

# Portfolio Website

Fiona Cowie | Portfolio | **UX and Frontend Development**

# Overview

The aim of this project was to build myself a portfolio website from scratch and to learn about frontend development in the process.

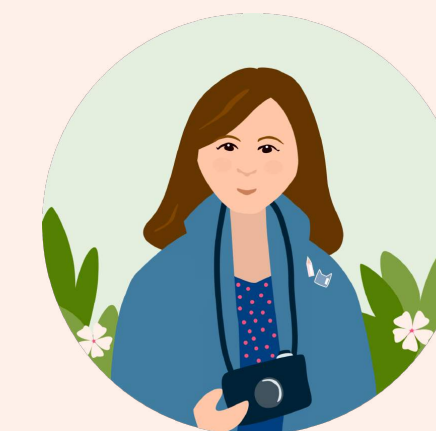
My site would need to work on a practical level, functioning across devices and providing viewers with quick access to the information about me and my work they would need.

It would also need to work on an emotional level, engaging viewers and encouraging curiosity.

After researching ideas, I began to put together the design in HTML and CSS.


The build was an iterative process of adjustments focussed on achieving the balance between functionality, a visually professional site and showing personality.

See the site: [fionacowie.github.io](https://fionacowie.github.io)








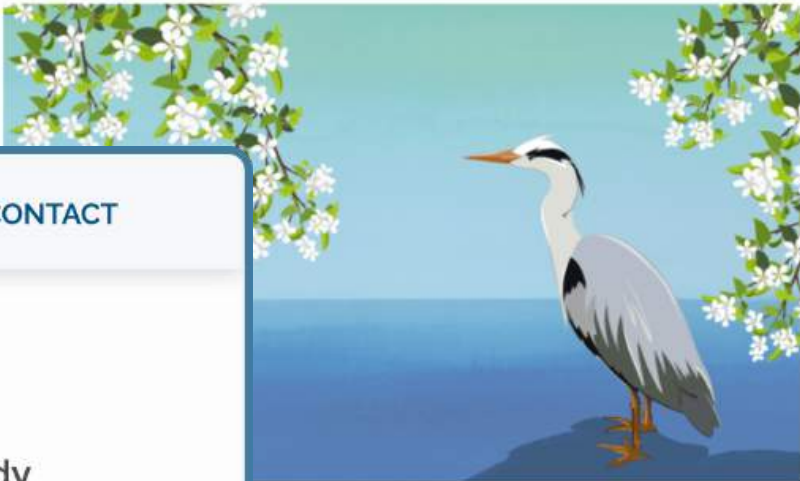


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Architecture | UX Design | UI Design  
Tools Used: Optimal Sort | Usability Hub | Adobe XD

[View Project](#)




**Digital Art**

A collection of personal illustration work focussed on the design of characters and environments.


My Role: Illustration | UI Design  
Tools Used: ProCreate | Adobe XD

[View Project](#)



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### My Work




**Wee Quests: UX Case Study**

Wee Quests allows people to explore Scotland through app-led scavenger hunts. This was a solo project for a concept responsive web app, designed for my UX Immersion course with Careerfoundry.

My Role: UX Research | Information Architecture | UX Design | UI Design  
Tools Used: Optimal Sort | Usability Hub | Adobe XD

[View Project](#)



**Digital Art**


A collection of personal illustration work




**CSS Animation**

A first CSS animation of my home city of Edinburgh.


My Role: Illustration | Frontend Development  
Tools Used: Adobe XD






Hi, I'm Fiona!  
I'm a UX designer and artist from Edinburgh.

I love to create memorable, engaging experiences for people.




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### My Work



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My Role: UX Research | Information



## A Portfolio Website

Setting out on this project, I wanted to:

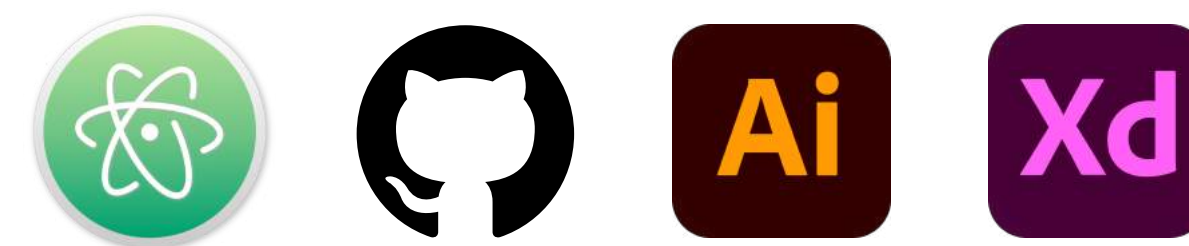
- **Create a responsive website to showcase my personal portfolio**
- Build the website from scratch in order to gain an understanding of **CSS**, **HTML** and **basic JavaScript**

## Project Details

My Role:

- Frontend Development
- UX/UI Design
- Copy and Images
- Usability Testing
- Code and Accessibility Checks
- Cross Browser Testing

Tools used:



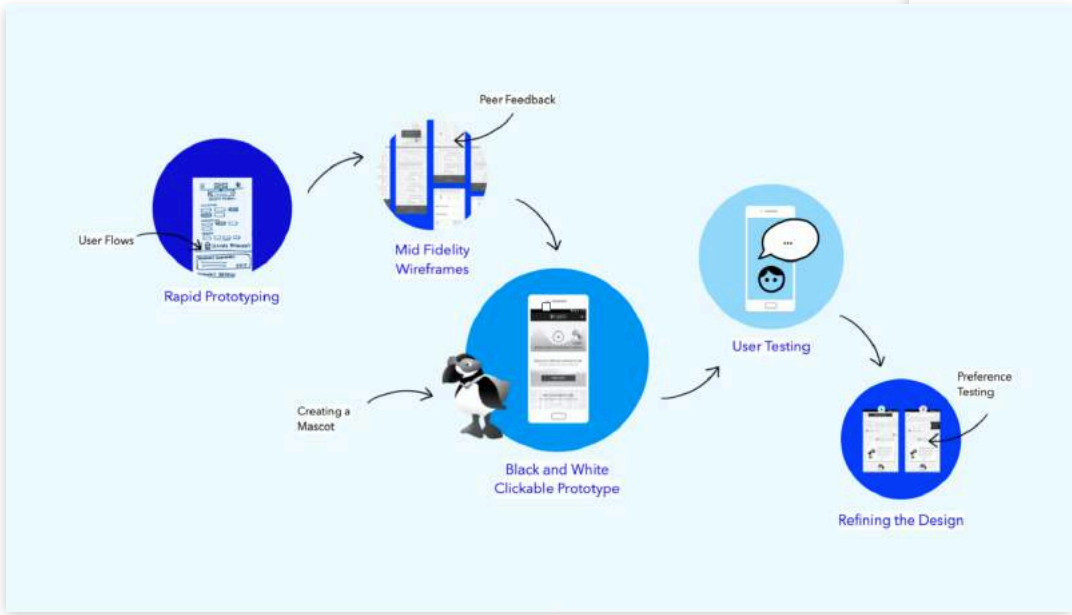
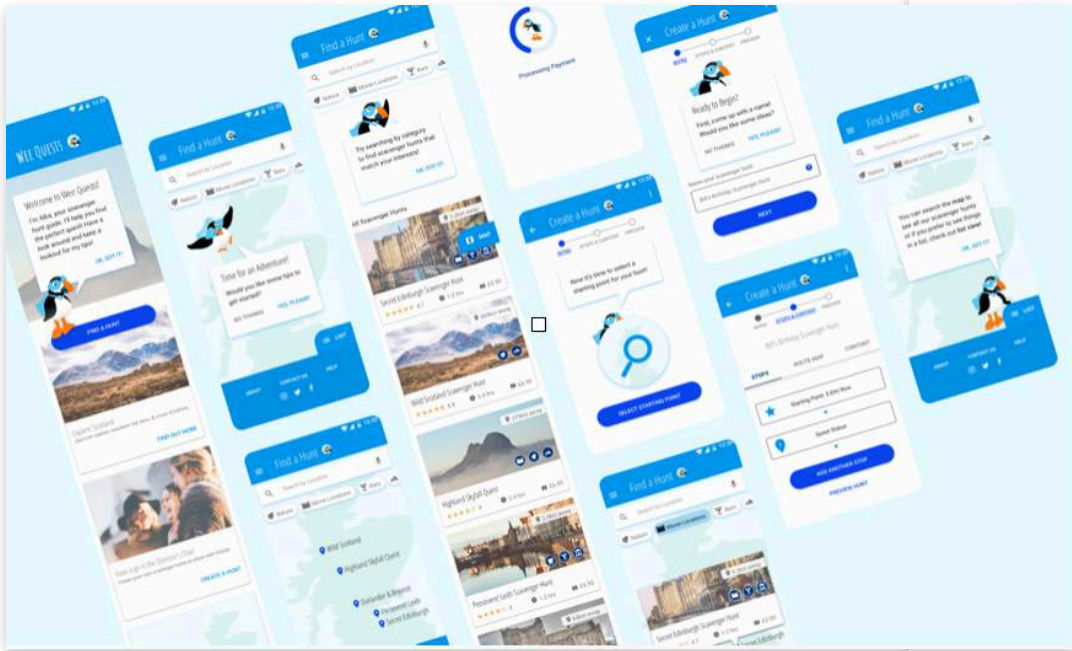
Project Duration:

2 months (Aug - Sep '20)



# The Problem

As a career-changer wanting to move into UX/UI, I need an online platform to showcase my design skills and market myself as a professional to potential employers and to the design community at large.



