

My Ux CV

Creating a personal UX portfolio

Case study by Peter Kapelyan

Project overview



The project:

The **myuxcv** website is a responsive personal portfolio that features professional, experimental, animation and interactive user experiences.



Project duration:

June - September 2023



Project overview



The challenge:

Assemble and display over a dozen successful interactive projects to create a browser friendly portfolio review experience. It needs to be accessible on most devices, and easy to update in the future.

After initial launch, improve the site as needed.



The goal:

Develop and launch a responsive mobile and desktop website using vanilla Javascript, HTML, and CSS. The portfolio should showcase the talent, and help recruiters find a solid candidate.

Project overview



My role:

Lead UX designer and developer from initial concept to final functional website launch



Responsibilities:

Research, wireframing, prototyping, usability testing, motion design, website development, 3D modeling and programming

Understanding the user

- User research
- Personas
- User journey map

User research: Summary



The portfolio website's primary target audience consists of individuals from the recruitment and creative industries seeking visual designers that also have coding experience.

Most users prefer portfolios that highlight past professional endeavors, involving collaborations within creative teams and client-based projects.

Talented candidates who possess the unique ability to be versatile, use technical expertise with strategic, innovative thinking - are rare. This extraordinary skillset enables them to effectively address challenges and craft captivating new visual experiences.

User research: Pain points

1

Visual Impact

Users often encounter portfolios that lack visually captivating content, making it difficult to assess the candidate's creative abilities.

2

Innovation

Users struggle to find evidence of unique problem solving or innovative thinking in the projects showcased on portfolio websites.

3

Experience

Finding candidates who not only have the technical skills but also a wide range of experiences with completed projects for high profile clients.

4

High Demand

The current pool of candidates with specialized interactive development skills could be limited.

Persona: Fredrick

Problem statement:

Fredrick is a super busy Talent Acquisition Specialist that has a hard time finding creative talent with technical expertise to fill important roles.



Fredrick

Age: 48
Education: SVA BFA
Hometown: Jersey City, NJ
Family: 4 kids, 2 cats
Occupation: Talent Recruitment

“Balancing tech brilliance and creative spark – my pursuit in a nutshell.”

Goals

- Efficiently find candidates with technical and creative skills.
- Shorten time to identify suitable candidates.
- Build a diverse team that thrives on innovation.

Frustrations

- Reviewing resumes without required skills.
- Assessing innovation from dull portfolios.
- Juggling work, parenting, and pets.

Fredrick, a Talent Acquisition Specialist, strives to discover tech-savvy candidates who also possess above average creative abilities. Amid his bustling household—four kids, four fish tanks, and two cats—he navigates the demanding hiring landscape. His aim? To fuse innovation with technical proficiency, while balancing a dynamic personal life.

Persona: Parker

Problem statement:

Parker's challenge is to secure candidates who exemplify not only experience, but also a penchant for imaginative learning and growth.



Parker

Age: 28

Education: Pratt Design BA

Hometown: Staten Island

Family: Lives with Partner

Occupation: Marketing Specialist

"No challenge is too big to reshape into a trailblazing idea"

Goals

- Infuse campaigns with innovative aesthetics and technical finesse
- Discover creative individuals skilled in coding, strategic thinking, and advanced prototyping.

Frustrations

- Sorting through portfolios lacking impactful creative showcases.
- Spending excessive time assessing candidates, delaying the hiring process.

Parker is a Marketing Specialist at a dynamic advertising agency. They are responsible for identifying and recruiting creative individuals with a strong blend of technical skills to support the agency's innovative campaigns. Outside of work, Avery enjoys exploring local art exhibitions, practicing photography, and volunteering for advocacy groups.

User journey map

A combined map of Fredrick's and Parker's user journey revealed several ways the myuxcv site can make their day better by discovering a wonderful candidate.

