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Senior Project Synopsis

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The decision of what to do for my senior project initially left me struggling to choose. As an NMP major I have received such a wide variety of skills through my education, giving me many options to pick from. I have truly found myself in the digital world; it is the realm in which I am looking to pursue a career. I have found that I possess reputable skills in user interface and user experience design and I seek to couple these skills with my interest social marketing. Due to my situation with school I have had to utilize this summer to finish up my education and complete my project, a time where I also must search for employment.

I began the summer as many college graduates do: embarking on a voyage into the world. My best friend and I traversed the country and I took the opportunity to generate content for my website. I recorded much of my progress across the nation that I continue to implement into my site. I had initially intended to make this trip the focus of my project but after weeks of travel without the content I had really intended I decided that the best thing I could do was to focus the project on myself. A website portfolio is the most important thing for someone pursuing a job in my desired line of work.

I taught myself how to use Word Press and I began to build my site. I looked through various other websites to find what I wanted to base mine off of. I decided on creating a site similar to that of my brother Tim's, (he is a very successful UI/UX designer specializing in mobile application design) www.FunTouch.com. I designed my site to be based mostly off of a static front page that is highly visual with a large, in-your-face design. I believe that going bigger in size shows that you are bold and proud of your work. The front page offers continuous scrolling with small sections describing myself and my attributes. I uploaded pictures from my cross-country road trip into a Revolution Slider at the top of the page to immediately engage the viewer. I doctored the photos in Photoshop to add more color and life to them; I think of it as seeing things through my eyes. I chose the URL ithe.ninja because of its uniqueness and thought that I could have some fun with it. I have a small written section explaining that I chose this to relate a graphic designer to a ninja because of their "behind the scenes/behind the screens" role.

As you scroll down you find information about who I am as a person and as an employee until you reach my Portfolios section. This section is linked to a separate portfolios page where I have uploaded work that I have done at UT, over this summer for the project, and professionally on my own. I have also created a photography page to display the photography work that I continue to expand. After taking Corey's digital imaging class I found a passion for photography. Coincidentally I came home to discover my brother had bought a Canon Mark III for work. I have had full access to an amazing piece of equipment that has filled my

website with content and led me to creating a side business as a photographer. I plan to use this page to display my best shots and my blog to show day-to-day photographic adventures and projects.

Lastly I have begun to implement Aurasma into my website by adding elements of interaction. My sample text at the bottom of the page describes how you can scan images with the Aurasma logo to see them come to life. This I have added just as a bonus feature to my website to show how I am always searching for new exciting things.

Although it was difficult discovering what I wanted to focus on I am happy with the result. It is a bit scary that I am finally ready for the "real world" but having this website is a constant reminder of who I am and where I have come from. As I make my way out into the world I now have the element I need to help me find a job. I hope that my potential employers will see who I am through the work I have done and the work I continue to do. I will always be striving to find amazing new ways to recreate and expand my website with hopes to strengthen my chances at finding my dream job.