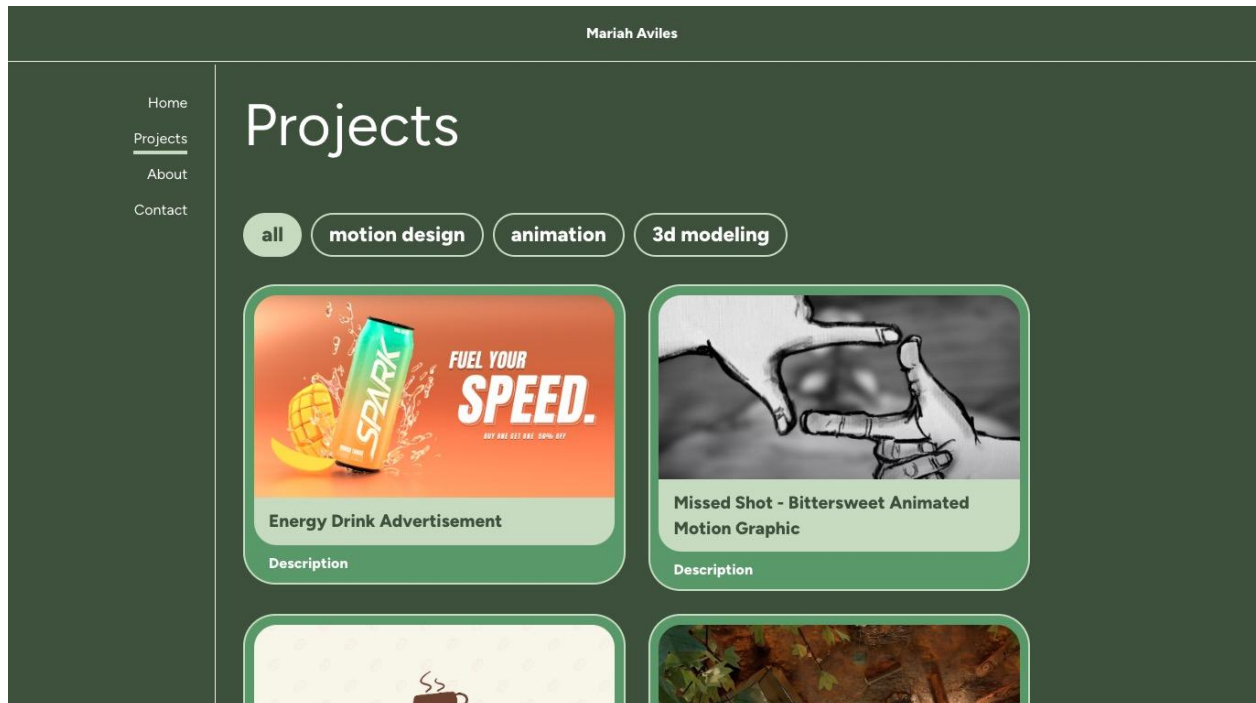
I. Home Page



Features of the Home page include Mariah’s profile picture for a personal touch. The “learn more about me” text leads to the About page. Her three most recent are displayed and include links to each project so users can get a glimpse of her work.

A general feature of the site is that the Nav bar on the left of the page has an underline under the selected page so that users can easily navigate throughout the site. It’s also a “sticky” navigation, so as users scroll through the content, it stays near the top for easy access.