Persona: Fredrick/Parker

Goal: Finding creative talent with technical expertise

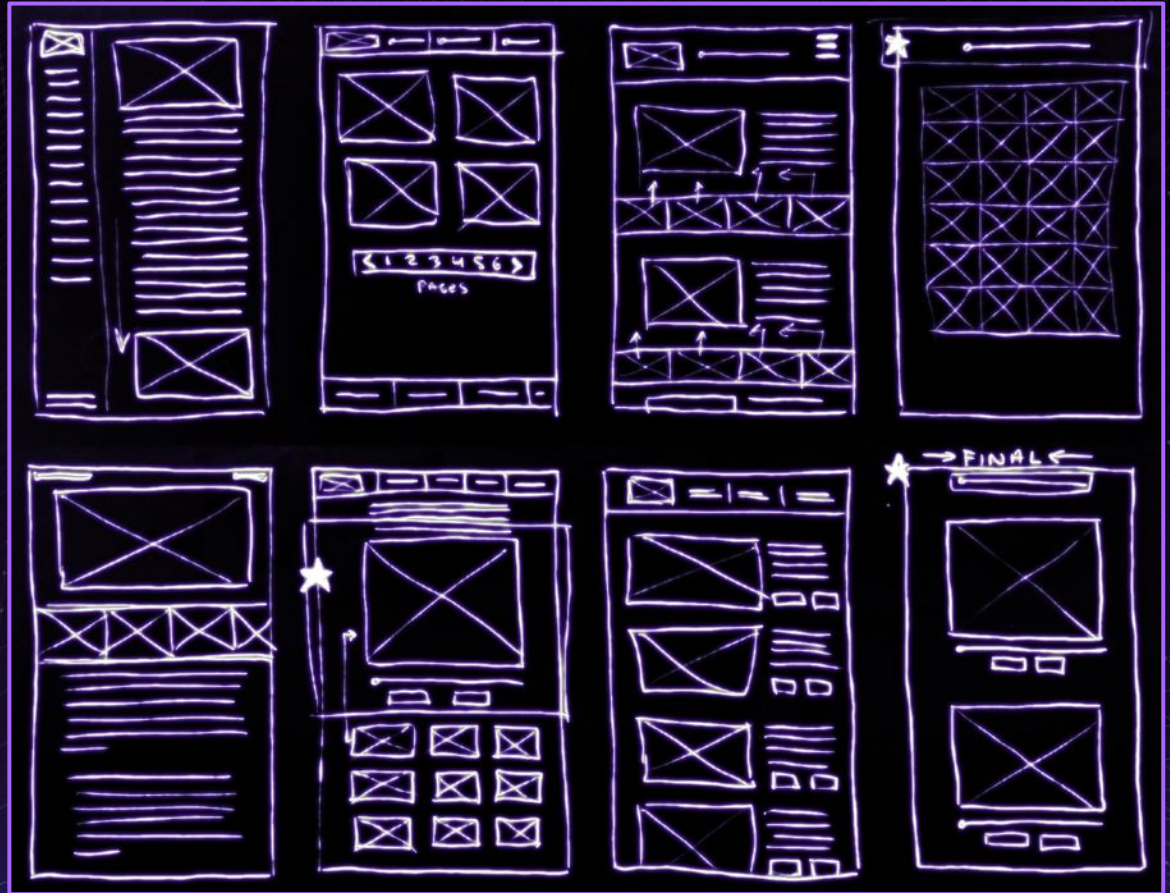
ACTION	Research	Filtering	Resume Scan	Portfolio Review	Evaluation
TASK LIST	A. Explores job boards for creative tech candidates. B. Checks professional networking platforms.	A. Refines search with creative skill filters. B. Identifies potential job criteria matches. C. Focuses on wide range of creative and technical skills, showing the ability to learn new skills.	A. Action: Skims resumes for technical proficiency. B. Evaluates qualifications for role requirements. C. Seeks evidence of innovative problem-solving.	A. Visits portfolios to assess creative work. B. Evaluates project descriptions for innovation. C. Looks for visual impact in showcased projects.	A. Action: Analyzes indicators of creative thinking. B. Checks alignment with company's culture. C. Assesses potential for innovative contributions.
EMOTIONS	Hopeful about finding potential candidates.	Determined to identify suitable candidates.	Excited by promising qualifications.	Eager to discover standout projects.	Disappointed by lack of visual impact.
IMPROVEMENT OPPORTUNITIES	Design attention-grabbing homepage showcasing candidate's unique creative and technical skills.	Implement advanced filters for specific technical and creative skill combinations.	Craft clear resume highlighting technical proficiencies and creative accomplishments.	Organize diverse projects with detailed descriptions highlighting innovative problem-solving.	Showcase case studies and projects illustrating how creative and technical skills drive successful solutions.

