Professional Portfolio Design

001_CWRK: Proposal | Professional Portfolio Project Proposal Video Presentation

Learn more about the project

About the project

My Professional Portfolio project revolves around artistic principles, centring on freelance work for an East Yorkshire company named Ideal Building Systems. This freelance endeavour aims to craft a high-fidelity design for their website, ensuring adherence to UI/UX design principles, accessibility standards, and ethical considerations.

The rationale behind incorporating this freelance project into my professional portfolio is rooted in the potential career path I aim to pursue post-university. Having previously freelanced for another East Yorkshire-based company, Despatch Cloud, during the summer of my first year at university, I have developed a genuine passion for this aspect of graphic design. I appreciate the opportunity to apply the skills acquired through my university education to real-world industry projects, indicating a potential future in this field once I complete my studies.

Ideal Building Systems

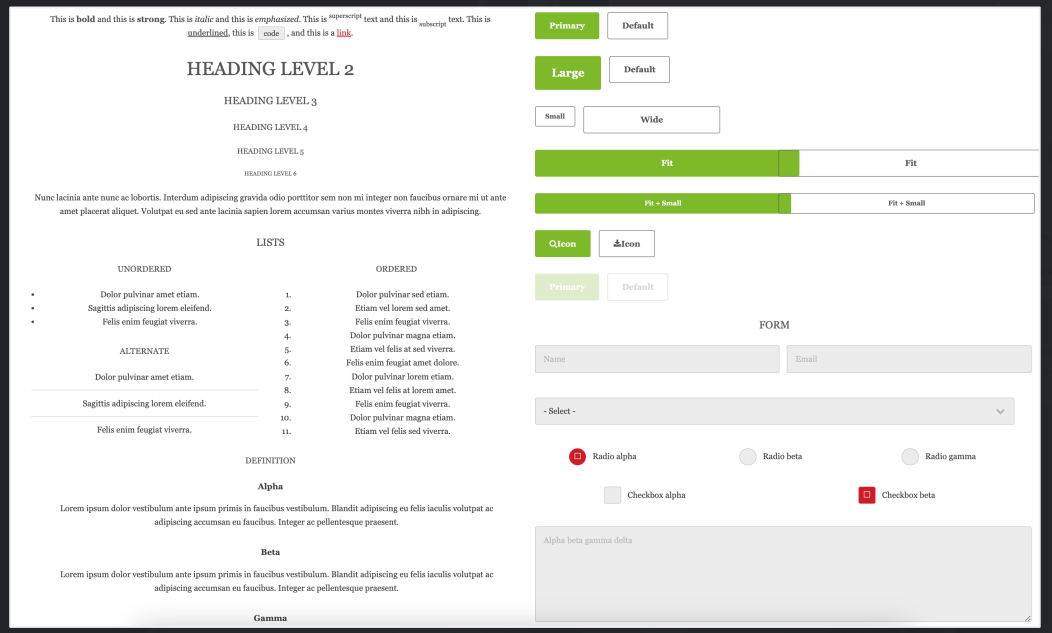
The company I'm collaborating with is situated in Bridlington. My close ties to this company have facilitated the opportunity to include this project in my portfolio, potentially opening doors for future job opportunities. Ideal Building Systems is an independent, family-owned business with extensive experience in the modular building industry. They specialise in providing individual units for on-site construction or temporary accommodation and full-scale system building packages in single or multi-storey units. Ideal Building Systems Limited offers personalised modular building solutions tailored to specific requirements alongside a diverse range of alternative portable building options.

