



# Portfolio Website

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I have been studying user experience design ever since I had a placement at *Elixel* in my second year. This web development agency put into practise a superb UX procedure. As I gained more interest in web development I decided to enroll onto a full stack web development coding bootcamp alongside my degree. From this course a section on UX has taught me the core principles and

how to implement them. For my personal resume/ portfolio website I will use this methodical approach to produce a website with great UX. The following text contains what I have learned on the coding course and internet courses such as Lynda and youtube. It shows how I have developed my website from scratch (some of the following writing has been taken from online sources and

I don't claim to have produced this methodology off my own back. I am merely using all available sources to learn and increase my knowledge in the field for overall better project results. It is hard to have my own input into these practises as they are tried and tested. I hope to show my understanding of the subject by documenting both the design and development stages in detail).



# Portfolio Website

## Condensed UX Research

### Image:

*Right - My portfolio website wireframe mockups*

So I've decided to create an online resume at the strategy level. And at the scope level, I decided on the features and our content. So the features, for example, are the ability to request a collaboration and the ability to download my resume in a more traditional format. The content will be working with personal details:

- a personal pitch
- work history
- skill set summary
- groups
- meetups
- projects undertaken

Interaction design is concerned with patterns and sequences that provide options to the user. The patterns might be the navigation, or the order of the menu items. We tend to read from left to right, so I have to prioritize the top level information on the left with diminishing priority as you move from left to right. I will be deciding on the relationships between the information:

- The personal information should go beside a personal pitch
- The work history sits really well with the skills summary
- The request for a collaboration will go on its own area.
- Project listings are separate.

So they are the features. But the information architecture then takes those relationships and attempts to prioritize them:

#### Priority One

Displaying my personal information on the personal pitch first. That's what we assume that the user wants to see upon first arriving at our site.

#### Priority Two

Might be displaying my work history and my skill summary.

#### Priority Three

might be displaying my project listings.

#### Priority Four

A request for a collaboration.

#### Priority Five

might be a list of the groups and the organizations that I have been a part of.

