

CAITLIN

THIEL

design
persona



Spring 2021

caitlinthiel.com

OVERVIEW

I believe that all people convey their creativity in different ways and being creative allows people to express who they truly are.

My website is going to reflect the ways in which I use my creativity to express myself. Through my portfolio, I am going to highlight my photography, writing, and communications projects. I hope that my own work inspires others to creatively express themselves.



FIELD DIVERSITY STATISTICS



photography

50.2% are women

45.6% are men

15.2% are Latinx

6.4% Black

69.7% are white

5.8% are Asian

JOB SELECTION

INTENTIONALITY

I am not one hundred percent sure what field I want to go into yet, but **I want photography** to be a part of my future field. I hope to work for a company that values creativity as much as I do. I want everyone there to be able to express their full creative potential.

The company that I work for **must be diverse.** ■
Diversity in the workplace is very important to me. I value hearing the opinions and experiences of others from different backgrounds. Working for a company that is diverse allows all employees to feel valued.





BRAND TRAITS

confident but not conceited

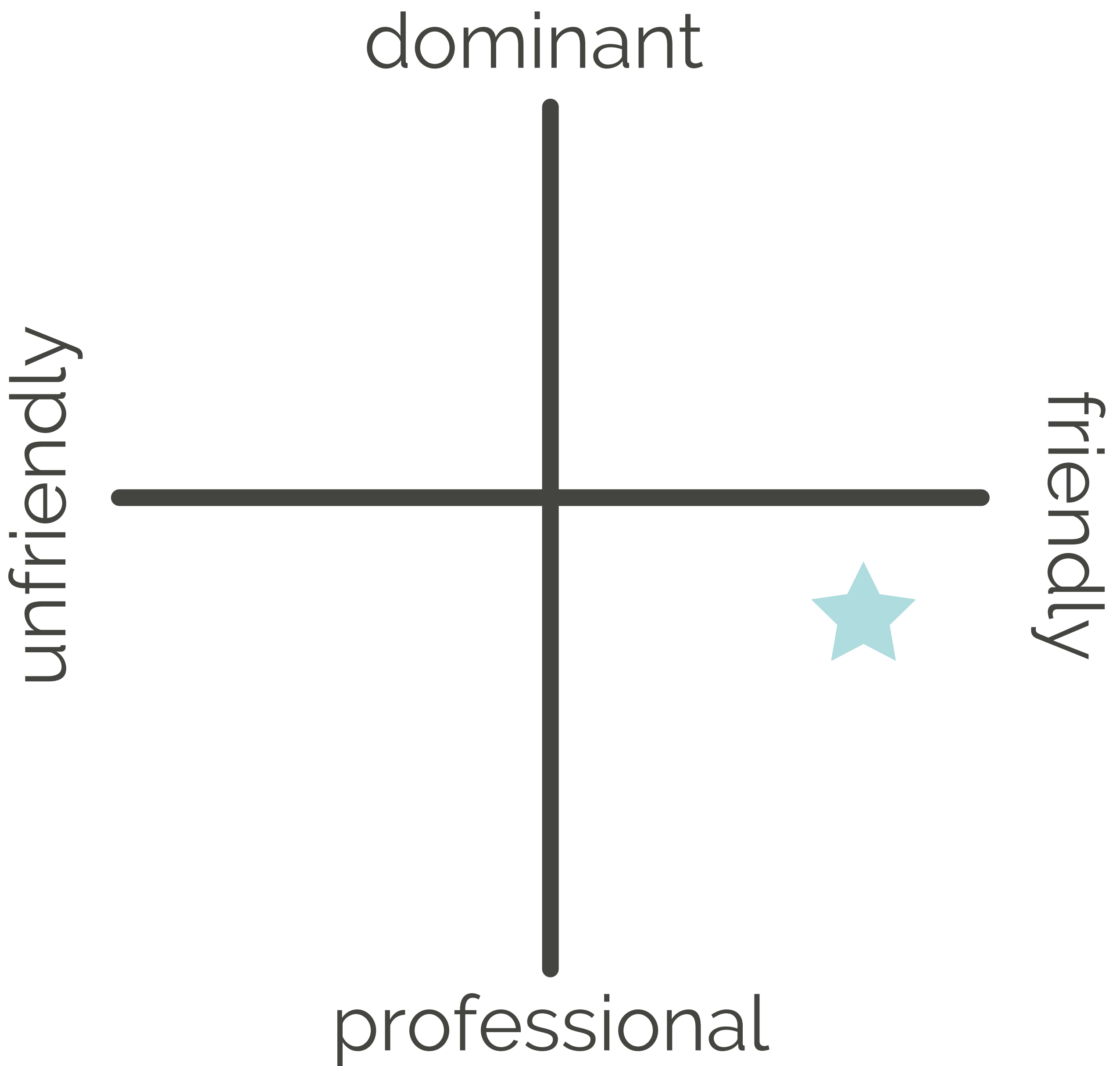
friendly but not superficial

professional but not boring