Starting the design

- Paper wireframes
- Low fidelity prototype

Paper wireframes

To display each project in the portfolio, I decided to use mainly large images, and less text on screen. There should be a “read more” button that reveals more information about the project.

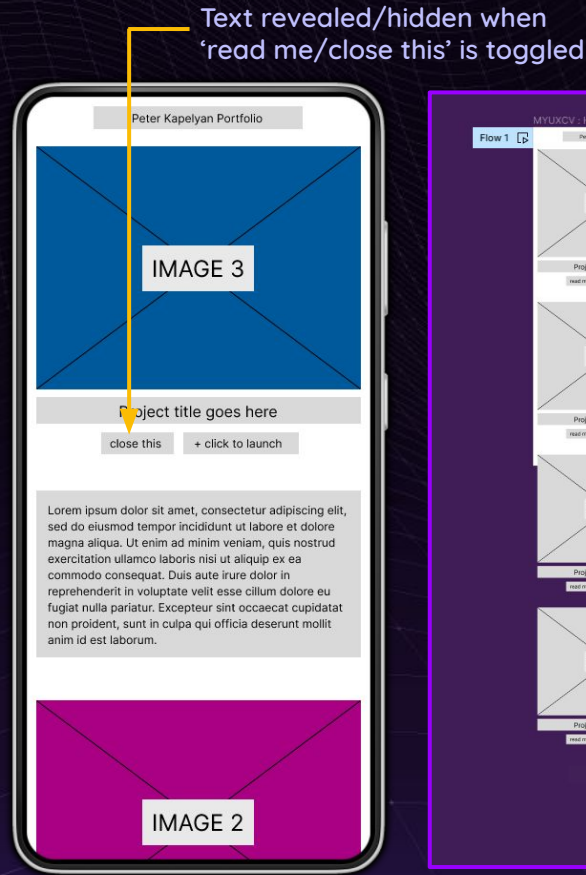


Low Fidelity Prototype

I crafted a functional low fidelity prototype in Figma depicting the portfolio's core function: displaying text when required, and a slideshow of screenshots when an image is clicked.

The low fidelity myuxcv prototype is accessible here.

To witness the site in action as anticipated, I eagerly launched a text editor and began coding.



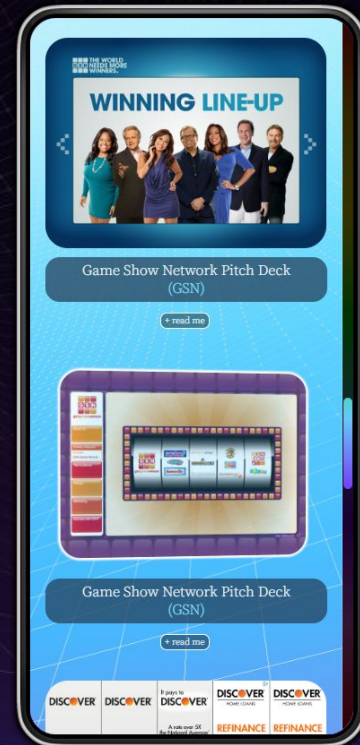
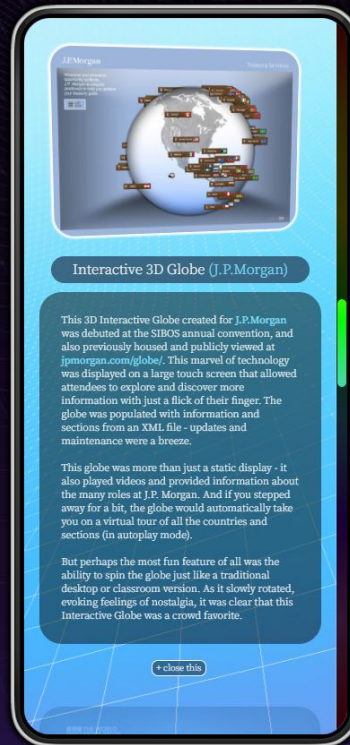
Refining the design