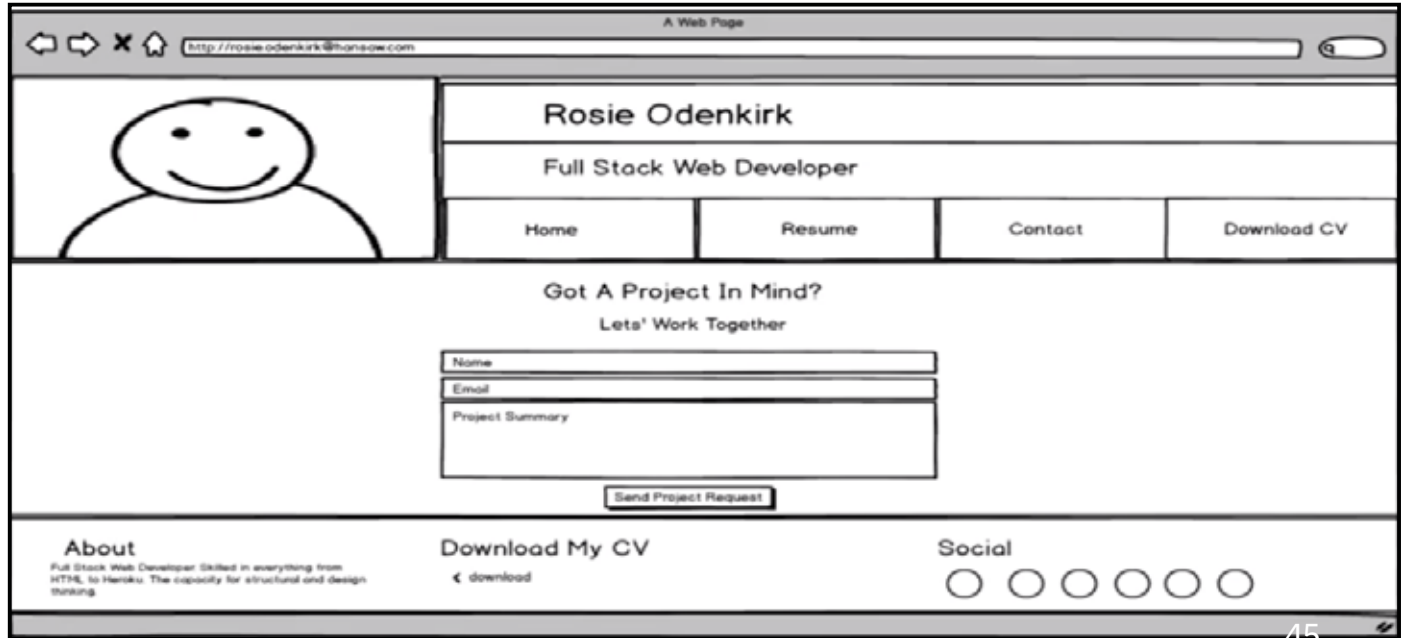
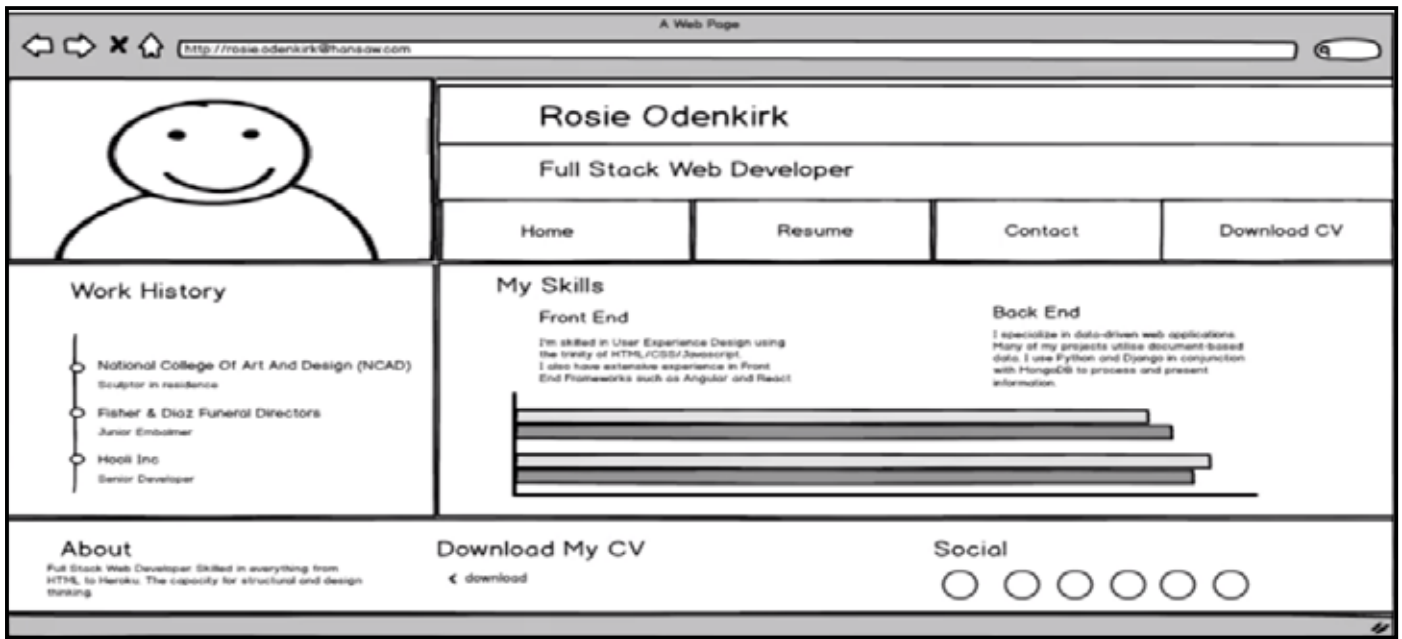
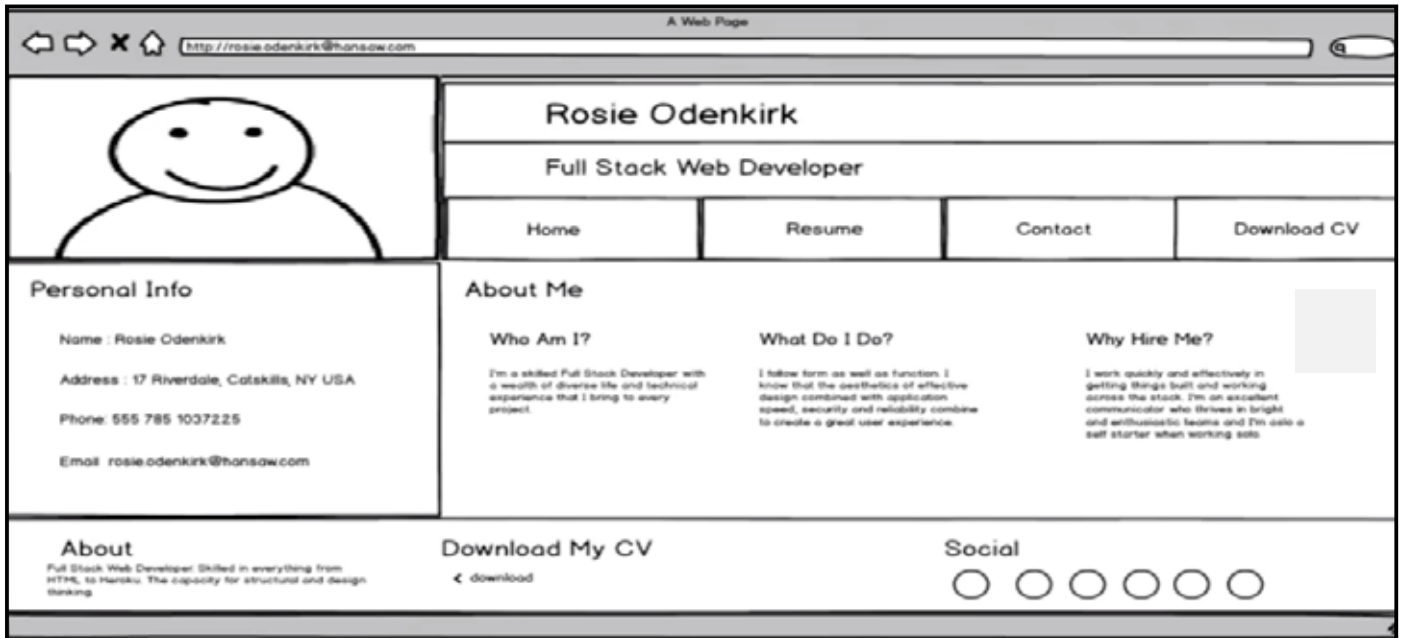
#### Priority Six

