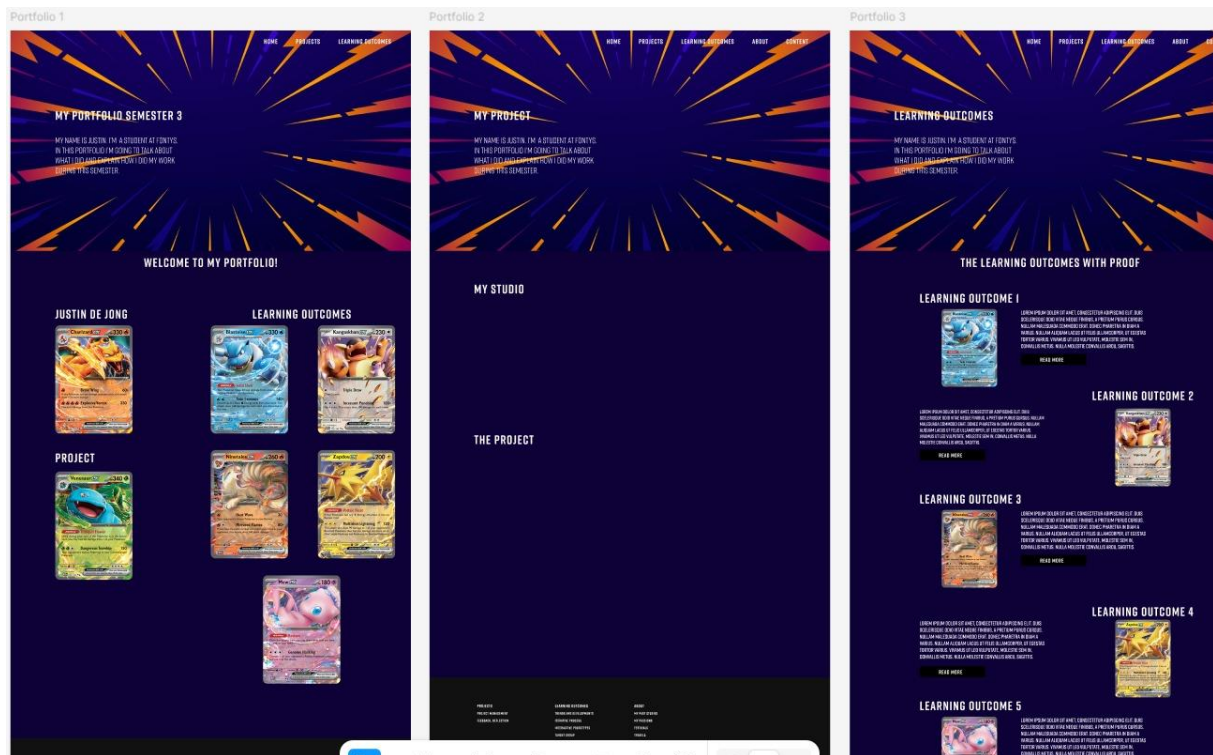# Iterations portfolio

Initial version

I made this initial design based on a hobby of mine, Pokemon. I has a lot of colors but it is not nearly finished. I used the colors that are used in the Pokemon branding and I used Cards that I liked as buttons for things like the learning outcomes.

Figuur 1Intial design

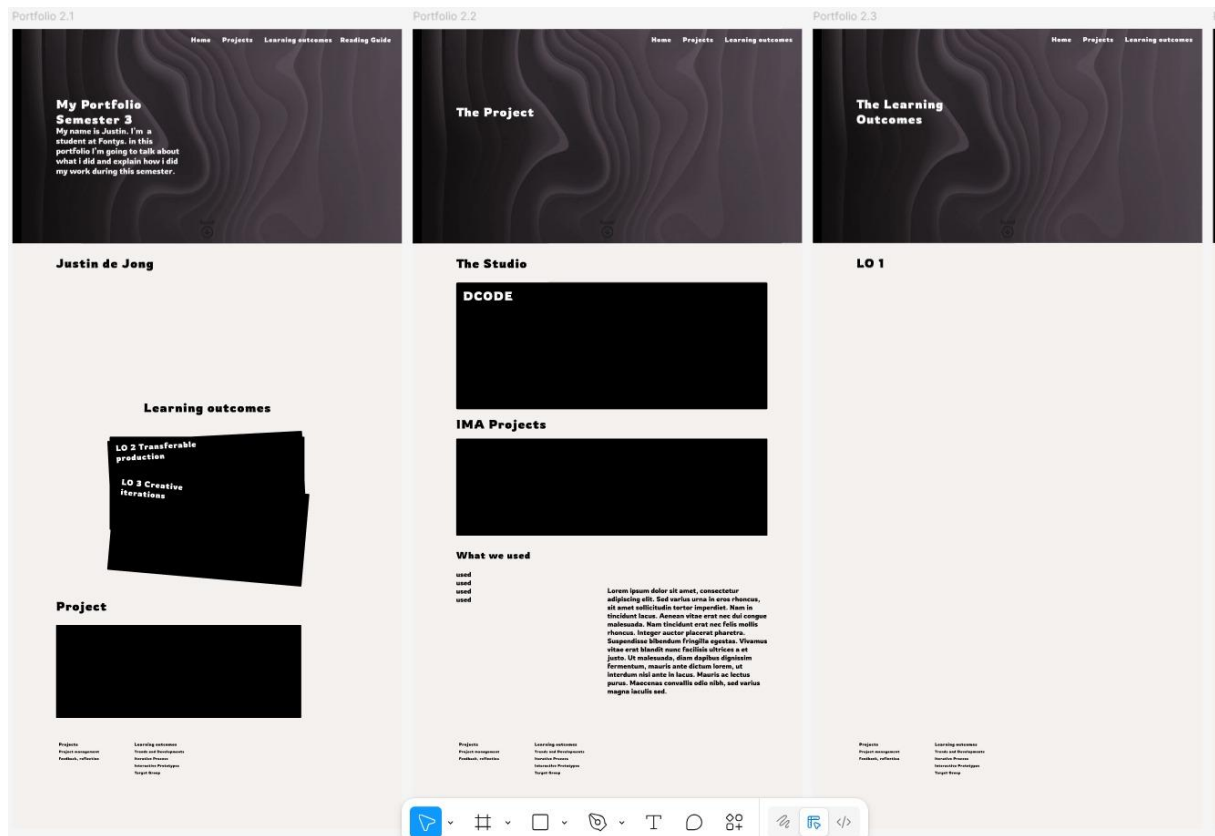## Feedback from a personal marketing/branding advisor