- High-fidelity Javascript/HTML prototype
- Usability study
- Revisions after study
- Accessibility
- iPhone optimization

High-fidelity Javascript/HTML prototype (v1)

I dove into coding the responsive website using HTML and plain vanilla JavaScript, aiming for a near-final version.

Feel free to [view the myuxcv version 1 prototype here](#)



Usability study: findings from Round 1

Findings with the first responsive hifi prototype and 5 3D demos revealed over 150 issues. Most were small fixes, and several major problems were uncovered. One tester demonstrated how scrolling with the mouse wheel continuously to see all of the projects on a desktop/laptop browser was a grueling experience. Another tester mentioned all of the copy wasn't concise, and had to be completely rewritten. One critical tester declared that the UX was horrible! Fortunately, they also gave me a lot of ideas.

Round 1 findings

- 1 Not sure what to do, buttons indistinct
- 2 Mouse scrolling on desktop is tiresome
- 3 Would like to see more projects on screen
- 4 Font is too big at larger resolutions
- 5 Text/copy needed complete rewrite
- 6 Resume and contact info hard to find
- 7 Some colors and fonts feel outdated
- 8 At least 50 tweaks in the 3D demos

Revisions after study

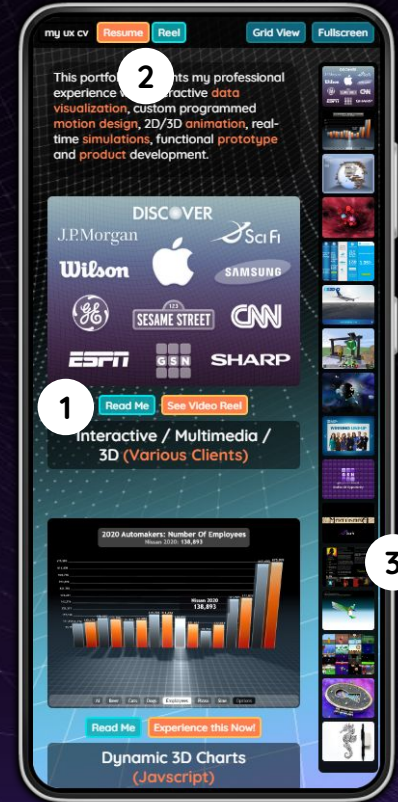
I began tackling the array of issues identified in the usability studies.

- 1 I opted for a new global font and assigned distinct colors to buttons to make them eye-catching, resembling calls to action.
- 2 I introduced a persistent link to the resume at the top, and link to a demo reel.
- 3 Additionally, I implemented side navigation that enables users to easily navigate through all projects, eliminating the necessity for scrolling.

