

Portfolio Assignment 1: Website Design, Build, and Automation

Personas

I made my portfolio site 1 year ago as a way to showcase my professional achievements and art. I had 2 target users in mind (1) Hiring managers looking for supplemental information to my resume; (2) Friends, family, and potential purchasers of my photography.

Based on analytics, I found that people interested in hiring me tended to look at 'Portfolio', 'Academics', and 'Professional' pages way more than users that I could not identify based on my job applications. The other people either look at the landing page, 'Art', 'Portfolio', or 'Professional.' (Note: These pages are based off my old info architecture which has been changed in the next section.)

Since my site could be viewed by my grandma or a director at Google, I wanted to make the website compatible for people who know me or are seeing me for the first time. Everything is compartmentalized so navigation is quick and easy. Also, part of my strategy is to throw some creativity and personality next to my resume experience to show my diversity.

Info Architecture

Before

Home Portfolio Experience Art ENP-162 Blog

Here's my initial architecture + ENP-162 projects and the blog associated. Experience branched to 'Academics' and 'Professional' while Art branched to multiple pages containing my genres of photography and physical art.

After

Home Work Art ENP-162

🔍 Search Georgekatilus.com...

After, thinking through my site organization, I decided to take some steps to make things neater and clearer. First, I changed experience to 'Work' and put my portfolio within as it seemed clearer – anyone interested in networking or working with me now can stay within one part of my site without having to be hassled too much. I also made some minor changes to the titles for clarity sake.

I added a search bar so users could quickly find a term such as "Tufts" and see any information I have regarding that. Overall, my new layout is more logical and faster.

Branding

I went hard for the branding aspect, because this site is designed so sell myself to my dream companies. I make my passions (my photography, design, the outdoors) and aesthetic (Avenir, bold fonts, clean design, and earth tones) very clear. I made my own personal logo 2 years ago and still enjoy it. Branding is still a work in progress as I develop the site more, but I'm happy with it because I know it looks like something I'd create.

- Home
- Work
 - Project Portfolio
 - Work Experience
 - Academics
- Art
 - Landscapes
 - Structures
 - Subjects
 - Misc. Photos
 - Physical Art
- ENP-162
 - Blog
 - Blog
 - Projects



George Katilus IV

[Home](#) [Work](#) [Art](#) [ENP-162](#)

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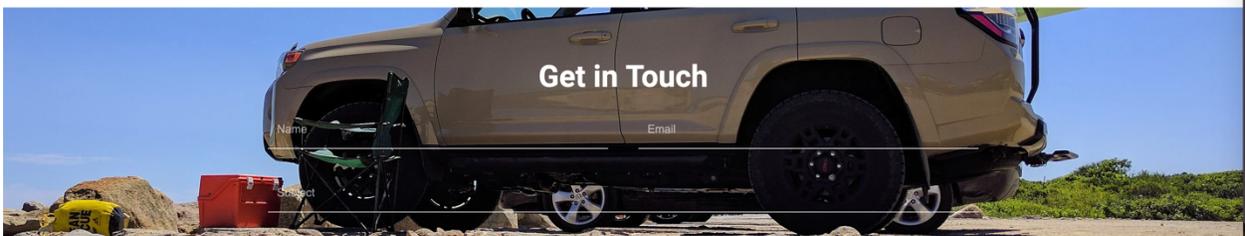
Welcome!

I created this website to express myself academically and artistically. You'll find my CV, project portfolio, and all of my photography work here, feel free to look around and contact me below if you want to chat!

A little about me:

I'm a Senior at Tufts University pursuing a BS in Engineering Psychology. I'm also a candidate for Tufts Gordon Institute's M.S. in Innovation and Management.

I'm passionate about mixing sustainability, entrepreneurship, and human factors to make the world a happier & safer place. Outside of work, I enjoy photography, hiking, volunteering, and surfing.

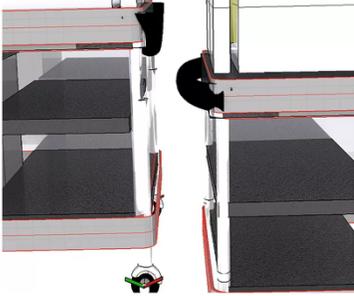


UX

Wix handled most of the UI for me with tried-and-true site-building tools. My info architecture is simple and quick to navigate since it's organized for my target users (1)

Professional Contacts (2) Personal/Art contacts (3) ENP-162 people. The search also helps if someone has a very specific piece of information they are seeking out. I made a landing page for each menu item so if someone clicks 'Work' they will see a nice landing page explaining what each item of the menu is. I made nearly every part of the description clickable to add some redundancy with "Click more" at the bottom of each description just in case.

Home **Work** Art ENP-162



Projects

Project Portfolio

Various human factors, entrepreneurship, psychology, and design projects.

[Read More](#) →



Professional

Work Experience

Internships at the U.S. Department of Transportation and Masschallenge.

[Read More](#) →



Academic

Academics

Tufts University
B.A Engineering Psychology
M.S Innovation & Management

[Read More](#) →

Automation

Logic

My automation is an email automatically sent to people who sign up for my website. This is useful because it allows me to remind people who login to remember their credentials for future use, welcome them to my website one more time, and save their contact information for future use.

Functioning

Upon successful profile creation and logon to the portal on my blog, Wix automatically sends an email format I created to the user. Below are screenshots showing the interface and the email I received as a test. It's robust as Wix handles the coding and automation, I just choose the conditions in which an email is sent and what it contains!

Activate

To create an automated response, first choose an app. ⓘ

Wix Forms Price Quotes Invoices Workflows **Member's Area**

Contact Form Inbox

Select a trigger for this app:

- Member logs into your site
- Visitor signs up to your site
- Member is approved

Automation Summary

- Trigger ✓
Visitor signs up to your site
- Action ✓
Send email to visitors
- Timing ✓
Immediately

Choose an Action

Next, decide how you want to respond to the trigger.

Send email to visitors Get notified by email Create a task Move card in a workflow

Sender Details

From Name: George Katilus
Reply-to Email: geokatilus@aol.com

Edit

Create Your Email

Use the template below to create your message, then personalize with dynamic text.

 Email Subject:
Welcome, \${contact.Name.First}

Edit Template Preview & Test

Choose a Time

Choose a time to send this action.

Immediately

Send once per contact Yes No