Fiona Cowie | UX/UI Designer

+447732 601359 | [fionajcowie@gmail.com](mailto:fionajcowie@gmail.com) | Edinburgh, Scotland

Portfolio: [behance.net/fionacowie](https://behance.net/fionacowie)

Fc

Designer with a background in art and over 10 years of experience in designing customer experiences in retail display. A creative thinker with a strong attention to detail and an analytical approach to user-design.

Centred Design

First Design

Competitive Analysis

Strategic + Evaluative

Architectural

Personas + User Flows

Information Architecture

Wireframing + Prototyping

Usability Testing

Emotional + Visual Design

Basic HTML, CSS & JS

EDUCATION

**UX Immersion, Design Certificate** | CareerFoundry (Remote Course) | Jul 2019 - Aug 2020

- Implemented design thinking to create a high fidelity prototype for a responsive web app
- Prepared, conducted and analysed user interviews and usability tests
- Designed research-based persona and user journeys to ensure prototype would meet real-world needs
- Generated concepts and created a mascot to encourage user interaction with the app
- Employed an iterative process of wire-framing, prototyping and testing to optimise user experience
- Engaged with student community to exchange peer feedback and share expertise

**Bachelor of Design (Hons)** | Duncan of Jordanstone College of Art and Design, University of Dundee

- Specialised in jewellery design, exploring new materials and the relationship between jewellery and wearer

EXPERIENCE

**Artist/Maker** | Self Employed | Apr 2017 - present

- Creating, marketing and selling own illustration work
- Liaising with customers, event staff and suppliers

**Visual Assistant** | Debenhams, Edinburgh | Nov 2007 - present

- Working as part of a team to deliver customer journeys that take into account window dressings, in-store displays and the in-store continuation of external marketing campaigns
- Styling displays utilising a sound understanding of current trends, brand identities and customer profiles
- Training new staff and mentoring work experience students

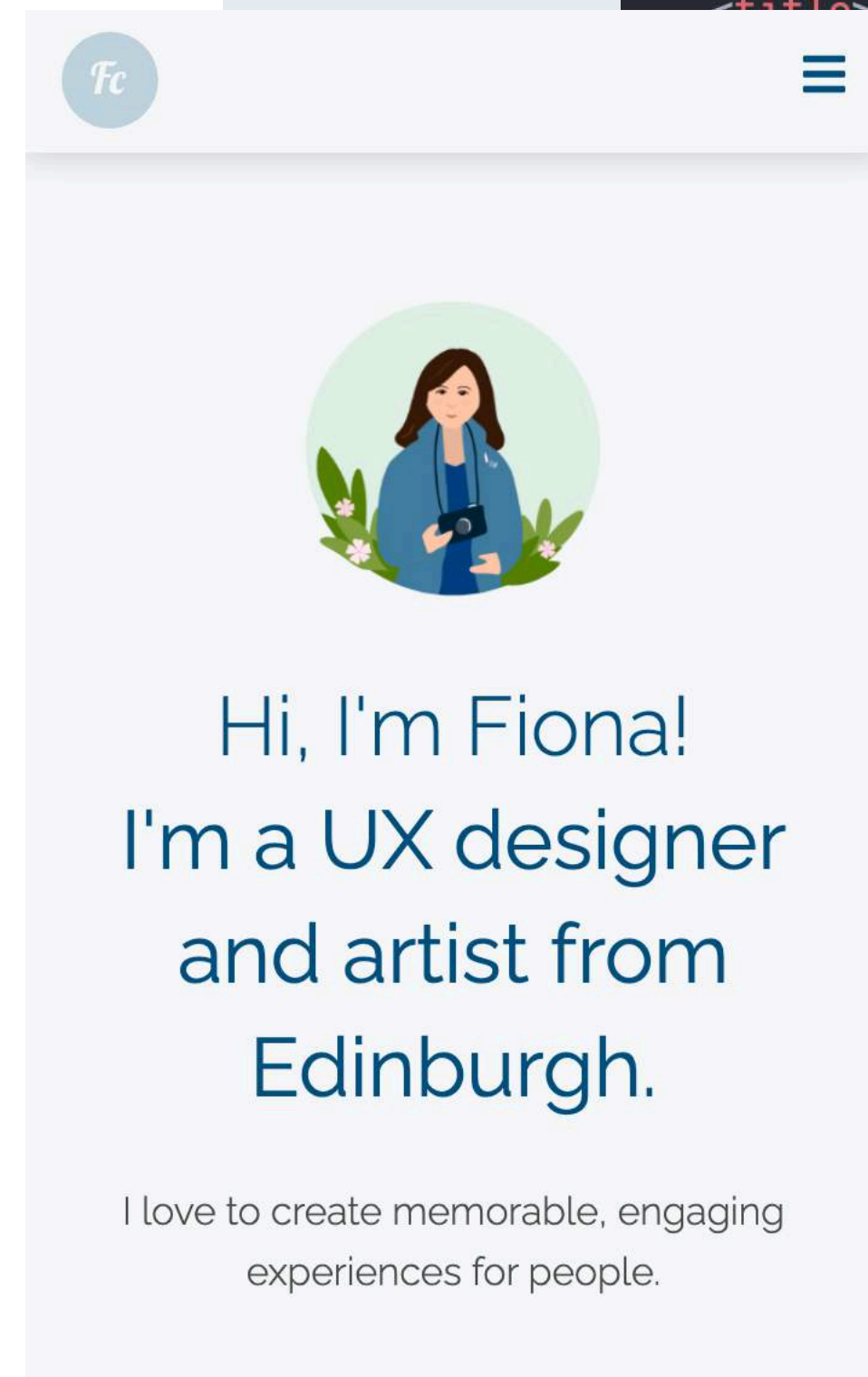
Unconnected: I needed a way to bring all of my design work and experience together in one place



## Project Goals

My overarching aim was to create a site that would engage viewers. I wanted to showcase my design skills in a way that conveyed both my personality and professionalism.

Meanwhile, on a personal level, I wanted to build knowledge of frontend code to inform my future design work and so that I can work effectively with development teams. I also love learning new skills!



```
<!DOCTYPE html>
<html lang="en" dir="ltr">

<!--Metadata/info for the document!-->

<head>
  <link rel="stylesheet" href="https://cdnjs.cloudflare.com/ajax/libs/normalize/
  <link rel="stylesheet" type="text/css" href="css/style.css">
  <link href="https://fonts.googleapis.com/css2?family=Raleway:wght@300;400;600
  <meta charset="utf-8">
  <meta name="viewport" content="width=device-width, initial-scale=1">
  <title>Fiona Cowie | UX/UI Designer | Edinburgh</title>
  <img alt="icon" type="image/png" href="img/favicon@2x.png" sizes="32x32" />
  <img alt="icon" type="image/png" href="img/favicon@2x.png" sizes="16x16" />
  <script src="https://kit.fontawesome.com/1c44433c74.js" crossorigin="anonymous">
  </script>
</head>

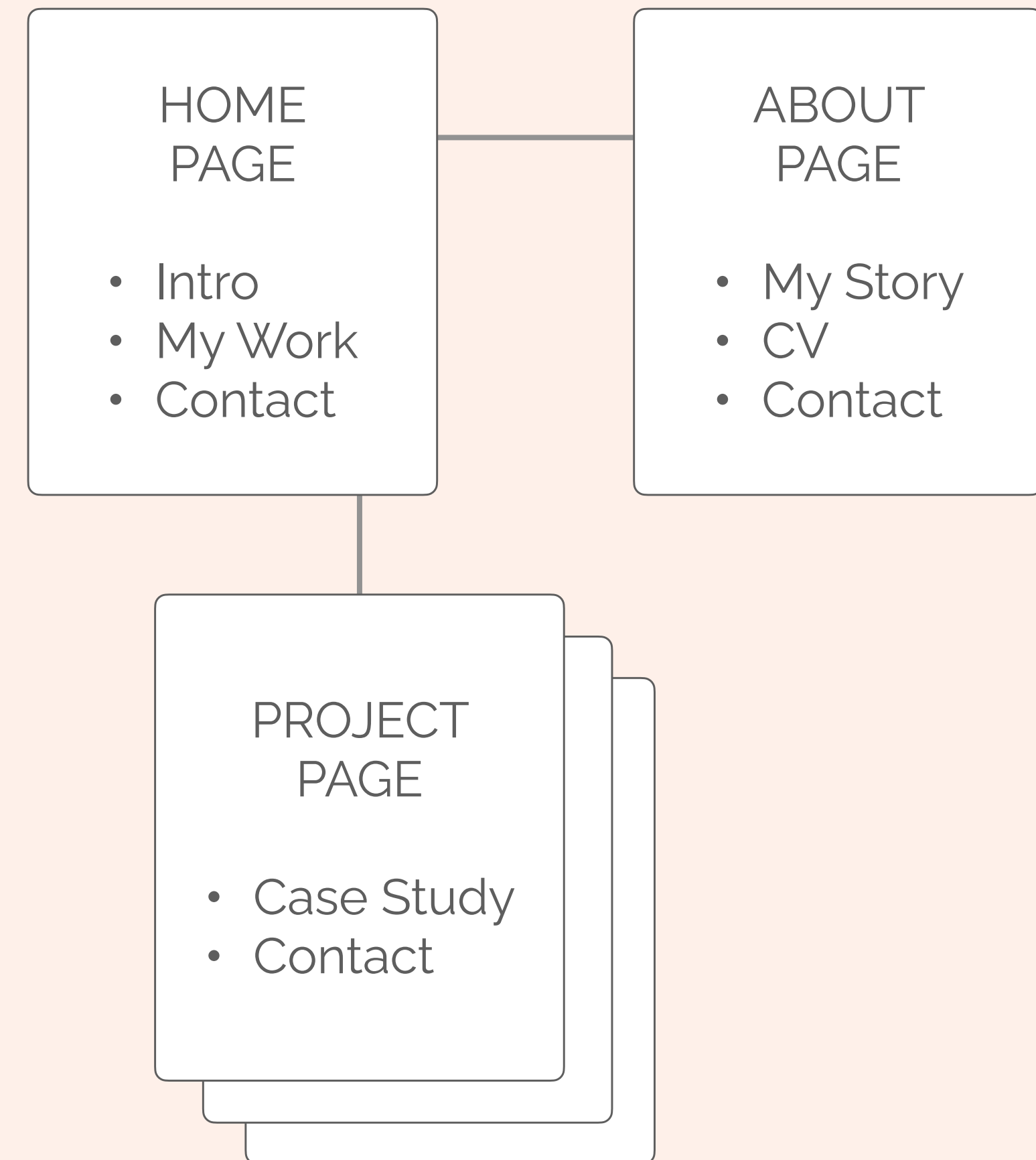
<!--Visible content of the html document!-->

<!--Header-->
<div>
  <div class="container">
    <div class="navtoggle" id="myNavtoggle">
      <a href="index.html">
    </a>
    <div class="nav">
      <ul>
        <li class="active"><a href="index.html">Work</a></li>
        <li><a href="about.html">About</a></li>
        <li><a href="#contact" id="contact-active" onclick="menuToggle()">Contact</a></li>
        <li><a href="javascript:void(0);" class="icon" id="menu-icon" onclick="menuToggle()">Menu</a></li>
      </ul>
    </div>
  </div>
</div>
</div>
```