Before usability study 1



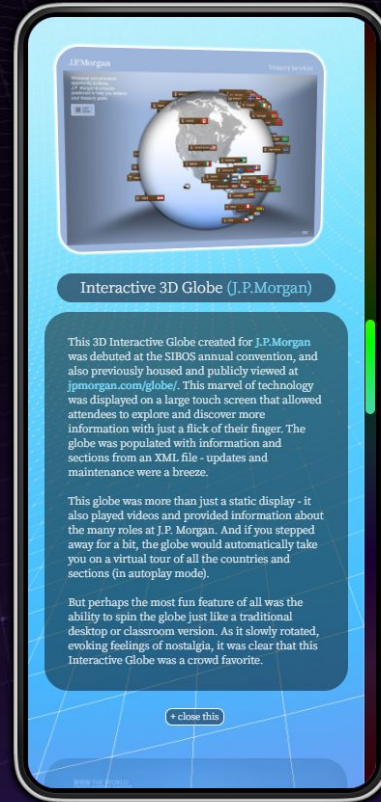
After usability study 1



Revisions after study

- 4 I revised the copy for all projects, employing a consistent format to succinctly explain my contributions and roles on each project.
- 5 To save time for users, I programmed a JavaScript feature that reveals as much text on the screen as possible when the 'read me' button is pressed, and later returns the image to its original position within the window when clicked again.
- 6 I added a 'jump to top' button to allow even more control over the view.

Before usability study 1



After usability study 1



Revisions after study

- 7 A List/Grid View toggle button allows users to choose their display preference.
- 8 When using the Grid View mode, it allows users to see multiple projects at the same time. When a project is clicked, each project launches an overlay with more information.
- 9 There is a fullscreen button which will display more content on the users screen, if supported by the browser.