Design Software

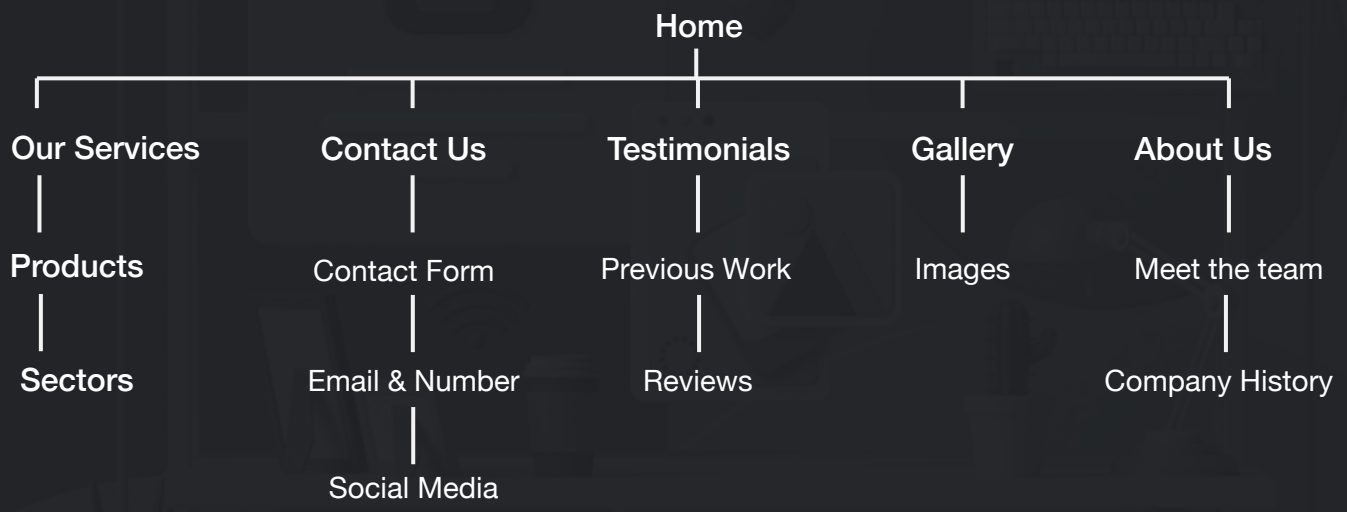
I've decided to utilise Figma as the primary software for this project due to its highly collaborative nature. This choice enables seamless communication between the company and me, allowing them to track progress and provide feedback on design alterations or content adjustments as needed. Figma is an effective communication platform throughout the design process, fostering a transparent and efficient workflow between all parties involved.

Design Assets

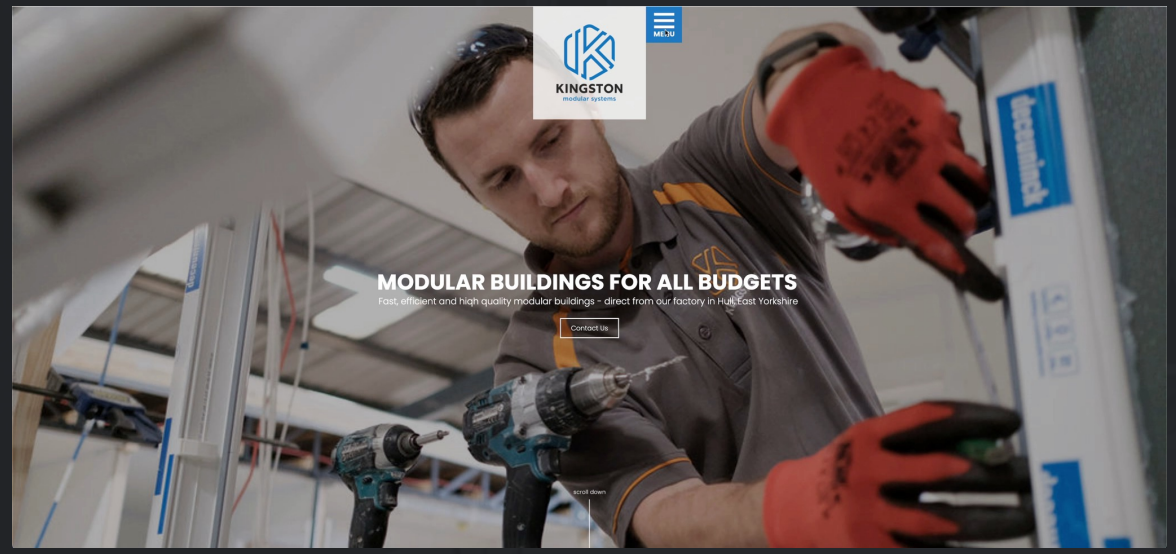
The company has graciously provided me with selected assets to incorporate into my designs, serving as both content and guidelines. This valuable resource ensures that my final outcome aligns closely with the company's vision and expectations, ultimately enhancing the quality and relevance of the designs. Leveraging these assets allows me to produce the best possible result, as it facilitates a harmonious integration of their branding elements and desired aesthetic into the project.



