Allison Kite

design persona

overview

I believe that experiencing creative design, as well as writing and reading other's thoughts, opens you up to vulnerability, which is important to experiencing your most authentic self.

My website will showcase the ways I express myself through creatively writing and designing, which will highlight my ability to inspire others to do the same, and to step into their vulnerabilities as well.

job outlook

job field intentionality

I am marketing myself to brands and businesses in the general communications field. I believe that to be successful in this field you must take risks not only to stand out, but to portray your authentic self. By being vulnerable to others, this in turn inspires others to do the same and unlock their creative capacity as well.

field diversity statistics

women- *61%*

men- *49%*

white- *87%*

asian- *2.6%*

black- *8.3%*

latinx- *5.7%*

brand traits

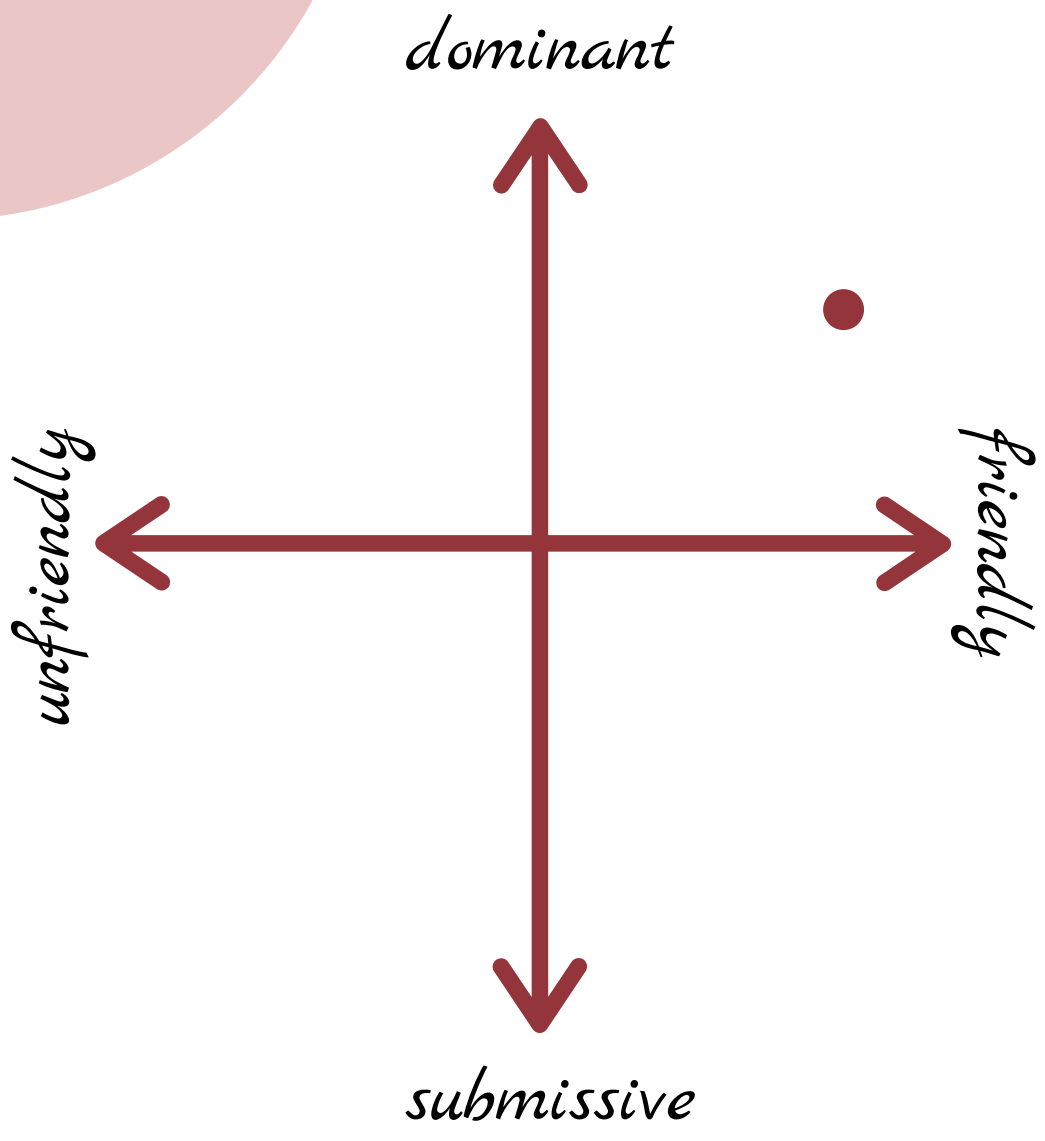**friendly** but not forceful

exciting but not flamboyant

cheerful but not unprofessional