Before usability study 1



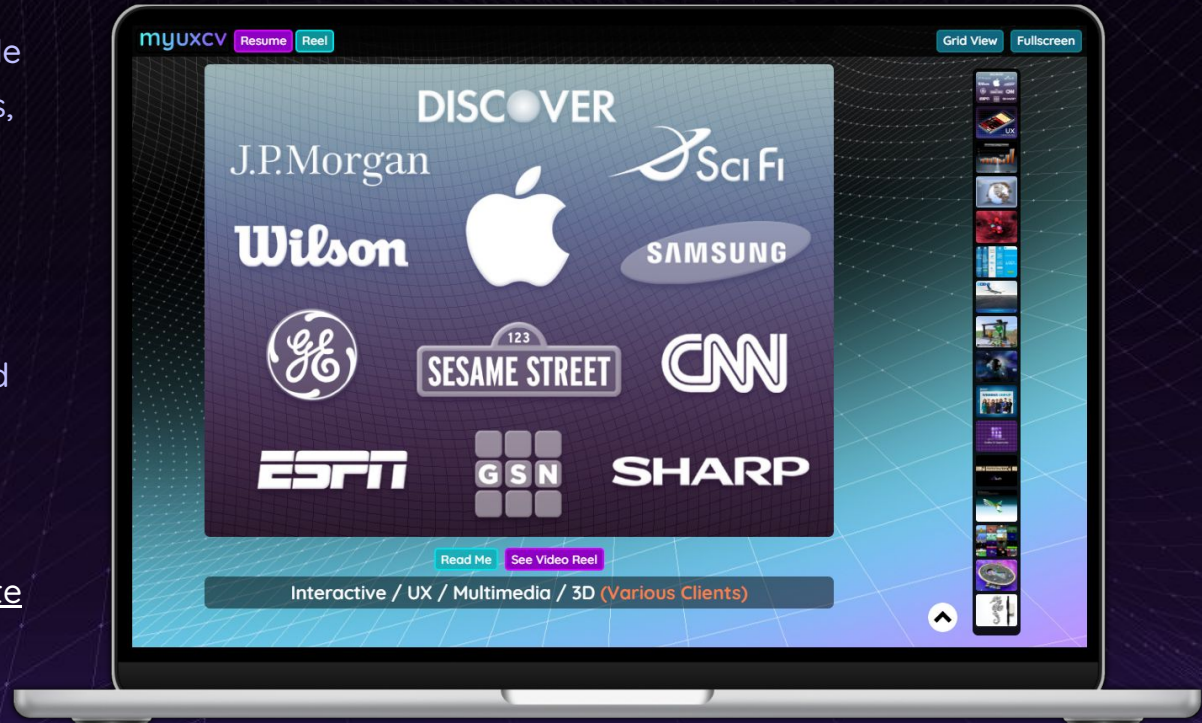
After usability study 1



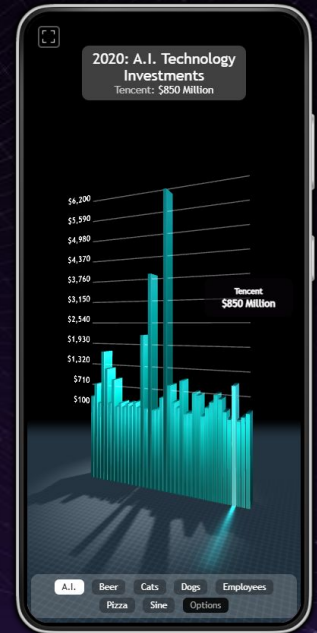
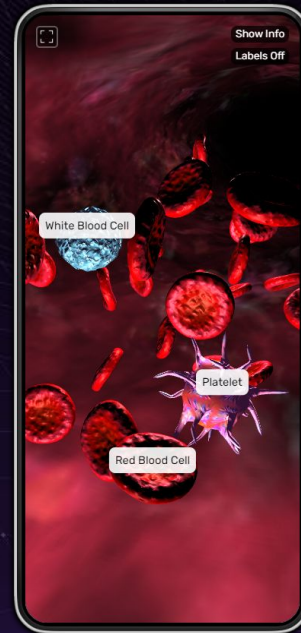
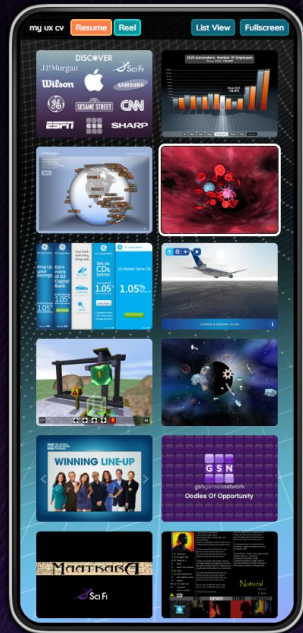
Screenshots: Responsive Website v2

I addressed almost every single issue from the usability studies, and implemented several accessibility considerations to enhance the UX. This included creating custom scripts to improve keyboard control, and the use of screen readers.

Here is the link to test the [myuxcv v2.5 responsive website](#)



Screenshots: Responsive Website v2



Accessibility considerations

1

I implemented keyboard navigation through custom JavaScript coding, enabling effortless interaction with the intricate layout using the Tab and Enter keys.

2

Programmed the website using WCAG guidelines, then tested and passed with no errors. Implemented ARIA attributes, and tested the website with 2 different screen readers.

3

I would like to conduct more usability studies to uncover any possible accessibility findings and improve the experience for all users.

iPhone optimization

Outdated Safari browsers on much older iPhones do not render responsive layouts well. Even a simple HTML page with 20 scrollable images in a responsive layout on the iPhone 6 encountered numerous issues. Additionally, the JavaScript functions I developed for auto-scrolling were causing glitches on the iPhone 6. After extensive testing and implementing various workarounds, I devised several solutions to directly confront these challenges, resulting in substantial enhancements.

Implemented improvements

- 1 Allow users to choose between two different performance modes.
- 2 Introduced a 3rd view alongside list & grid views, displaying one project at a time.
- 3 Detect an iPhone device and added some of the following considerations:
 - 4 Fall back to auto scrolling using the built in browser methods.
 - 5 Removed some CSS for special effects, transitions and animations.
 - 6 Created several conditions to allow for even faster html rendering into the future.

Going forward

- Takeaways
- Next steps
- Redesign v3 Prototype

Takeaways



Impact:

With the launch of version 2, I've introduced significant enhancements to the user experience. I am currently testing and iterating on the site to help the target audience find a candidate for their creative team. I also anticipate updating this case study in the near future, as the portfolio evolves.



What I learned:

One skilled usability tester can potentially uncover more critical issues than three others. I'm appreciative of all feedback, but I find harsh criticism to be the most valuable.