## Site Goals

After writing user stories for my target audience, I defined the following practical goals for my site:

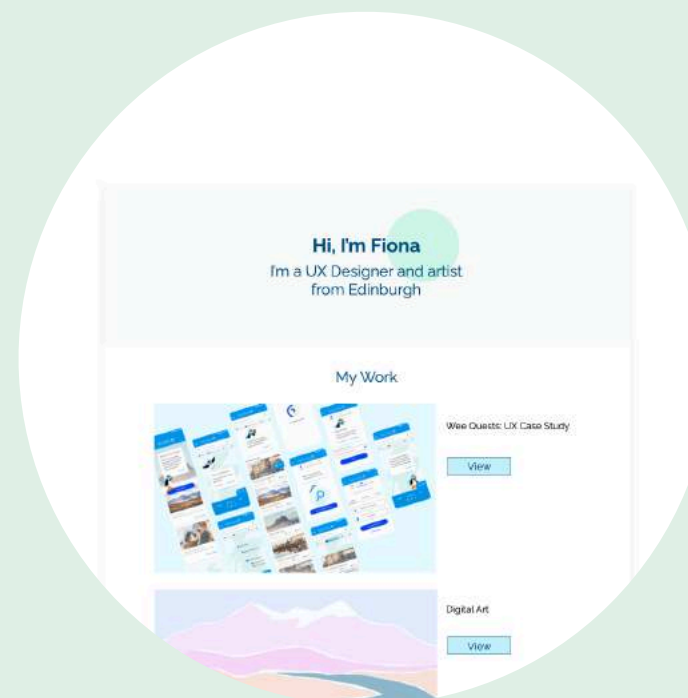
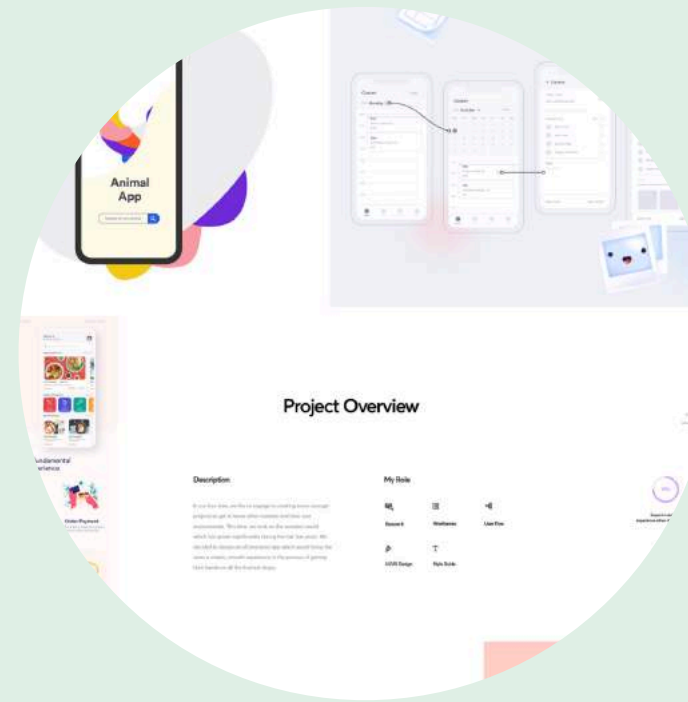
- Build a responsive site that works across devices and browsers
- Ensure viewers can easily access my design work, CV and contact details



*Site map: my website would follow a simple structure featuring two top level pages showing my work and details about me respectively.*

# Design Process

*Research and Ideation*



## 01. Preparing the Project

I began by collecting inspiration and then compiled the images and copy I wanted to use, taking a **content first approach**.

## 02. Finding my style

I wanted to select a sans serif web font that was easy to read on screen yet possessed **character and attention to detail**.

## 03. Wireframes

I created simple wireframes to explore layout and colour options. My goal was **simplicity** so my that my images and copy could do the talking.



# Design Process

## Development

```
Project 1:-->
<div class="row">
  <!--Project 1 Image:-->
  <div class="column col-md-6">
    <picture>
      <source srcset="img/home/">
      
    </picture>
  </div>
  <!--Project 1 Text:-->
  <div class="column col-md-6">
    <h3>Wee Quests: UX Cas
  </div>
</div>
```

```
/* M SITE WIDE LAY
.col-md-6 {
  width: 50%;
}

.row-md {
  width: 100%;
}

[class*="col-"] {
  float: left;
```

```
log('Hello, w
nu //
function menuToggle () {
  var x = document.getElement
  if (x.className === 'navtogg
    x.className += ' responsive
  } else {
    x.className = 'navtoggle';
  }
}

Smooth Scrolling //
ready(fun
```

### 04. Creating a structure with HTML

Moving onto coding, I began by writing the HTML, using a structure of divs for the containers, columns and rows my **responsive site** would need.

### 05. Styling with CSS

I then started to style my content and layout, taking a **mobile-first approach**. I defined styling changes for medium and large screens so that my site layout would respond to suit different devices.

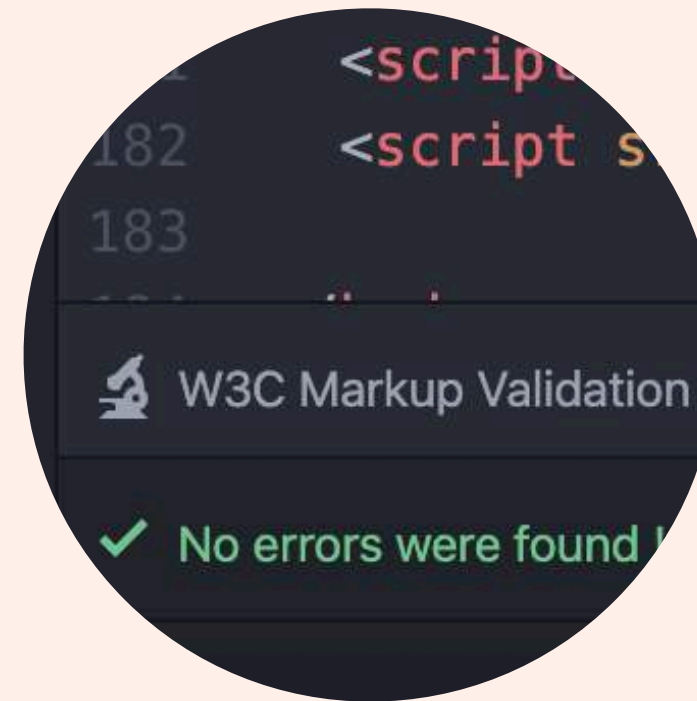
### 06. Adding interaction with JavaScript

Using the jQuery library and JavaScript, I created a hamburger menu for small screen sizes, drawing on universal UI patterns.

# Design Process

## Testing and Refining

*I received some 'help' setting up the tests!*



## 07. Usability Testing

I ran moderated tests to **check functionality and to ensure my site would meet my audience's goals** of easily accessing my work, CV and contact details. I also got valuable feedback on overall impressions.

## 08. Code Quality and Accessibility

I ran checks on my HTML code using W3C Markup Validation and installed linters to check my CSS and JS, addressing errors where necessary. I also checked my site met **AA accessibility standards**.