is the ability to download a CV.

Next, having put the bulk of the tasks and assignments required at the structure level in place, we move on to the skeleton level.

And the two key areas of interest here are interface design and navigation design. Interface design is concerned with the best arrangement and visual presentation of the elements. Navigation design is concerned with intuitive navigation and the completion of tasks. At this point, I will also create mock-ups. Mock-ups give us a good idea of how well constructed our information architecture is and also the arrangement of our features.

So I have decided that the information architecture looks something like the images on the right. I'll have personal info on the left, and I'll have the pitch on the right. I'll place the navigation in the upper region, which is common and conventional. I'll have my logo image on the top left hand side. So based on the information architecture, I prioritized my personal info and my pitch as being priority one. So when a prospective employer arrives at my site for the first time, they'll immediately be able to determine my personal info and my personal pitch. I arranged these also using, roughly, the law of thirds. So the personal info takes up one third of the width of the screen, and the pitch takes up two thirds. The same arrangement is put in place for the logo image and the name, the title, and the menu items. I





will maintain this structure and arrangement throughout the site.

The header and the footer are the same, and our main content areas, the shape of those areas, is the same. What's changed is the actual content. This reassures the user. They've already been exposed to this pattern on the home page. Now, in the resume page, this pattern is repeated. So the work history takes up one third, my skills take up two thirds. Now while project request form, is slightly different, it's still balanced. I still have the header at the top, and I still have the footer at the bottom. The navigation hasn't changed.

Also in terms of navigation, the priority of our content is reflected in the navigation. So "Home" represents my personal info and my pitch that's on the left. Then we move to "Resume", to "Contact", to "Download CV".

The surface is the most concrete plane. This is when the user gets to see the final product. So it's concerned with color, typography, effects and imagery. It tries to reinforce the meaning of the content and guide the user through tasks and information in an intuitive way. It's also concerned with minimizing cognitive overload and maximizing intuitive learning and it's also concerned with the appropriate content. So in my example here, I have a dark band on the top and a dark band at the bottom. So my header and my footer have similar colours. And they will be repeated across the Homepage, the Resume, and the Contact. The content itself, our main content across each page, will take the format of 1/3 and 2/3. You can also see that there's a balance between the image and the header information and the content below that. So 1/3, 2/3, 1/3, 2/3. Again, providing a visual balance. I've also split our footer

information into thirds as well. So I have another "about me", another opportunity to download the CV, and the social icons which could link to Instagram, LinkedIn, and so on.

planes are interdependent. They're not worked on in isolation. So the outputs of the structure plane form the inputs to the skeleton plane. Also, attempting to complete the work in one plane before moving on to the next will result in a poorer final outcome. It forces you into a rigid process where work done on one plane is now written in stone and can't be returned to and revisited and revised. So what you should do is allow the work on one plane to finish while work on the next is in progress. It will allow the planes to inform each other, and the result is a more fully realized product. So there is flexibility in this process.



