

Perlío

A personal website showcasing my work, skills, and personality.

Timeline: Nov 22 - January 23

My Role: UX Designer & Frontend Developer

Tools: HTML, CSS, Javascript, Atom



Show your skills!

During my work on my web app, I honed many relevant UX Design methods. But how do you show what you are capable of to future employees?

I've learned that employers usually ask for a portfolio of your work. I considered different options, such as posting my projects on Behance or Dribbble.



Still, I also wanted to give insights into my personality so that future employees would understand what it's like to work with me.

At the same time, a solid understanding of Front-end Development basics would benefit a successful collaboration with developers. **The idea of creating a website from scratch was developed.**

Problem

As a UX designer, I needed a way to present my unique skillset and projects ...

- to find new work opportunities
- to build a professional network

Goals

- **Learn Frontend Basics**
- **Design a clean and userfriendly website**
- **Showcase my skills in my UX Design projects**

Users

- Recruiters
- Hiring Managers
- UX Design Professionals

Visual System

During the first week, I created a project brief for my websites. I included photos, colors and text.

Colors

I checked out the website of companies I appreciate. One of my favorite websites, when it comes to Design is IDEO. They use black for their website. I used the Adobe color wheel to match it with more vivid colors and checked different colors for their psychological impact.

Typography

Playfair Display

Used for headlines

Raleway

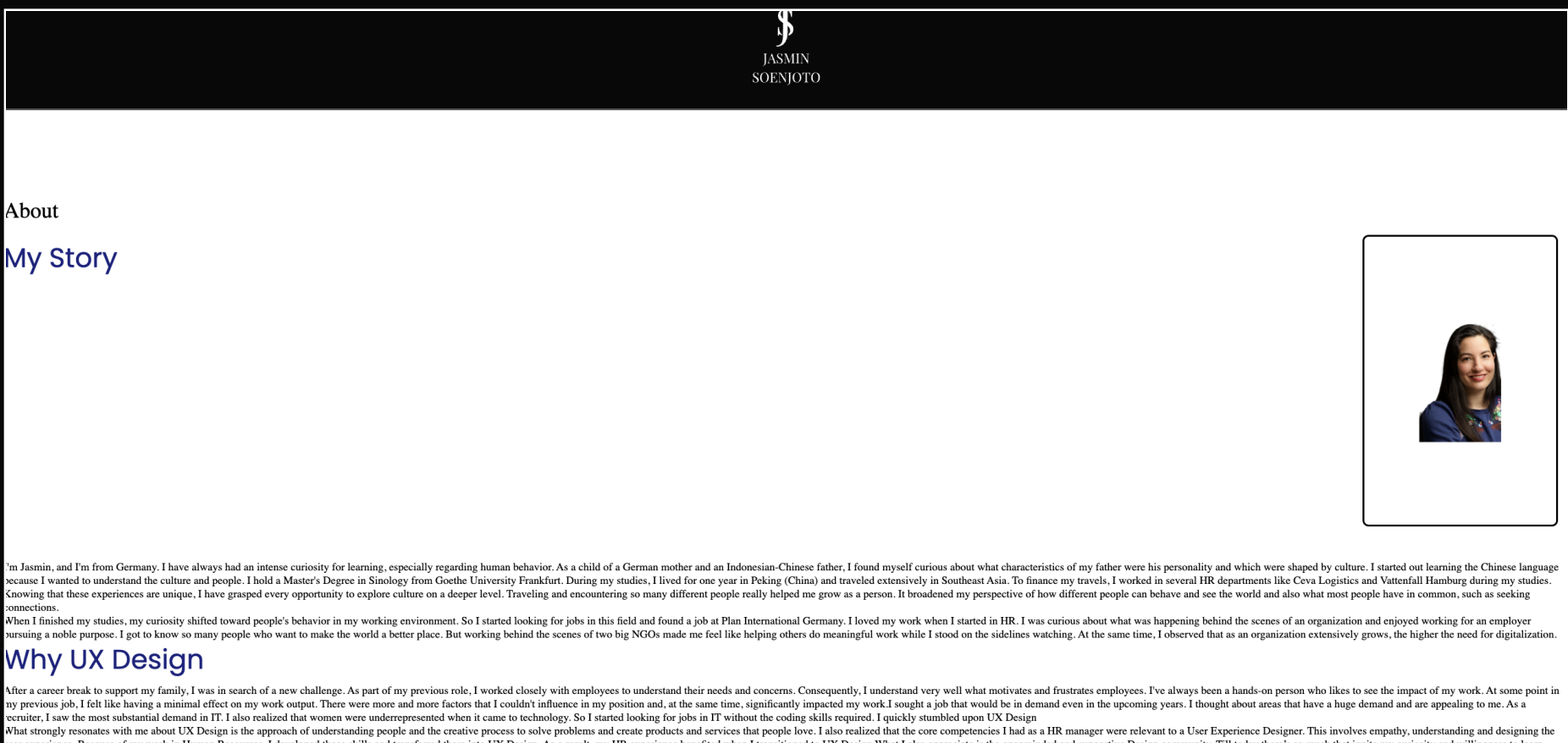
Used in bold, medium, and different weights (700, 600, 500, 400, 100)