## 09. Cross Browser Testing

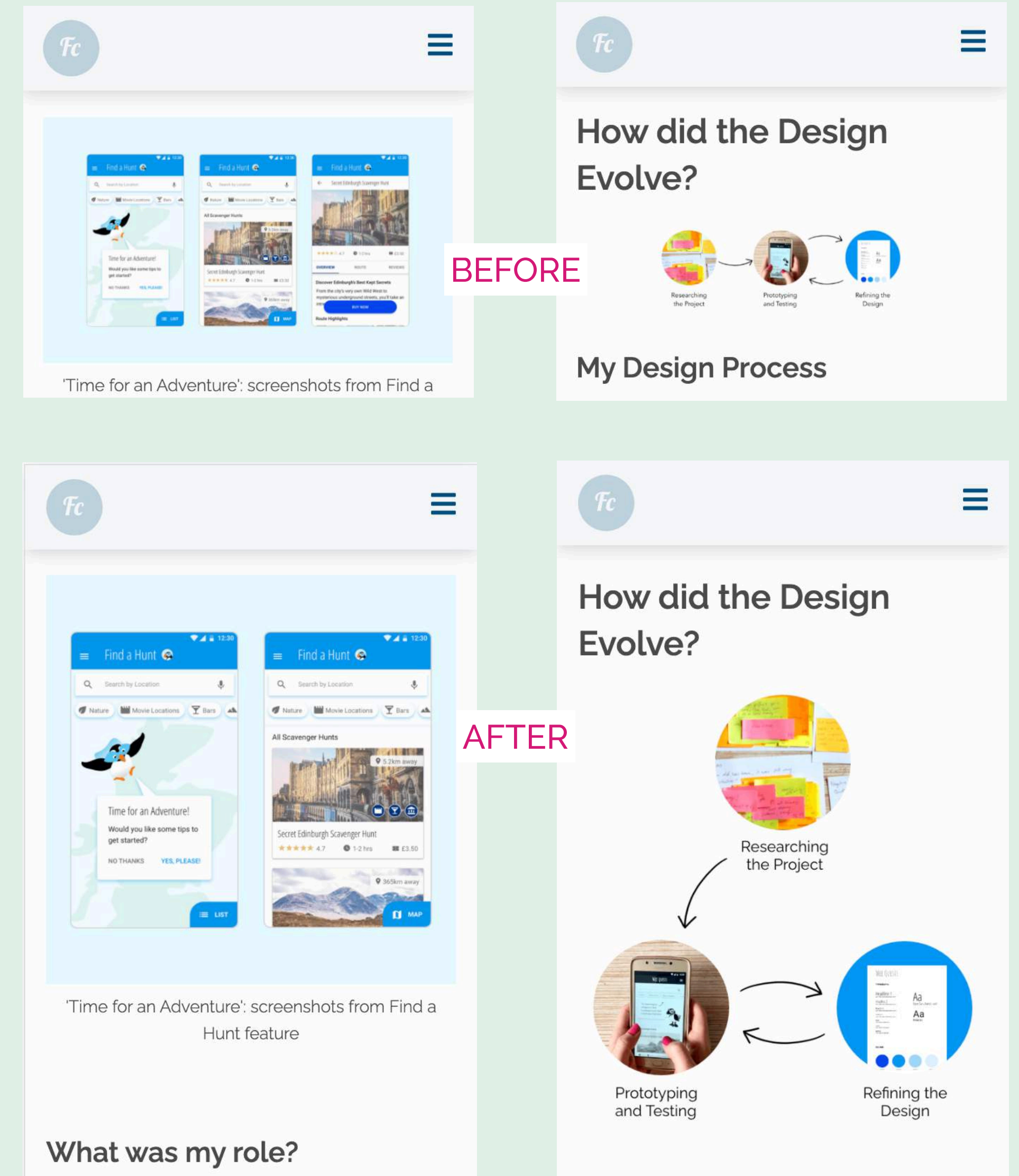
I wanted to **ensure my site would render and function properly across the browsers and devices** my audience may use. I discovered some images were slow to load and was able to rectify this.



# Achieving a Responsive Site

While designing my site, **a key challenge was ensuring my site would work well across devices.** After all, my audience might quickly view my site on mobile while on the move before sitting down to look at it in more detail on the desktop.

As I coded, I constantly checked how my site appeared in the browser. I used Chrome's Inspect tool to view my site at all common screen sizes, making tweaks and adjustments where necessary.



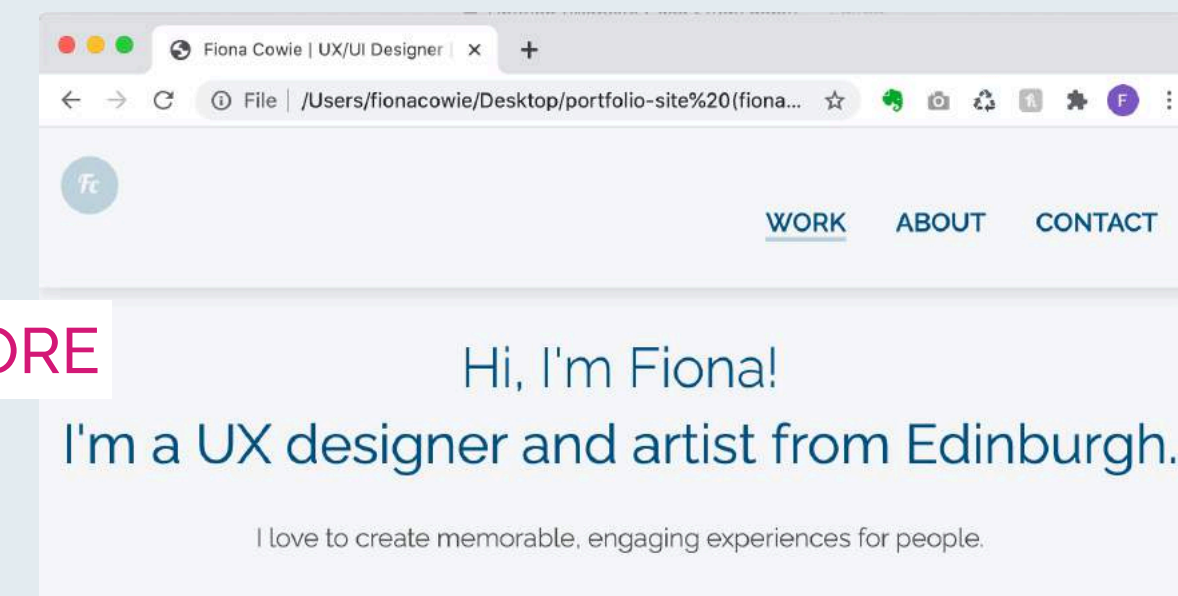
*Mobile First: I discovered I needed to make different versions of certain images so that they would be viewable on mobile viewports*

## Adding Personality

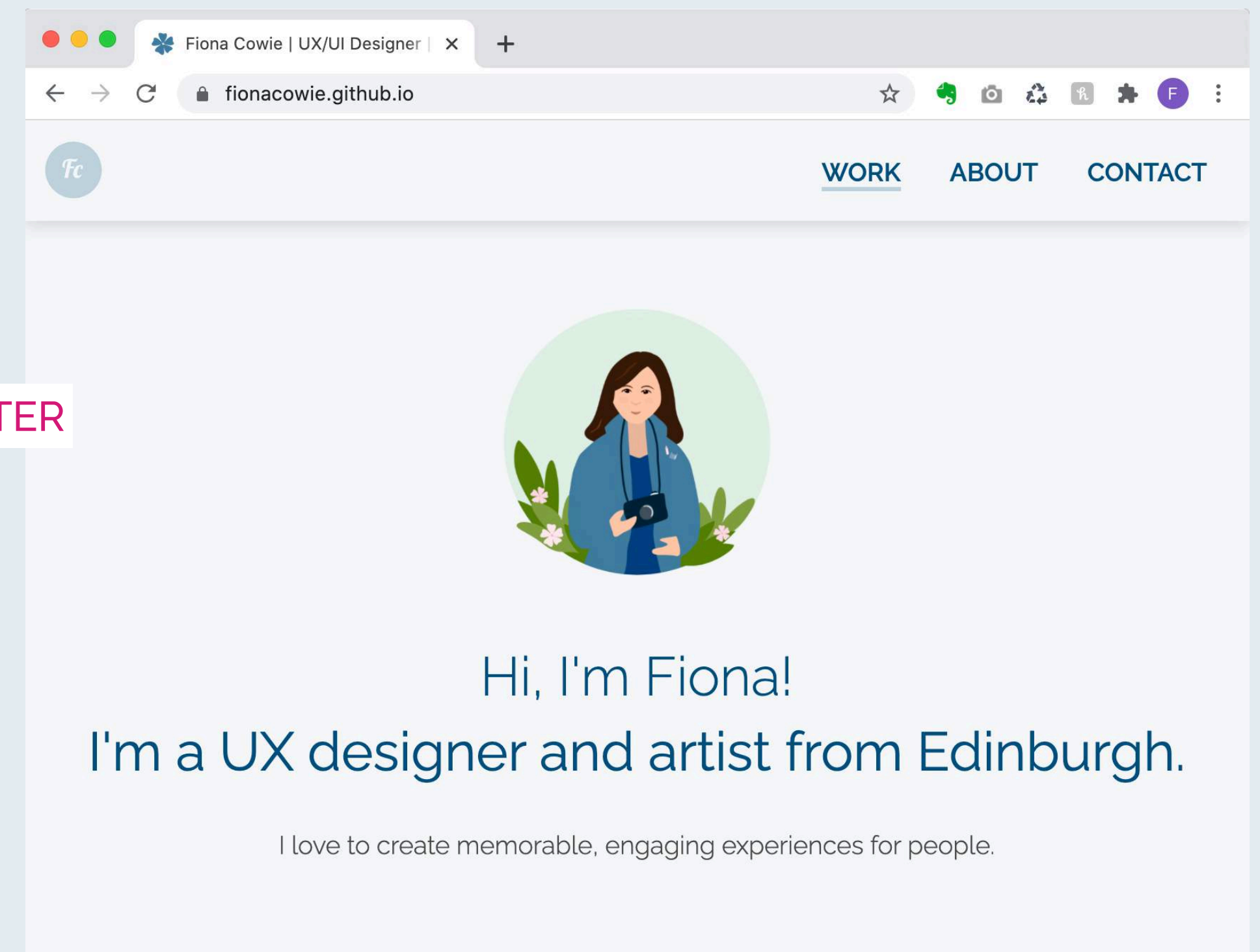
A second challenge I faced was finding a way to **engage my viewers and show my personality** while at the same time keeping my site functional and professional.