confident but not boastful

bold but not tacky

bubbly but not overenthusiastic

personality

dominant

unfriendly ← → *friendly*

submissive

The personality behind my website will be friendly and warm, but also with a dominant tone. This is where I will be taking a risk, because as a person I am typically more submissive. However, to standout and really be vulnerable, I want the personality of my site to be more dominant. The biggest way I will assert this tone is through the red statement color I've chosen, which is bold and eye-catching.

my voice

My voice will be inviting, with hopes to create a "warm" environment. My goal is for the tone to be kind and personable, but emit confidence in areas like my portfolio. I want viewers to get the sense that I know what I am talking about, and that I am proud of the work I've completed. Therefore, I will use dominant language, rather than passive language.

In app greeting

"Welcome to my page! I'm so glad you're here."
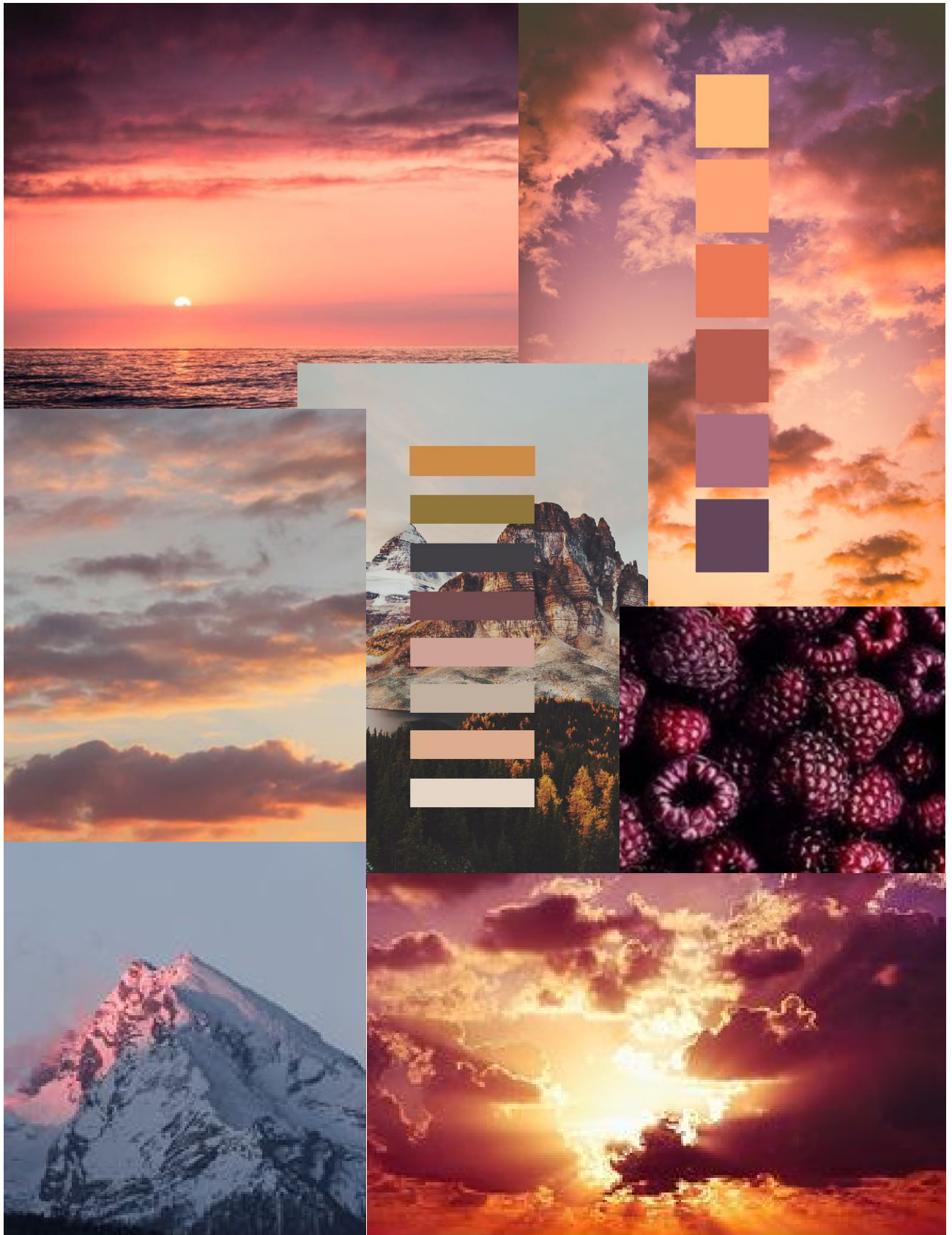
Success Feedback