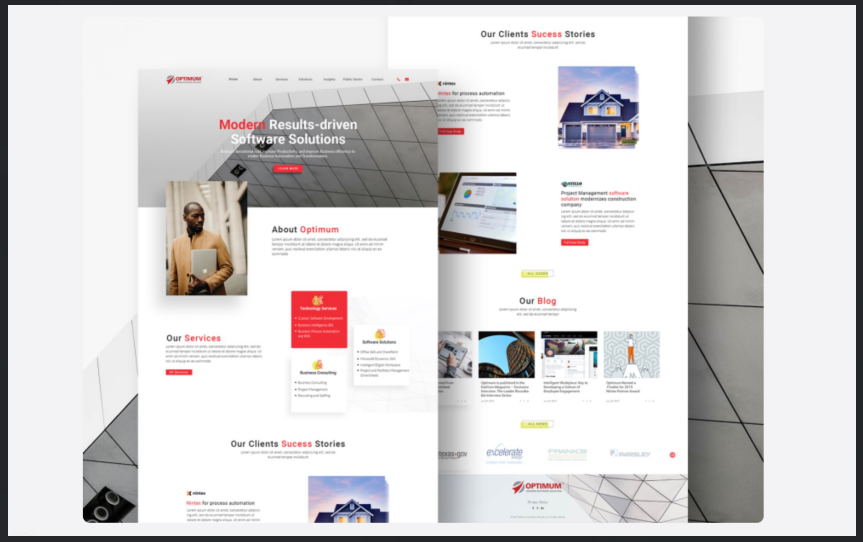
Design Content



Design Inspiration



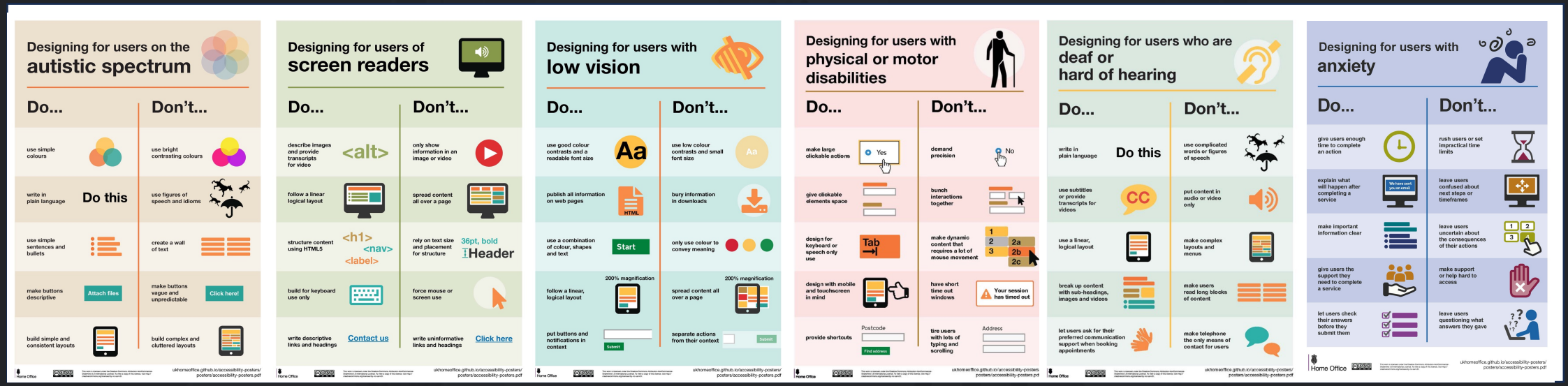
Kingston Modular Systems



Dribbble

Design Considerations

To excel as a UI/UX designer, it's essential to adhere to design principles and integrate ethical and accessibility considerations into the process. These serve as foundational elements that guide my design decisions. Throughout the design process, I'll draw upon these principles, ensuring that my work caters to diverse audiences and provides an inclusive experience for all users. This commitment to incorporating design laws, ethics, and accessibility considerations will be evident in every aspect of my designs, aiming to deliver an experience that resonates with everyone and meets their needs effectively.