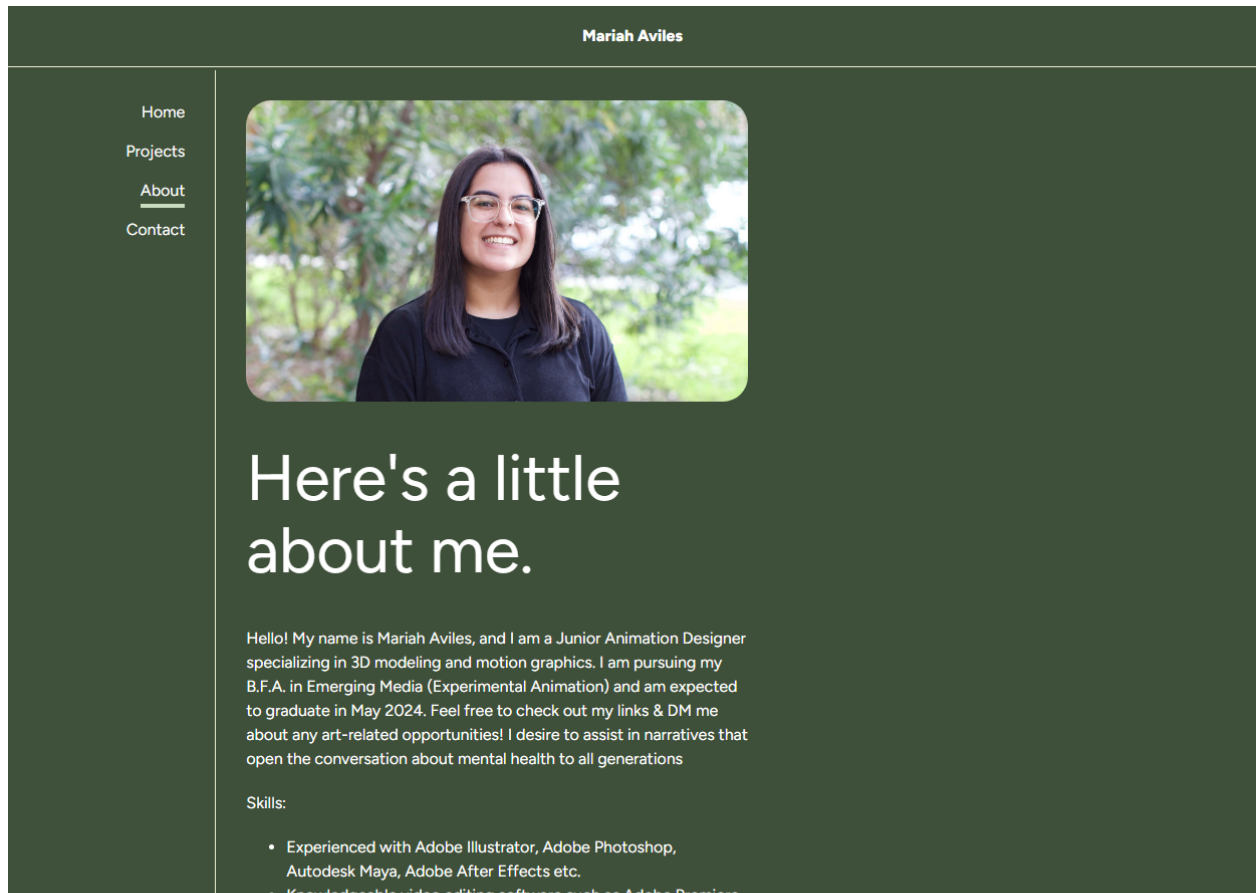
II. Project Page



Features of the Project page include a filtered grid of all the displayed projects. This allows users to narrow down Mariah's portfolio to better suit their interests. Users may choose from three different categories of work, or choose to see them all listed together.

There is a hover effect that provides more information to the user for each of the projects. This allows the page to remain compact but still allows the user to access the information they need.

III. About Page



The About page features Mariah’s education, skills, and interests. A bullet-pointed list was added based on user feedback to decrease the amount of time needed to find information on the website.

The button at the bottom also leads users to the Contact Page, ideally to encourage users to take the next step after getting to know a little more about her.

IV. Contact Page

Mariah Aviles

Home
Projects
About
Contact

Let's work together

Email
email@company.com

Full Name
John Doe

Company Name
Company Inc.

Message
Want to collaborate? Tell me a bit more about yourself.

Submit

The Contact page allows users to reach out to Mariah for collaborations, employment opportunities, or questions. We kept this simple so that it would not contain any filler content and so that users could achieve their goals quickly on this page. After submitting the form, the user is notified below the submit button to confirm that their message has been sent to Mariah's inbox.