Given that this case study involved both creative and technical individuals conducting usability tests, I recognize them as ideal usability testers with an invaluable perspective on enhancing products.

Next steps

1

I created a high fidelity version 3 prototype which includes the ability filter the projects by specific criteria. These filters should help users save even more time. In addition, I have a few other ideas I would like to design and test.

2

I plan to code the website with a framework or UI library like React to see if it performs better on older mobile devices.

3

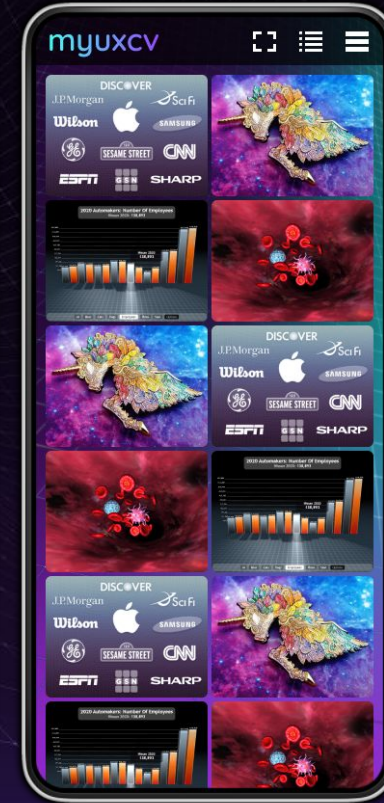
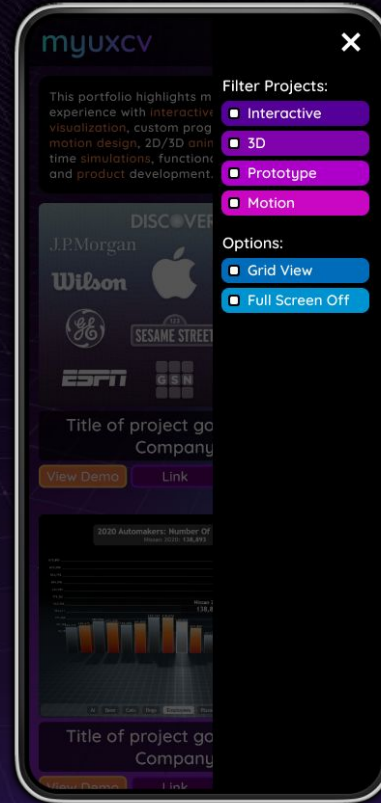
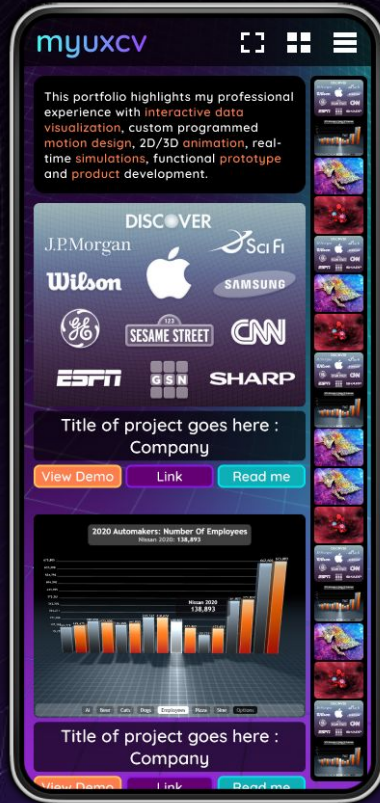
I will conduct another round of usability tests to make sure to address any issues that may be uncovered to improve the UX experience.

Redesign v3

I believe in and trust the design process. I will iterate and test this UX experience through research to address any lingering issues.

Here are screenshots of the version 3 functional Figma prototype.

My plan includes exploring the utilization of a library like React to implement features such as view filtering and lazy loading.



Thank you for checking this out!



I really appreciate you reviewing this case study on the myuxcv.com website!

Sincerely,
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