It is a fun design but it isn't something that will make you come across as a professional. If you want to eventually change this and put it on your LinkedIn profile, it would be better if you go for a more formal and professional design.

What I plan to do

- Look at more professional websites
- Use less flashy designs
- Use less colors
- No more Pokemon
- Make the design overall more professional

Second version

I completely changed my design, I used no more colors, I changed the layout and I changed the overall design. I made it so it could be a part of a more professional brand. I did want to still spice it up so I added a wavy textured header and added cards that move for the learning outcomes.

Figuur 2 Second version

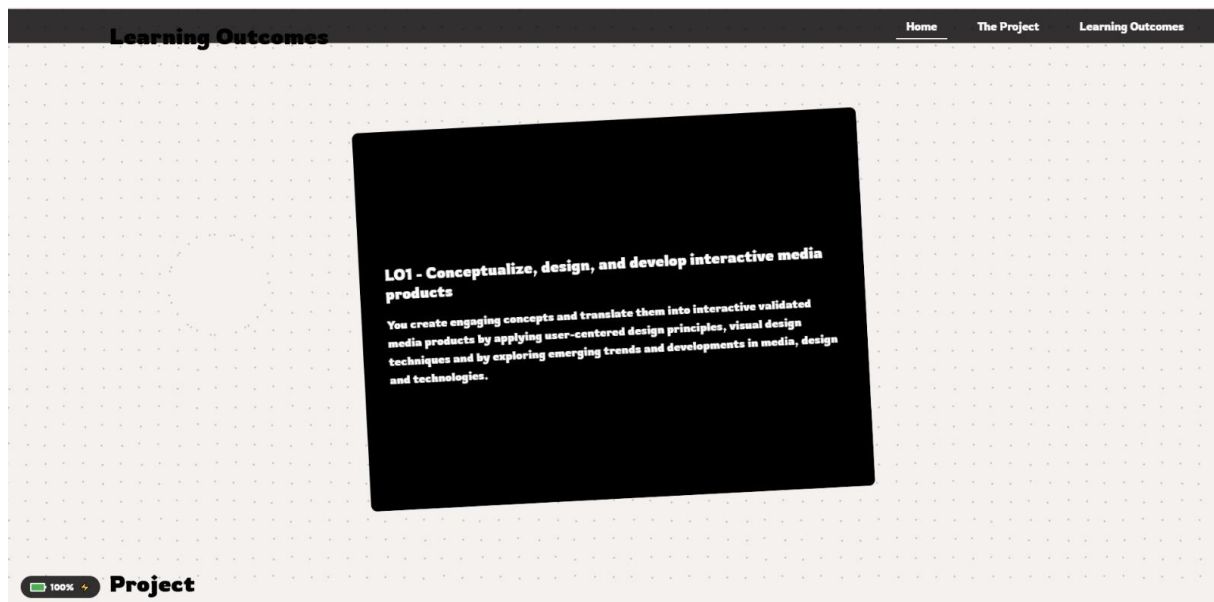## Feedback from a personal marketing/branding advisor

The design is nice but is a bit too minimalistic, it still should be showing your skills. You can try to look at website libraries for ideas and ways you can make it more interesting.

What I plan to do

- Look at website libraries
- Add a battery counter
- Add a fun and interactive background

Final version

For this version I added a interactive background, this background moves dots around when the user hovers over them with the mouse. I also added a battery counter so the user can see their battery percentage in the bottom left corner. For these ideas, I looked at the online website libraries.

Reflection

During this project, I redesigned my portfolio in multiple iterations. The first version was based on Pokémon fun, but not professional. Based on feedback, I switched to a cleaner and more formal design. I later added interactive elements like a moving background and a battery counter to make it more unique while keeping it professional.

This taught me how to balance creativity with professionalism and how important it is to adapt design choices to the target audience. I also improved my front-end design skills and learned to use feedback better in an iterative design process.