ACAD-275

Mateo Sturla Individual Project Proposal

Mission

My goal is to create a web page to showcase my skills and projects.

I have a pdf portfolio and would be great to have a web based one.

I think I would benefit from having my own website so that other people could see my work in order to connect with them and maybe land future internships.

1. I will learn and practice my UX UI skills
2. It will be accesible to a broad audience
3. It's easy to update

Audience

Audience group 1 (random people):

Friends

Family

Anywhere on the world

Instagram followers

Audience group 2(focused on work and design):

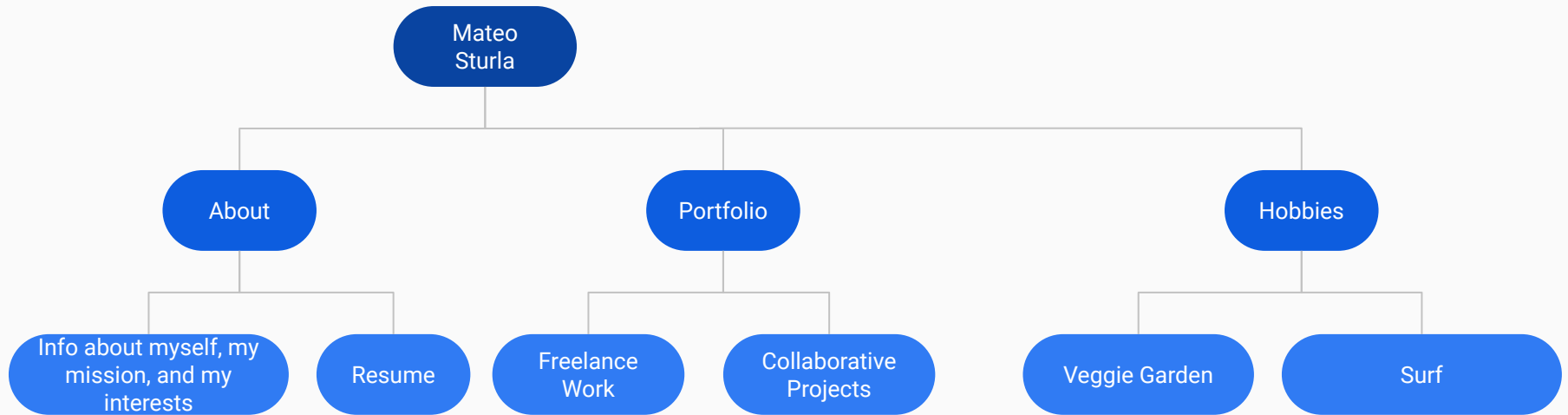Design specialists

Product designers

Possible Partners

Possible employers

Content

The site will contain the following pages:

1. "About" page: info about myself and my resume
2. "Portfolio" page: exhibit my portfolio. Maybe divide it into independent projects, collaborations and work projects
3. A hobby page, showcasing my gardening interests and maybe some surf pics

Page map

Graphics

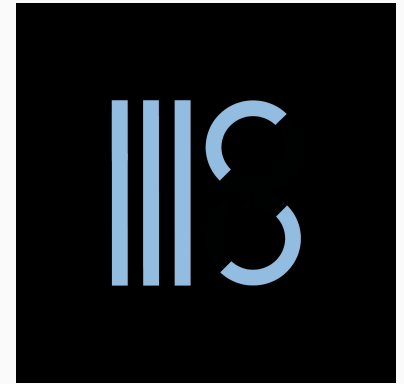I would redesign or create a brand new logo for myself.

I will include symbols for lists

I will include logos from companies i have partnered with

I will include logos from social media pages where people can find me

I might include some emojis

Moodboard/Design Style