Photographs

I wanted to include some natural-looking photographs of me.



A few days before Usertesting



- No layout
- image too small and not in the right position
- items are not properly aligned
- text is cluttered

Why UX Design

After a career break to support my family, I was in search of a new challenge. As part of my previous role, I worked closely with employees to understand their needs and concerns. Consequently, I understand very well what motivates and frustrates employees. I've always been a hands-on person who likes to see the impact of my work. At some point in my previous job, I felt like having a minimal effect on my work output. There were more and more factors that I couldn't influence in my position and, at the same time, significantly impacted my work. I sought a job that would be in demand even in the upcoming years. I thought about areas that have a huge demand and are appealing to me. As a recruiter, I saw the most substantial demand in IT. I also realized that women were underrepresented when it came to technology. So I started looking for jobs in IT without the coding skills required. I quickly stumbled upon UX Design. What strongly resonates with me about UX Design is the approach of understanding people and the creative process to solve problems and create products and services that people love. I also realized that the core competencies I had as a HR manager were relevant to a User Experience Designer. This involves empathy, understanding and designing the user experience. Because of my work in Human Resources, I developed those skills and transferred them into UX Design when it comes to UX.

I am well equipped with various skills, such as conducting research, interviewing people, and problem-solving. I can work with clients and colleagues. My communication skills allow me to effectively present my ideas to clients and colleagues. Overall, my diverse background gives me enough freedom to learn and grow as a UX Designer. Since I don't want to move, I am open to remote jobs as well.

[Download my resume](#)

Skills & Tools

Relevant Skills

UX Design
UX Research
User Interview
Usability Testing
User Personas
Wireframing & Prototyping



I needed a proper working website

Which way to go?

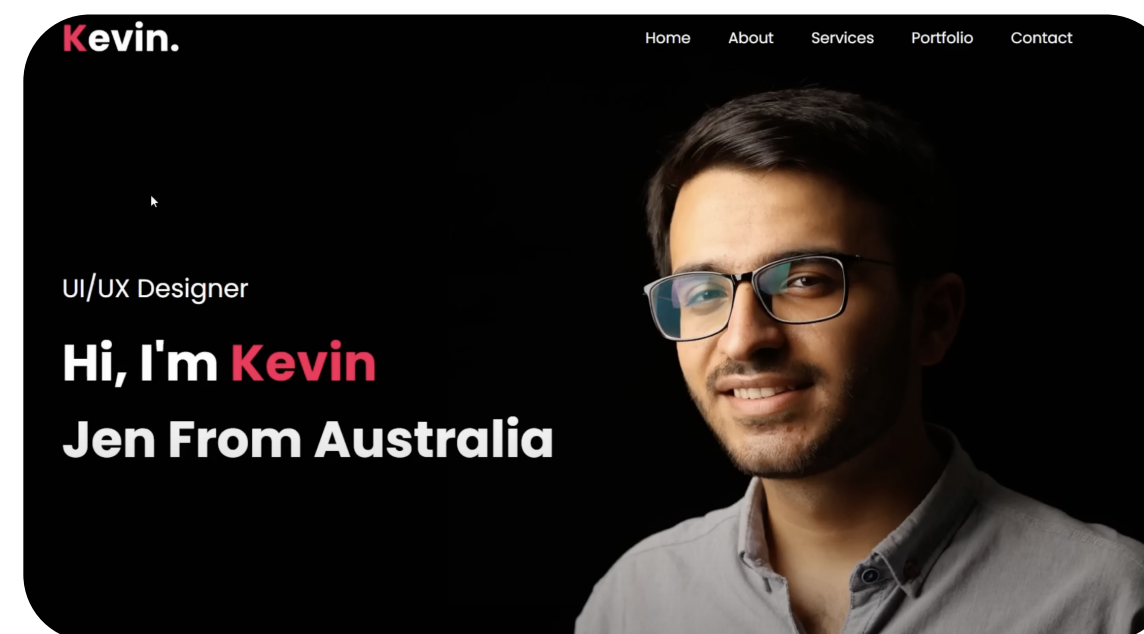
At first, I was thinking of using a template and adapting it to my needs.