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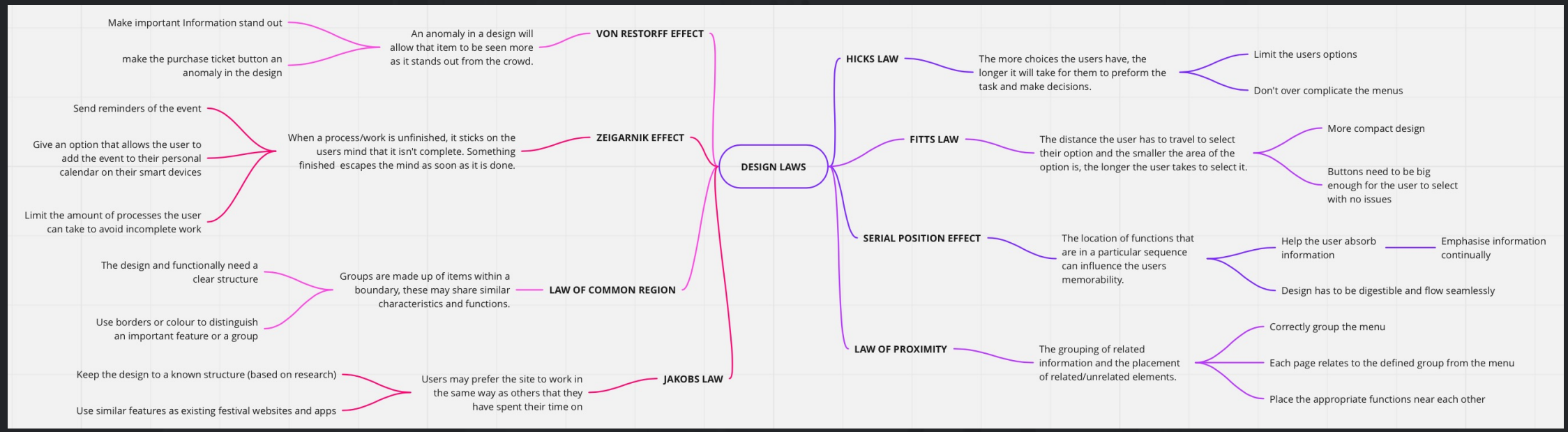
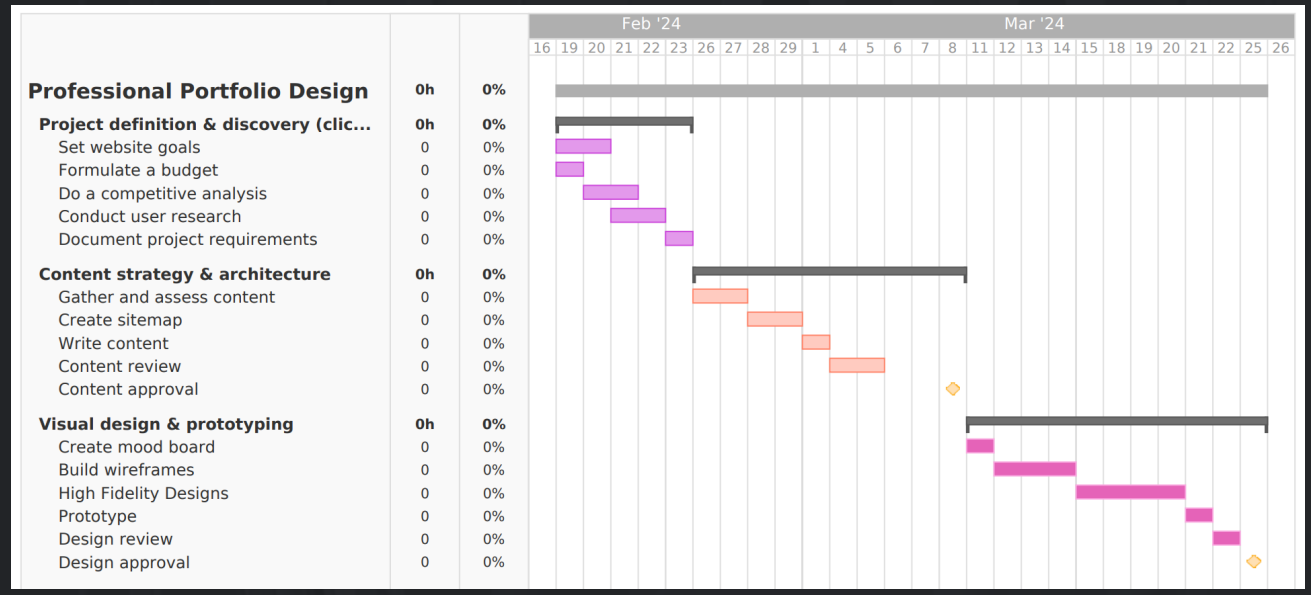


Time Management



Aligning my project timeline with the timeframe provided by the company is crucial for ensuring efficiency and meeting industry standards. Adhering to deadlines is essential in professional settings, and this practice reinforces my commitment to delivering high-quality work within specified timeframes. Implementing an effective time management system will be instrumental in my success as a freelancer, enabling me to optimise productivity and promptly meet project milestones.

Each task on my Gantt chart undergoes meticulous planning to ensure comprehensive coverage of all necessary elements required to complete the project. By incorporating detailed timelines for each task, the Gantt chart serves as a reliable guide, aiding me in staying on track with project milestones and deadlines. This systematic approach facilitates effective time management and enhances overall project organisation and execution, ultimately contributing to the successful completion of the work within the designated timeframe.

Project Execution

I'm currently in the process of establishing my website, where I will host selected pieces of university work to serve as my portfolio for future reference. This platform will also showcase the final results of the project I'm working on, providing a comprehensive display of my skills and achievements. Hosting my own domain gives me complete control over the content and presentation of my portfolio, allowing me to tailor it to represent my capabilities and aspirations best.

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