I decided to achieve this by adding **personal illustrations and attentions to detail**. This approach received a positive response in user testing with viewers curious to see more.

BEFORE



AFTER



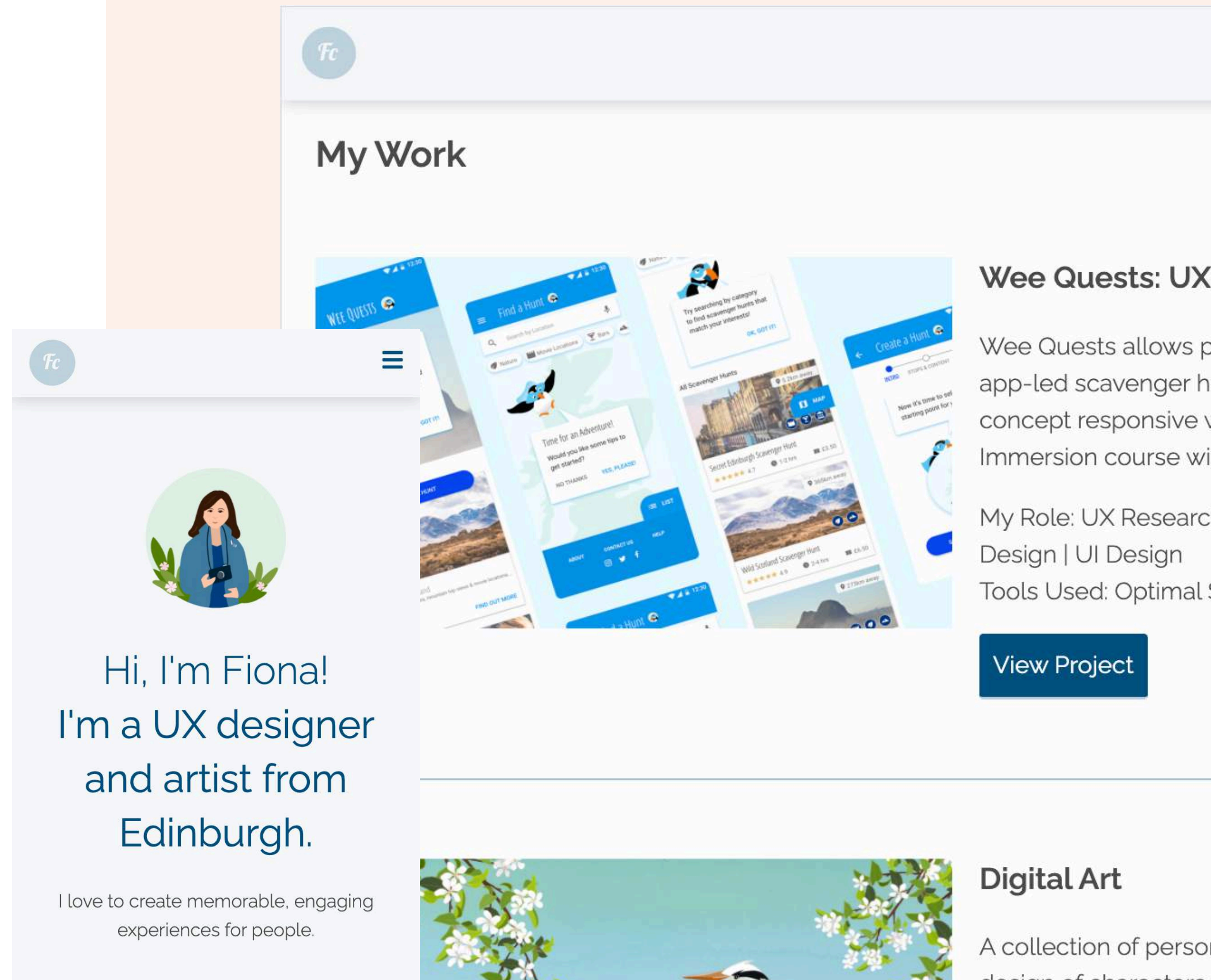
*Added details: I created an avatar and a favicon to add colour and visual interest along with insight into my personality.*



## Arriving at the Design

After completing usability tests, plus browser and device checks, I addressed the issues I had found and further refined the visual design of my site.

The finished site aims to meet the practical goals of functioning across devices and easy navigation. It also aims to meet the emotional goals of conveying both professionalism and my personality.



### Wee Quests: UX

Wee Quests allows p  
app-led scavenger h  
concept responsive v  
Immersion course wi

My Role: UX Research  
Design | UI Design  
Tools Used: Optimal 5

[View Project](#)

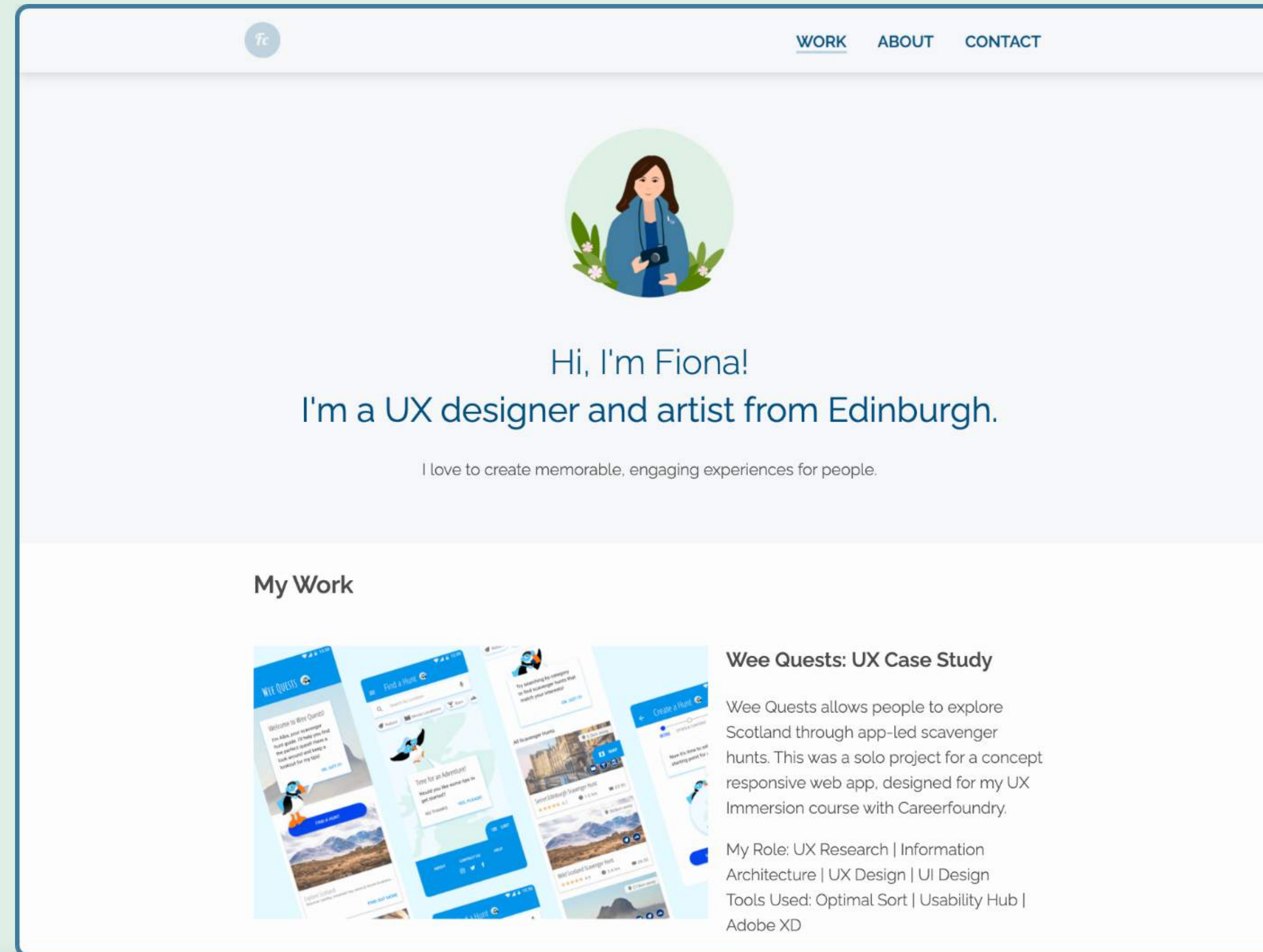
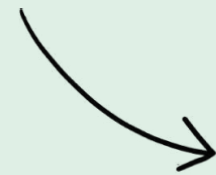
### Digital Art

A collection of person  
design of characters

# The Live Website

[fionacowie.github.io](https://fionacowie.github.io)

Take a look around!