"Amazing! Let's keep going."

General Message

"Congratulations, you're up to date! But be sure to check back, I'll have more for you soon."
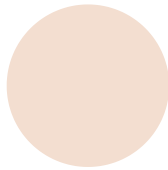
Critical Failure

"Don't worry, the issue's on our end....
but we're fixing it right away!"

mood board
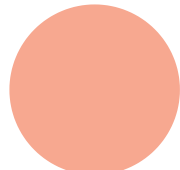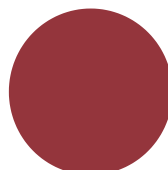
visual lexicon

color scheme

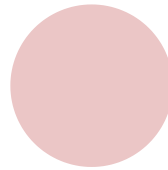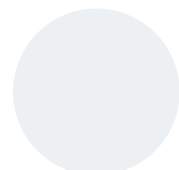| #f3ded0	#f7a890	#94353c	#ebc6c6	#edf0f2

I chose my color scheme based on my mood board; I think it's vibrant and eye-catching, creating the friendly yet bold tone I am looking for. To prevent it from being too bold, I chose the red as a statement color, and made the rest more muted, but still friendly tones. I will use the red to draw the eye, and the others to create an aesthetic, friendly vibe.

fonts

Satisfy
my name/h1-abcdefghijklmnopqrstuvwxyz1234

Poiret One
h2-abcdefghijklmnopqrstuvwxyz1234

Marck Script
h3-abcdefghijklmnopqrstuvwxyz1234

open sans light
body font-abcdefghijklmnopqrstuvwxyz1234

General Design Notes

I will work with a bolder, vibrant, and exciting tone, but be sure to balance it with a more simplistic design, so as not to make anything too loud or take too much away from the content itself

engagement

Hyperlinks

One way I will encourage viewer engagement is by using a lot of hyperlinks, which will encourage interaction rather than just reading words off a page. A more interactive experience will lead to a more memorable experience.

Contact Page

Another way I will encourage viewer engagement is by providing a contact page, which will encourage viewers to get in contact with me and get to know me more. This will result in a more personable experience.

Asking questions

As the "why" behind my website is about showing vulnerability, I will encourage others to do the same. I will work to incorporate thought-evoking questions throughout my website that make people think. I will craft and incorporate these questions as I develop the site, and fit them in where they naturally flow.