



## PORTFOLIO PLAN

### **What am I trying to accomplish?**

I would like to have a well rounded portfolio that is going to help me land my dream job.

### **What are the different ways that portfolios are used?**

#### **Hire Me Portfolio**

focuses on getting you a job. If you are actively searching for a job then the current goal of your portfolio is to get hired. In this type of portfolio you can target the work you show to the type of company you want to work for.

#### **Sales Generation Portfolio**

focuses on keeping a flow of work always coming in the door. The goal here is to generate leads. And move potential customers through your sales channel.

#### **Reputation Building Portfolio**

focuses on building your name in the industry and online. This may take the form of an artist's showcase. Or tie your work together with a blog on your portfolio site.

#### **Networking Portfolio**

focuses on building relationships. There are many networks that have excellent portfolio building tools. They have some advantages to placing your portfolio on their website. Chiefly among them is to leverage the site space for networking.

#### **Personal Statement.**

As a graphic/web freelance designer my current break down of my position is:

25% – Project management

30% – Graphic design

15% – Typography

30% – HTML & CSS

I have learned that I am able to solve design problems when I have all the pieces gathered first. I prefer to work this way so I don't waste time or lose money for myself or my employer. I am looking forward to continuing my growth in web design. The more I play in HTML and CSS the more comfortable I become. When I land my dream job I will work for a company that has a healthy work environment where I can utilize my print and web design skills.

#### **Portfolio Strategy**

My Portfolio Strategy is show my best work in the areas of print, retarget marketing, social media banners, web design and animation.



## PORTFOLIO PLAN

### Portfolio Content Plan

Content Plan	
Watch Ad Design - With sketches	Gallery - Modal
Vegas Ad Design	Gallery - Modal
Lens Crafters Ad Design	Gallery - Modal
Vegas Hotel Ad Design	Gallery - Modal
Lido Beach Brochure	Gallery - Modal
Palekaiko Identity Package	Gallery - Modal
Equestrian Quarters Stationary Package	Gallery - Modal
Bliss Bates Identity	Gallery - Modal
Self Infographic	Gallery - Modal
Frank Lloyd Wright Billboard	Gallery - Modal
Memphis Poster	Gallery - Modal
Re Energize your career Poster	Gallery - Modal
Book Design 1	Gallery - Modal
Book Design 1	Gallery - Modal
Typography Plaque - Avant Garde	Gallery - Modal
Logo Design	Gallery - Modal
Generator Package Design	Gallery - Modal
Mcdonalds Package Design	Gallery - Modal
Rustic Springs Package Design	Gallery - Modal
Tradeshow Booth Design	Gallery - Modal
Retarget Marketing	Gallery - Modal
Social Media Banners	Gallery - Modal
Scroll Page Website	Gallery - Modal
Muse Portfolio Website	Gallery - Modal
Topic Page - User Persona	Gallery - Modal
Topic Page - The Principles of Design for web	Gallery - Modal
Flash Animation Interactive Story Book	Gallery - Modal
Flash Animation - Bouncing Paramount Logo	Gallery - Modal



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### **Portfolio Build Options**

Portfoliobox is free to MCC students.  
<https://www.portfoliobox.net>

I am also interested to continue learning webflow.

### **The Themes that I would be interested in using are:**


<http://justfreethemes.com/demo?theme=Excellent>  
<http://justfreethemes.com/demo?theme=xPerson%20Lite>





# INFOGRAPHIC

# Who AM I



*“ Life is not about waiting for the storm to pass, it's about learning to Dance in the Rain ”*

## JENNIFER PRECIADO DESIGNER

<b>25%</b> PROJECT MANAGEMENT	<b>15%</b> TYPOGRAPHY	<b>30%</b> GRAPHIC DESIGN	<b>30%</b> HTML & CCS
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### SKILLS

- 01 Project Management
- 02 Typography
- 03 Design Software
- 04 Creativity
- 05 Print Design
- 06 Web Design Basic HTML & CSS

### CHARACTER TRAITS

- PASSIONATE
- STRONG WORK ETHIC
- DEPENDABLE
- TEAM ORIENTED
- PROBLEM SOLVER
- AMBITIOUS