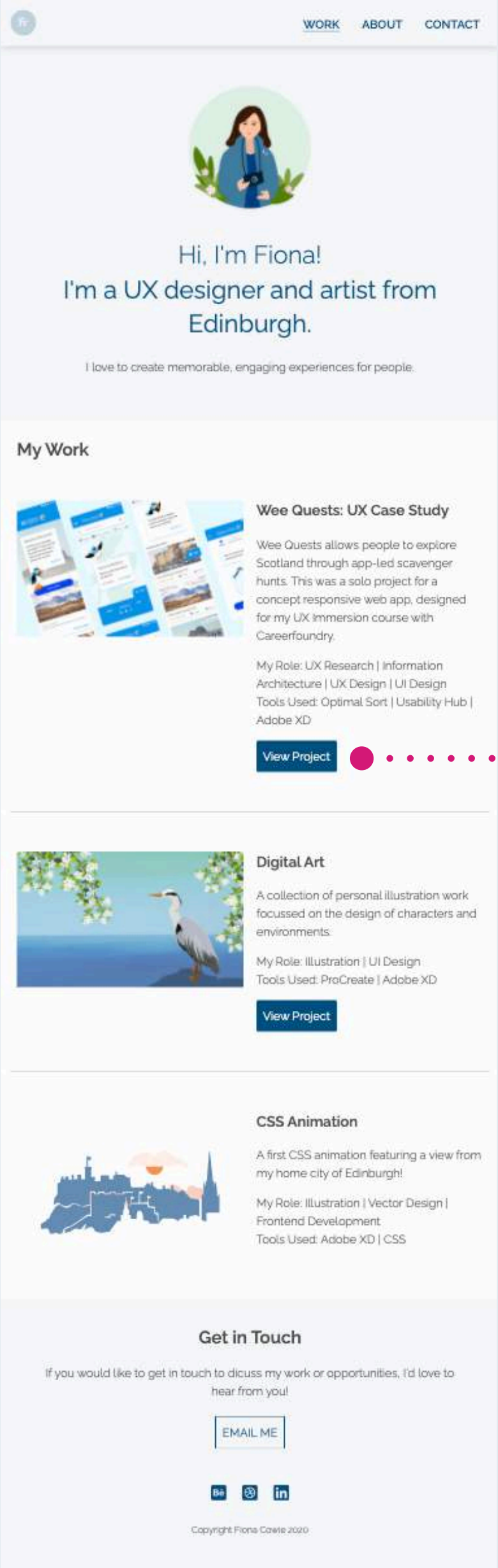


# Navigation

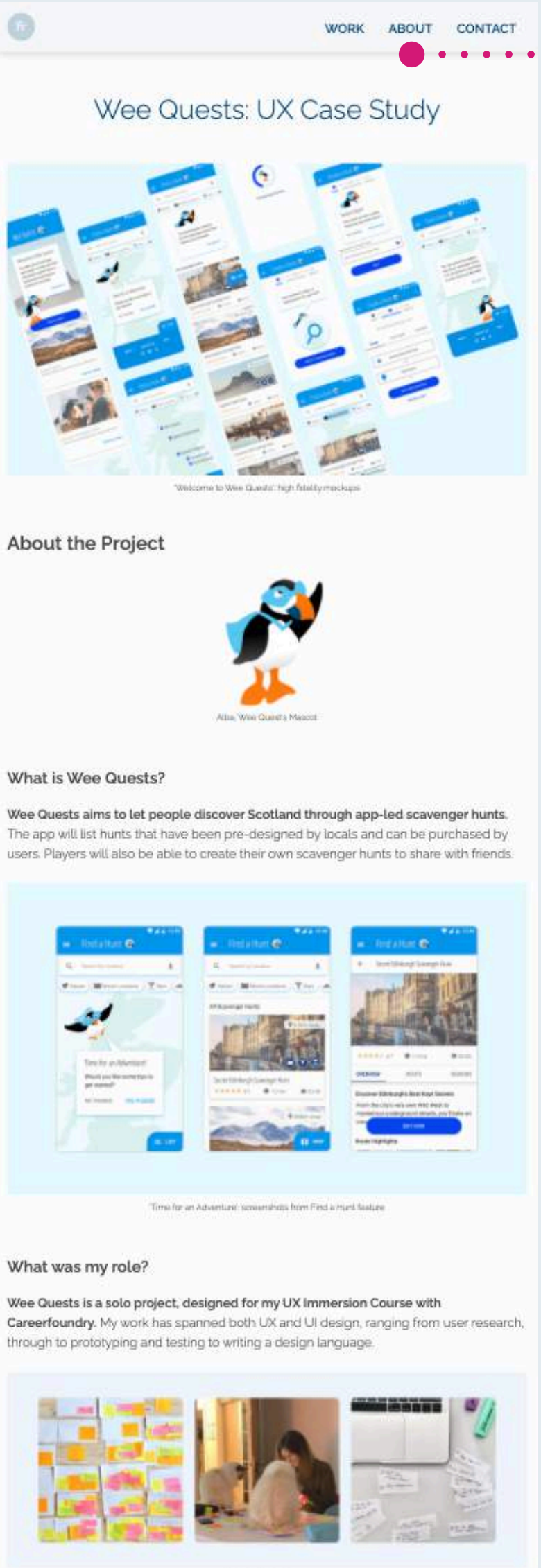
## A Simple Structure

An example user flow, moving from *home* page to *project* details, to *about* page to *contact* information

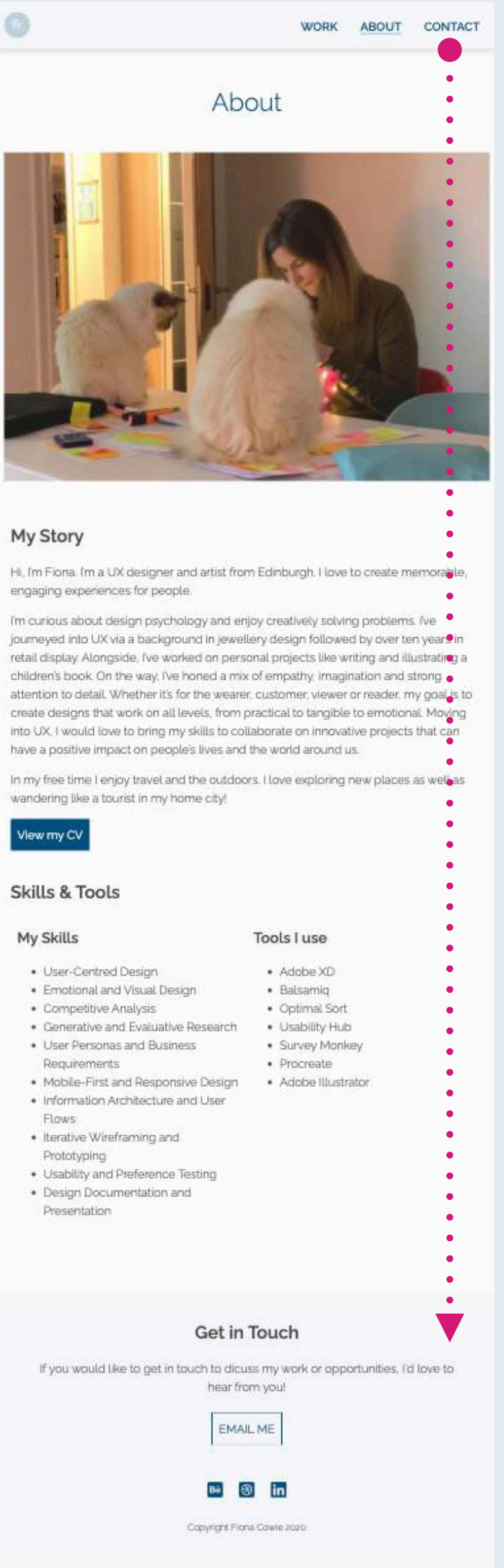
HOME PAGE



PROJECT PAGE



ABOUT PAGE



CONTACT

# Illustrations and Styling

*A personal design*

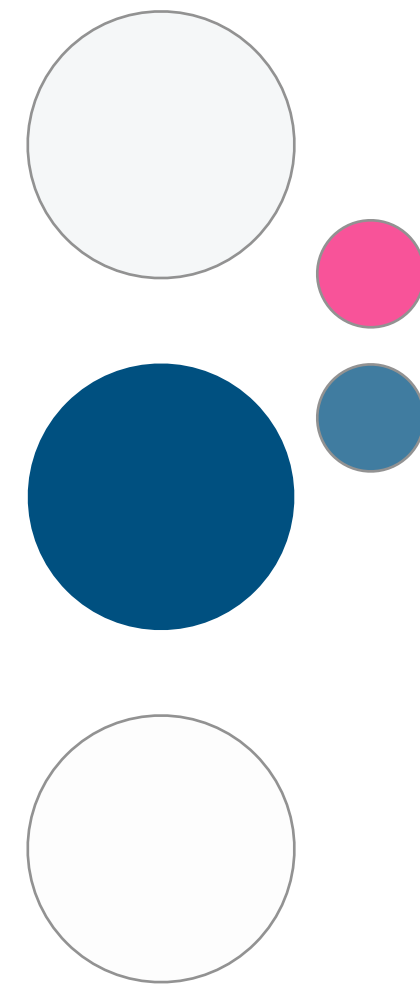
*Images are designed to convey insight into my **personality and interests**.*

*My font choice and colour palette reflect my love for design that brings together simplicity, attention to detail and character.*