1. Prokit Template

- used frameworks like bootstrap and Torus Kit
- can't adjust it quickly

2. Easy tutorial on youtube

I found a tutorial for creating a website on YouTube, which described precisely every step of designing the website. I could follow the instructions and make changes where needed.



What do users think of this ?

For this study, I tested my prototype on 5 participants I recruited from the Careerfoundry network and my personal.

Time for each session: 15 -20 minutes

Metrics to measure usability errors: Jacob Nielsen's rating scale

Participants

- Ingrid (Munich, Student, 33)
- Morgan (Boston, Student, 27)
- Filip (Croatia, Student, 21)
- Birgit (Iserlohn, commercial clerk, 40)
- Georg (Iserlohn, project manager, 39)

User goals

- Learn more about the designer's work and projects
- Download a copy of the designer's CV
- Find the designer's contact information
- Find and navigate to the designer's linked social media accounts

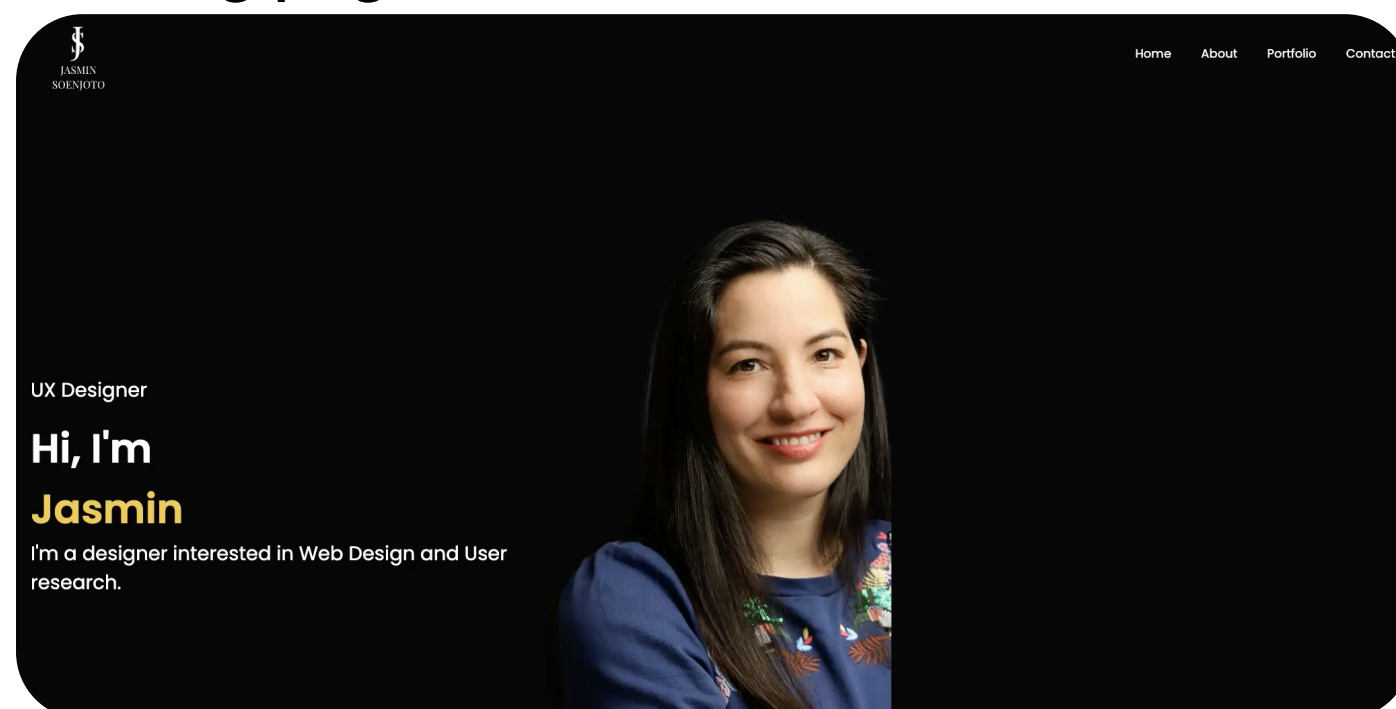
Test start

All users stated an appealing and familiar impression of the website when they first saw it.