# Portfolio Website Finished

## **Image:**

*Above & next page - My portfolio website [www.jedboyle.com](http://www.jedboyle.com)*

The following pages show some screenshots of my finished portfolio website. I have written about its UX and UI construction in the previous chapter. I think that this site gives the right impression for a web developer. It has all the essential components and relies strongly on function over aesthetics. The navigation is easy for users to understand. It is consistent in layout and responsive on

all devices. It also aligns with my brand guidelines. My initial research had paid off and I think future employers in a digital industry would appreciate this resume/portfolio website. I followed Matt Thames advice and added more detail to my portfolio projects, this includes a short description and a slide show consisting of images displaying the creative process. I know that in a graphic design degree

people may not see the effort that has gone into a website as there are many website generators like Wix and Squarespace that give you templates and do all the coding for you, but when you code from scratch there is an awful lot to think about. I hope that I have covered a wide range of graphic design principles in this module not just in web development that include typography, editorial design, Print and branding.



# Jed Boyle

## Full Stack Developer



HOME



RESUME



CV PDF

### PERSONAL INFO

**NAME:** Jed Boyle

**ADDRESS:** 14 Mount St, Plym, UK, PL4 8NZ

**PHONE:** (+44) 07944309550

**EMAIL:** jboyle1@pca.ac.uk

### ABOUT ME

#### WHAT DO I DO?

I'm a skilled Full Stack Developer with a diverse life and technical background on every project.

#### WHY HIRE ME?

I work quickly and effectively, working across the stack. I'm a team player who thrives in bright and challenging environments, also a self starter when needed.

#### ABOUT

Full Stack Web Developer. Skilled in everything from HTML to Heroku. The capacity for structural and design thinking.

#### DOWNLOAD MY CV

Need a printable version of my CV?



PORTFOLIO



GIT HUB



CONTACT

Developer with a wealth of  
al experience, that I bring to

tively in getting things built and  
ck. I'm an excellent communicator  
d enthusiastic teams and I'm  
working solo.

## HOW DO I DO IT?

I follow form as well as function. I know that aesthetics of effective design combined with application speed, security and reliability combine to create a great user experience.

## MY SOCIAL

CV? Download it here. 





**Jed Boyle**  
Full Stack Developer



**Jed Boyle**  
Full Stack Developer

## WORK & EDUCATION HISTORY

07/2018 - 05/2019



**Code Institute**  
Edinburgh Napier University  
Full Stack Coding Bootcamp

04/2018 - 05/2018



**Elixel**  
App Developers  
UX/UI placement

09/2016 - 09/2019



**Plymouth College of Art**  
Graphic Design BA (hons)  
Freelance web development

## pboylephotography.com



### Project Description

This project was my first (paid) front end web development job. Photographer Paddy Boyle needed a website to display his property photography. He asked for a professional, corporate looking website. He was looking to expand his business and increase his online presence. This project was a learning curve for me. I basically taught myself to code using HTML5, CSS and Javascript. In hindsight I would have done a lot of things differently. For example: The fact that there are so many images and none of them were organised meant a lot of time was spent sorting them. I learned a lot from this job, I found that basic concepts like responsive design, mobile first design and external style sheets were easier to grasp when you are actually working on a project rather than reading or watching a video. It set my passion for web development in stone. [Click here to read the UX/UI design development for this project](#)





# Personal Branding Stationary

## **Image:**

*Next Page - My portfolio website finished screenshots*

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I have basically used the logo I created for myself in the second year and adapted it to use on all of my branding. The invoice in the mockup doubles up as a letterhead, I just swap the content and keep the masthead. I will print off business cards for the three exhibitions this

summer. My branding very simplistic but I think it is tidy and contemporary. I have set up a Twitter, Facebook and Instagram account using my branding as profile pictures and cover photos. Keeping all of my social media consistent for professionalism. My website has social media links

and all of this media points back to my website. I finally have a fully functioning web presence that I have been trying to achieve throughout my degree, Now I have all my branding completed I feel much more competent and professional be it in freelance or full time employment.