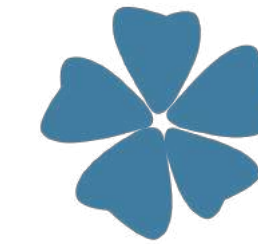
Aa

Raleway

TYPOGRAPHY



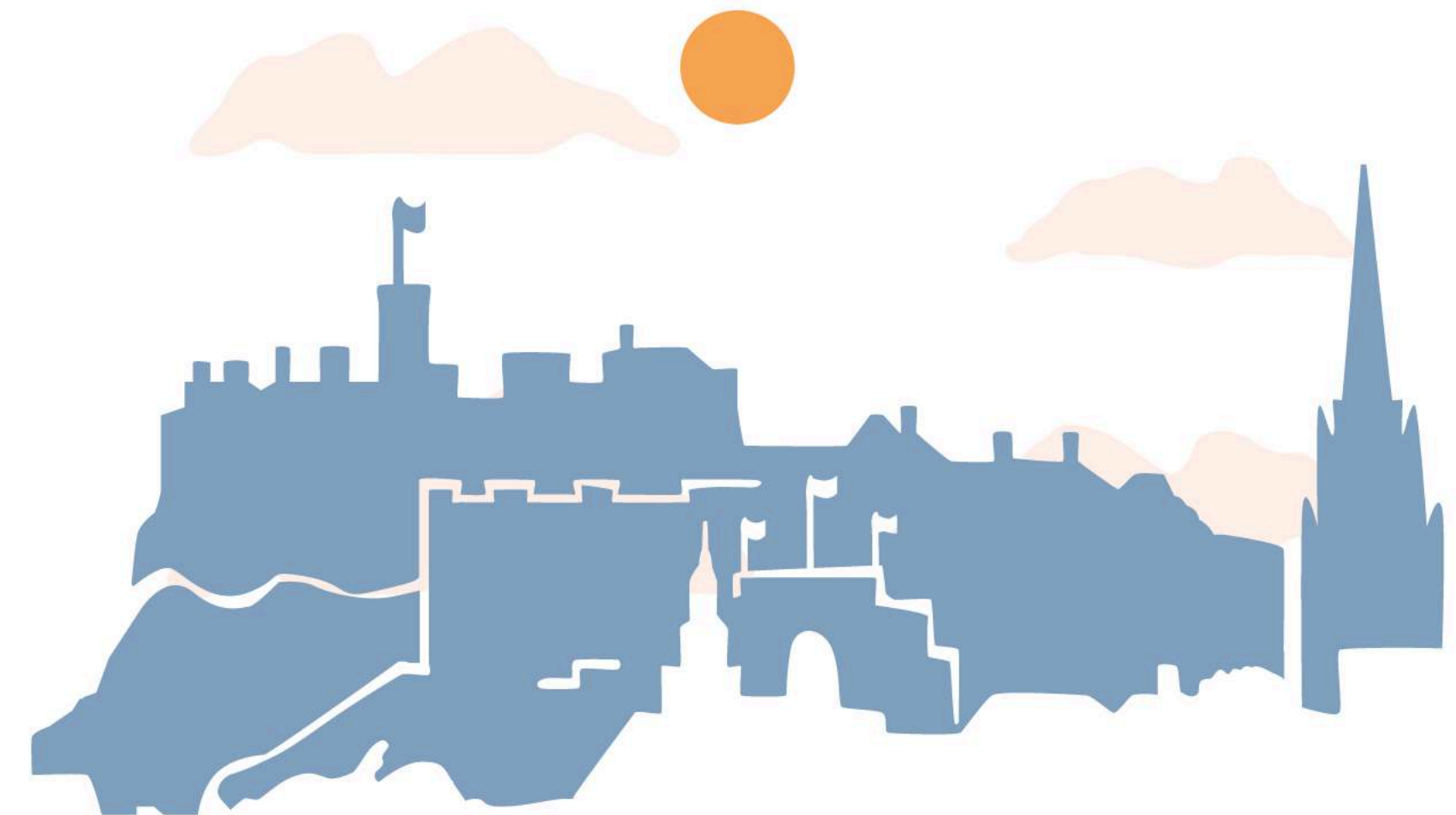
COLOUR PALETTE



FAVICON



PERSONAL AVATAR



MY HOME CITY: STILL FROM CSS ANIMATION



# Flexible Grid

An adaptable design

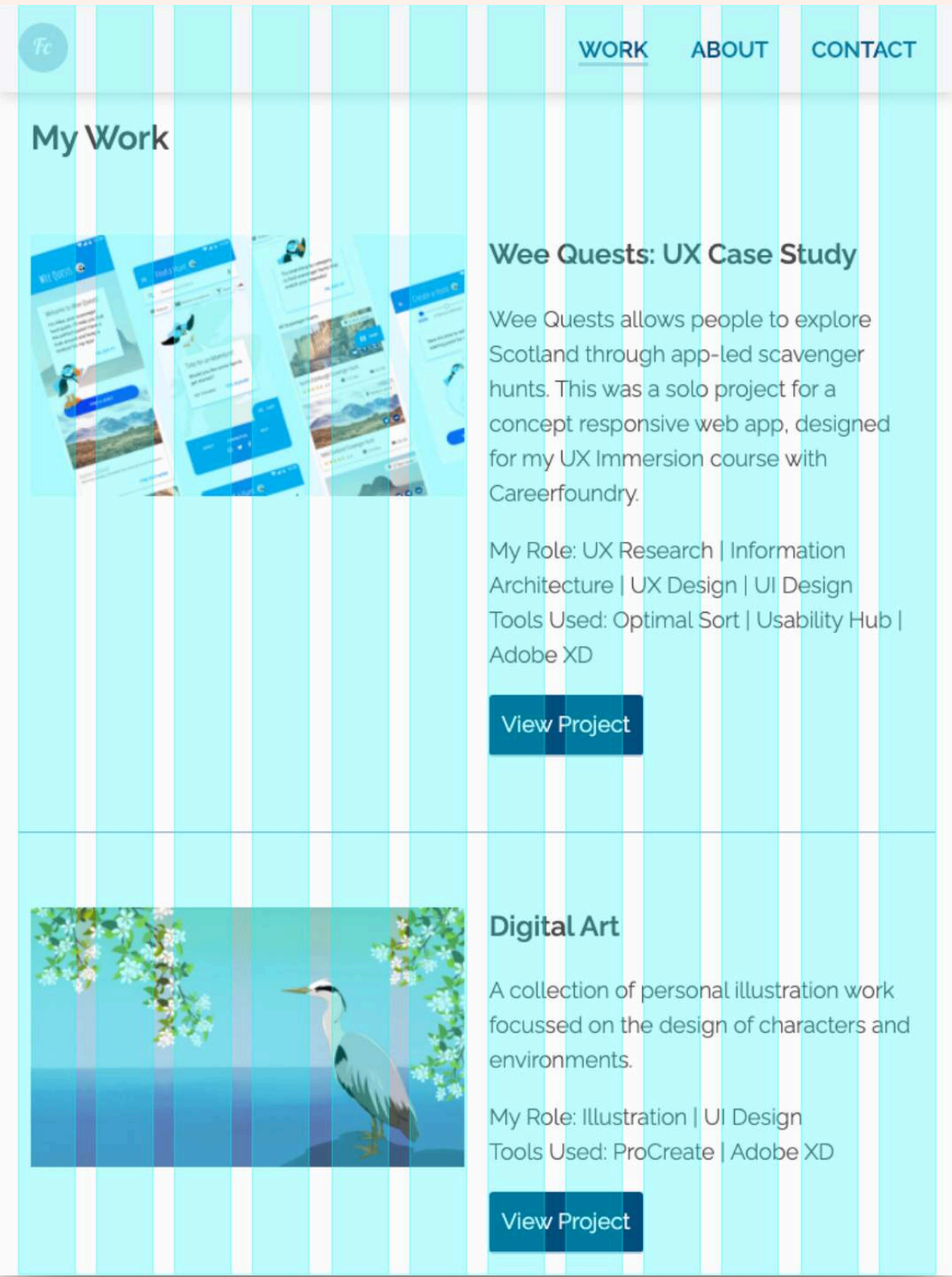
My site is designed using a *flexible 12 column grid*, styled using media queries in CSS

```
/* SITE WIDE LAYOUT STYLING */
.col-md-6 {
  width: 50%;
}

.row-md {
  width: 100%;
}

[class*="col-"] {
  float: left;
  padding: 10px;
}

.row::after {
  content: "";
  clear: both;
  display: table;
}
```



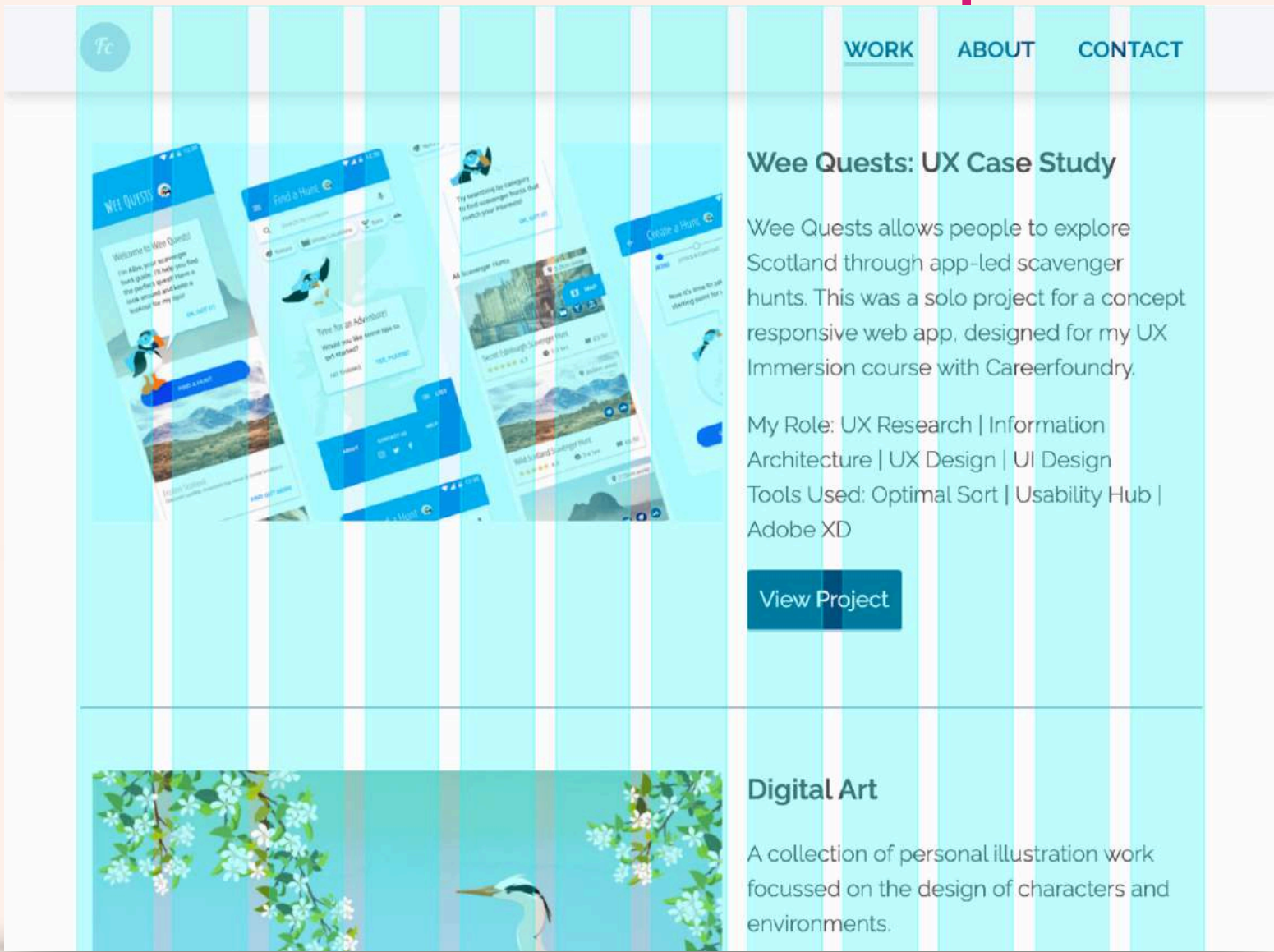
```
.col-lg-7 {
  width: 58.33%;
}

.col-lg-5 {
  width: 41.66%;
}

.row::after {
  content: "";
  clear: both;
  display: table;
}

.container {
  width: 930px;
}
```