Minor friction point:

One person said she would prefer a fixed navigation bar. Since no one else mentioned something in this direction, I assume it's taste?

Landing page



Comments:

„I like the colors“ (Ingrid,33)

“Navigation is where it ought to be. I don't have to search very long” (Birgit,40)

„It's easy to navigate. I can see who you are. Very clear.“ (Filip,21)

Ustertest

About & Work Section

The positive experience continued. All participants achieved tasks like navigating to a specific project or finding a CV very quickly.

Minor friction points:

- Most people looked in the "About" section for the CV. This issue might be cultural-related. The one person, who looked at the bottom of the page for it, was the only non-European.
- The chosen font color and font size irritated some participants

About section

Work section



About me

Since my parents have been self-employed most of their lives, the main topic on the family table was: how to grow the family business? From my own experience, I know designing a company is challenging. It comprises the steady and rocky way of trial and error since you reach a product or service your customers love. At the beginning of twenty, I was more fascinated by what was going on in people's minds, and I figured out that language was one way to get this insight. Since my father was Indonesian-Chinese, I decided to learn about the Chinese language and culture. I traveled a lot with my backpack in Southeast Asia during my studies. Traveling and encountering so many different people helped me grow as a person. It broadened my perspective on how other people can behave and see the world and what most people have in common, such as seeking connections.

After graduating from university, I worked as an HR professional for an NGO in Hamburg. When I started my work, the company's recruiting revealed some shortcomings. The job ads were poorly designed, and the recruiting processes took forever, so candidates often decided to work elsewhere. In short, getting people to work for us was a challenge. I was lucky to have an employer who gave me a lot of freedom and let me try things out. I talked to people, learned about their pain points, and designed processes and documents to their needs. By doing this, onboarding and recruiting soon became smooth experiences. Attracting qualified candidates became a problem of the past. (Except for one department - IT) I enjoyed seeing the output of my work. When I look back on this development, it was probably the start of my career as a UX Designer.

Later the events of Corona made me aware of how essential and, at the same time, how inadequate the digital infrastructure in Germany is. This topic aroused my curiosity, and I began to dig deeper into this field. I discovered that there were a lot of biases when it came to the area of computers. Like it's a field that only attracts men. I learned that one of the first programmers was a woman called Ada Lovelace. After a family break, I decided to look for potential jobs in this field. I created a set of criteria I wanted my dream job to entail. I wanted a job that would still allow me to connect with people on a deeper level, work creatively and provide flexibility. Since then, my learning has been an adventure I don't want to miss. I currently live in my hometown "Serihs" (Northrhine-Westfalia, Germany). Now I'm looking for an employer who allows me to put my skills into practice.

Skills Experience Education

UX Design
UX Research
User Interviews
Usability Testing
User Personas
Wireframing & Prototyping
Information Architecture

Frontend Development
HTML & CSS & Javascript

Languages
German - Native
English - Fluent
Chinese - Conversational

Comments:

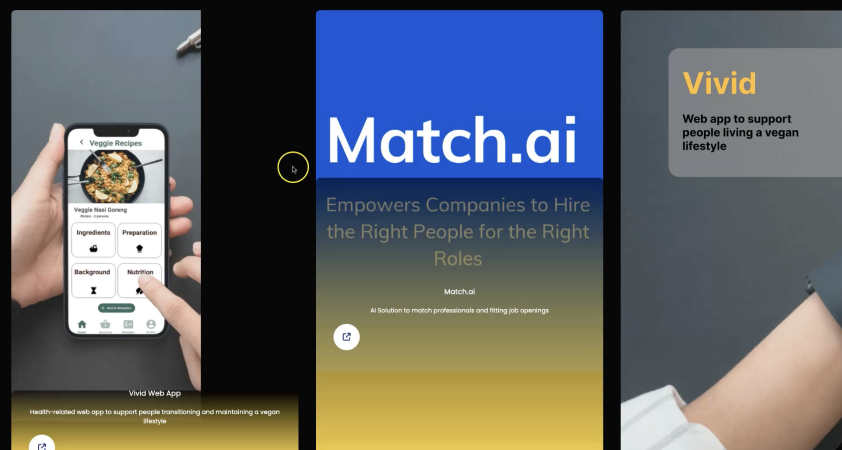
„Pictures are chosen well. You appear very natural. **(Birgit, 40)**