iPad View: Rotating the Screen!

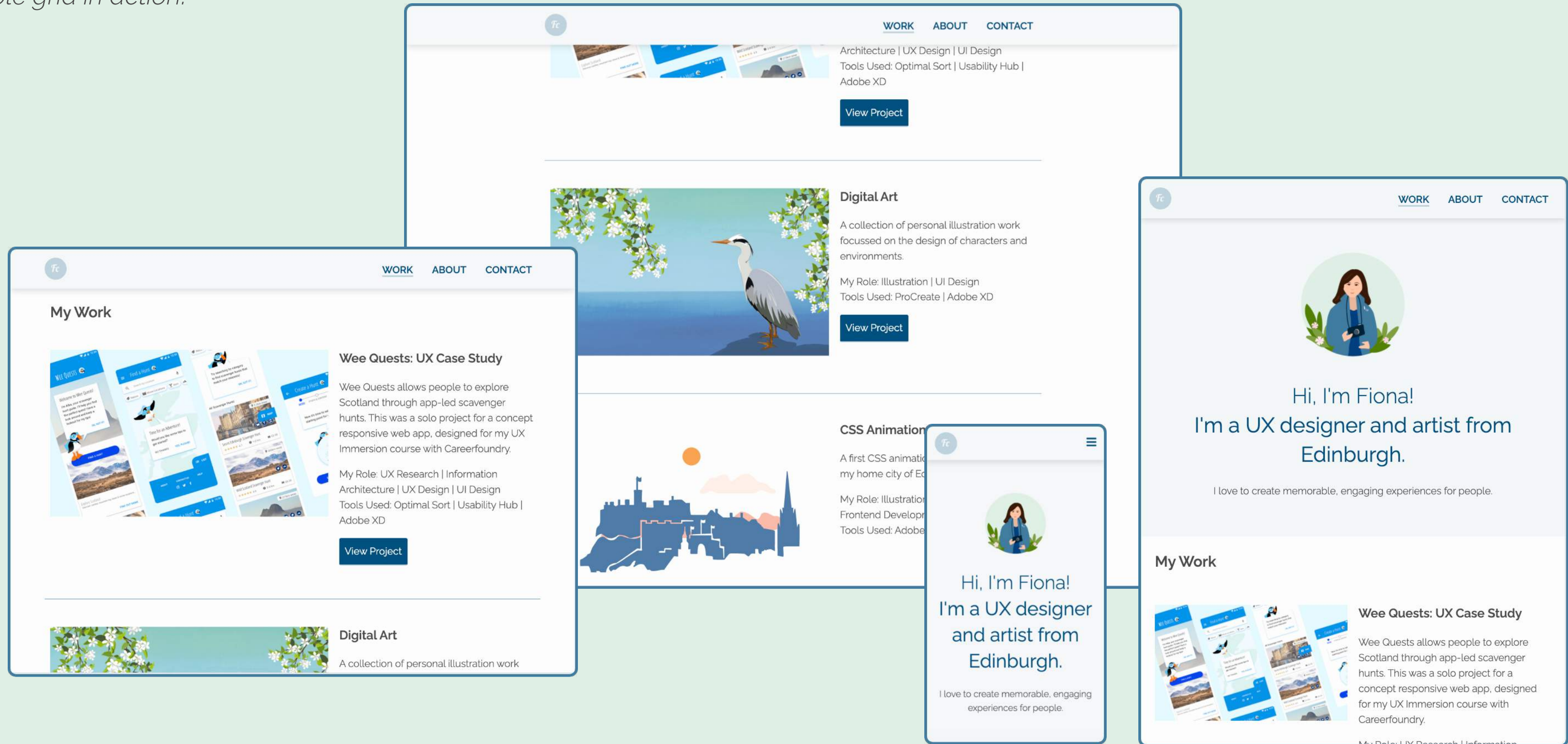




# Views of the Home Page

*A responsive design*

*The flexible grid in action!*



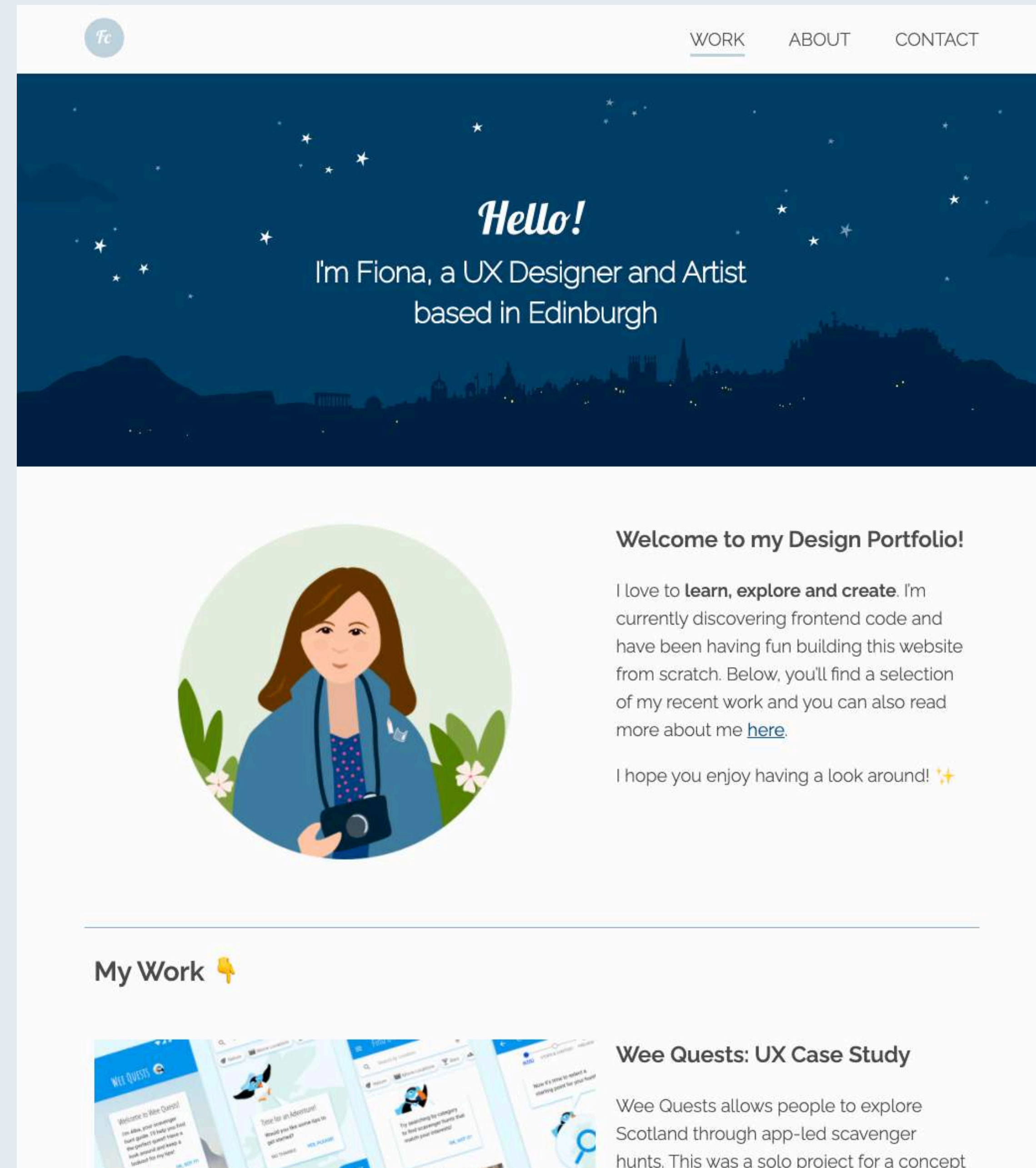


## Next Steps

This project took me through a complete design process; I found it incredibly rewarding to build a site from scratch and see it come to life!

I hope my portfolio site will be a project that continues to grow. I would like to use it as a platform to learn and to evolve skills that I can integrate into the site itself, from coding to illustration to story-telling.

*Some recent updates to refine the visual styling and add engagement*





Thank You for Viewing!

[fionacowie.github.io](https://fionacowie.github.io)