„I really like the colors. The yellow is too much on the eyes on the about page.“ **(Filip 21)**

„The text in the About section is hard to read. Maybe choose a bigger font? **(Morgan, 27)**

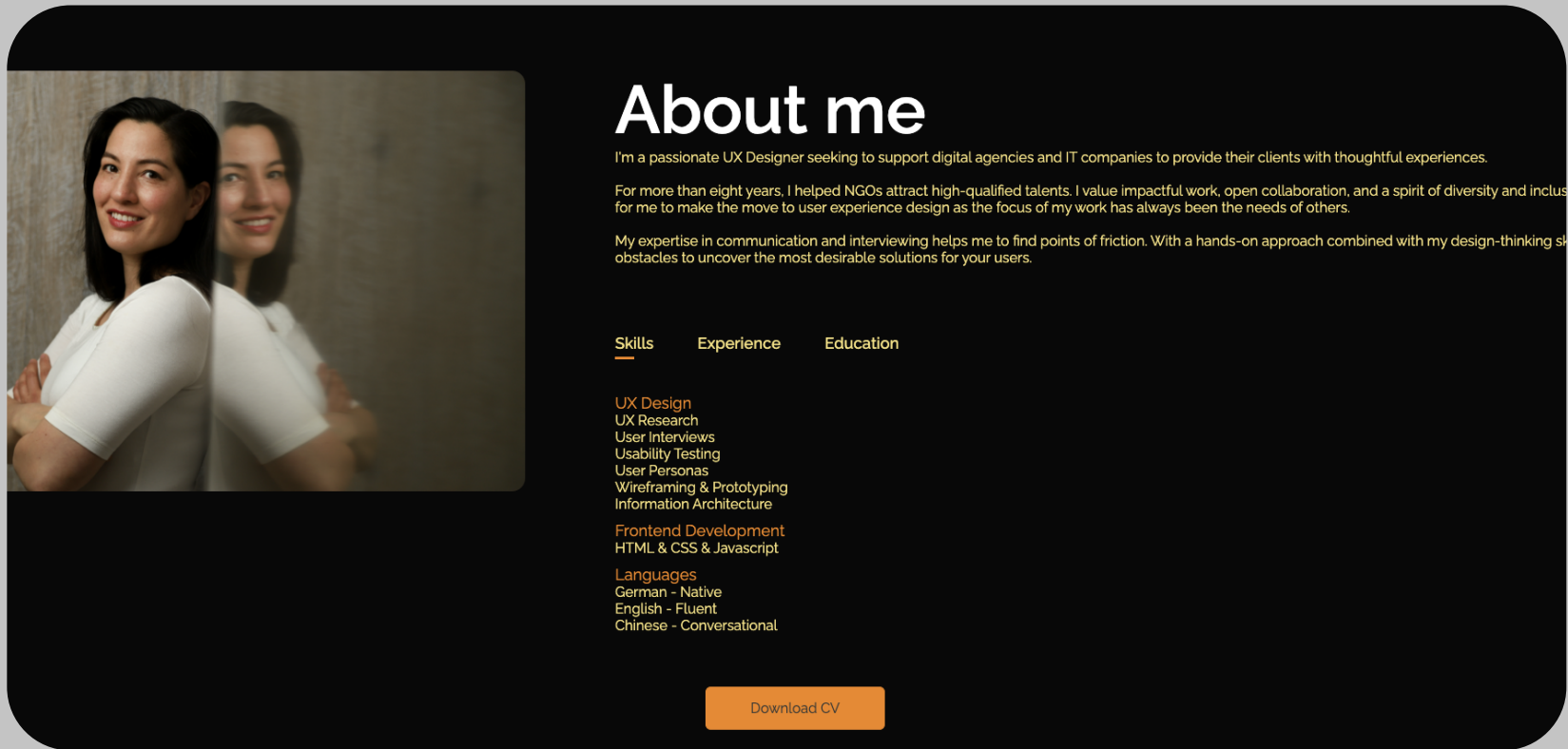
Work section

My Work



„White on yellow is a bit difficult to read.“ **(Georg, 39)**

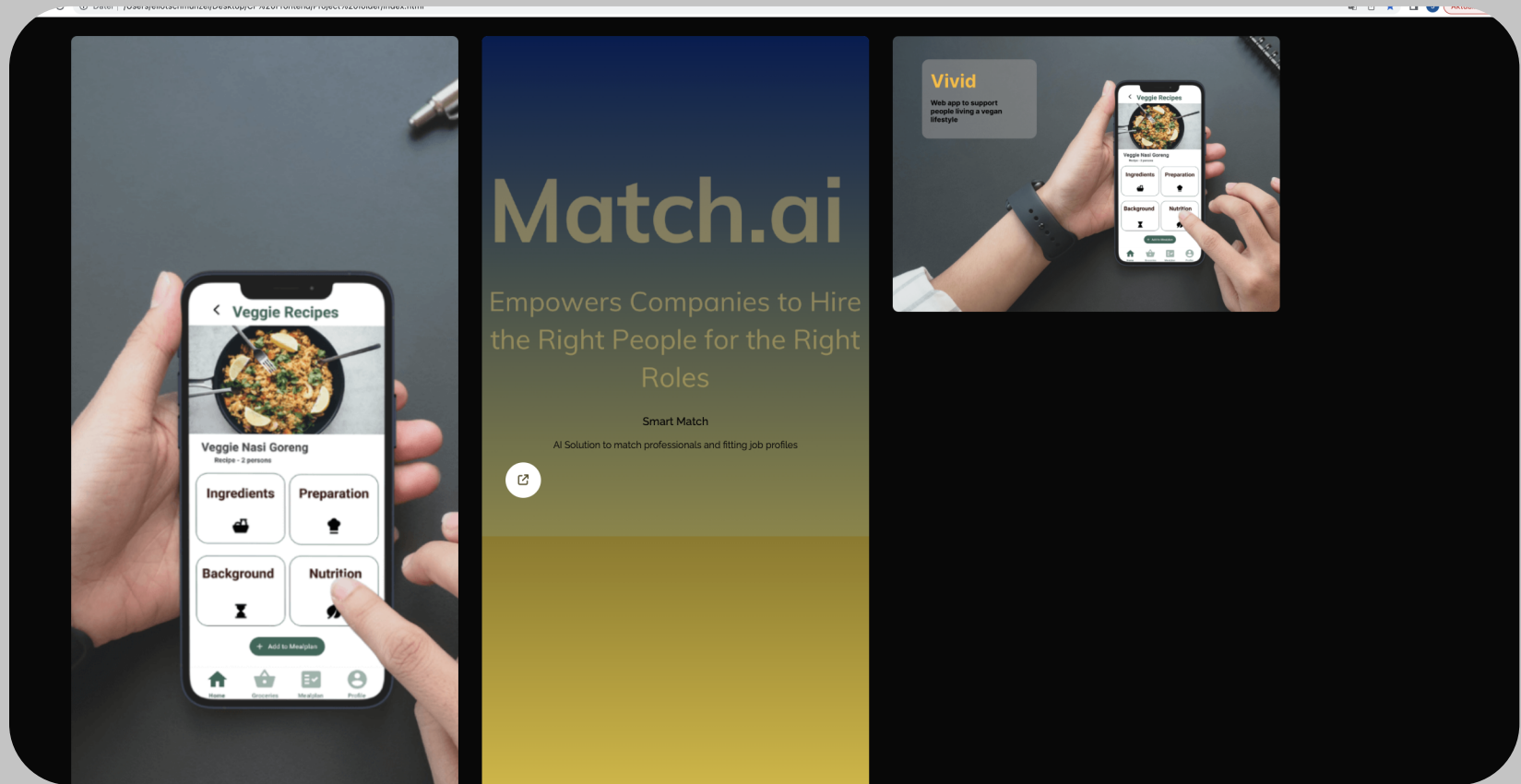
Most important changes



In the About section

I **shortened the text** and **change the text color** to a less vibrant shade of yellow, so it's easy on the eyes.

I **added a download button for my CV**, since most of the participants looked in this section for this



In the work section

I **changed the text color from white to black**, but I still feel it's not easy to read with the uneven background and the gradient.
Maybe I'll remove the gradient completely?

My learnings

Ups:

- Learning the basics of Frontend was a challenging and also rewarding experience
- I gained confidence when it came to a technical understanding
- I especially enjoyed changing something in the text editor and seeing the result in the web browser

Next time I will

- **use a website builder**
- **focus more on the content**

Downs:

- Small changes can turn into time-consuming projects of their own
- The goal of learning Front-end and creating an appealing and functional is quite high for this amount of time