exciting but not overwhelming

passionate but not intense

PERSONALITY MAP



I want my website to be friendly, but professional. I want my users to feel comfortable, and I want them to see my work in a professional manner.



in-app greeting:

hello! i'm glad you're here!

success feedback:

awesome! your message was sent!

error feedback:

oops! something went wrong!

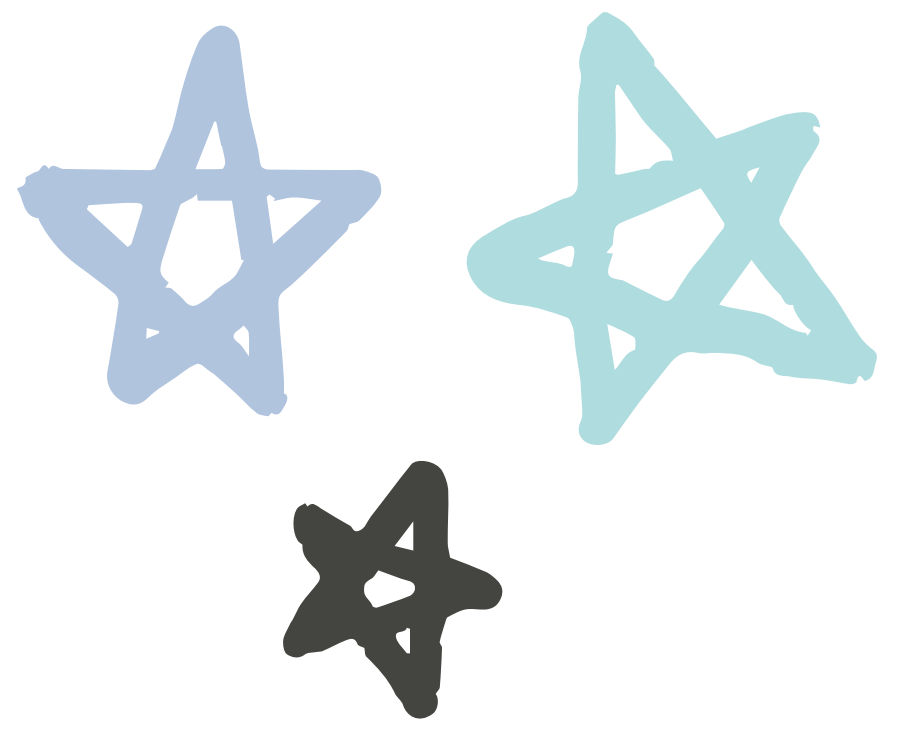
marketing copy:

be sure to follow my social media to stay up to date with my latest projects!

my voice:

My voice will be welcoming and accepting. I want everyone to feel like they are welcome on my website. I am going to use a casual, and friendly tone throughout most of my website. However, in my portfolio I want to use a more serious tone.

VISUAL LEXICON



HEADING FONT: ANTON

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890**

Heading Font: raleway

abcdefghijklmnopqestuvwxyz
1234567890

Body font: open sans condensed

abcdefghijklmnopqrstuvwxy
1234567890

#444440

#E3E6E0

#FFFFFF

#AFDCDE

#B0C4DE

STYLE NOTES



color

I love cool and neutral colors. I chose these colors because they represent my brand well. They are exciting, but professional colors. I am going to use dark gray for my body text and light gray as a background color for my website. I want to use pale blue and bright blue as the header colors.

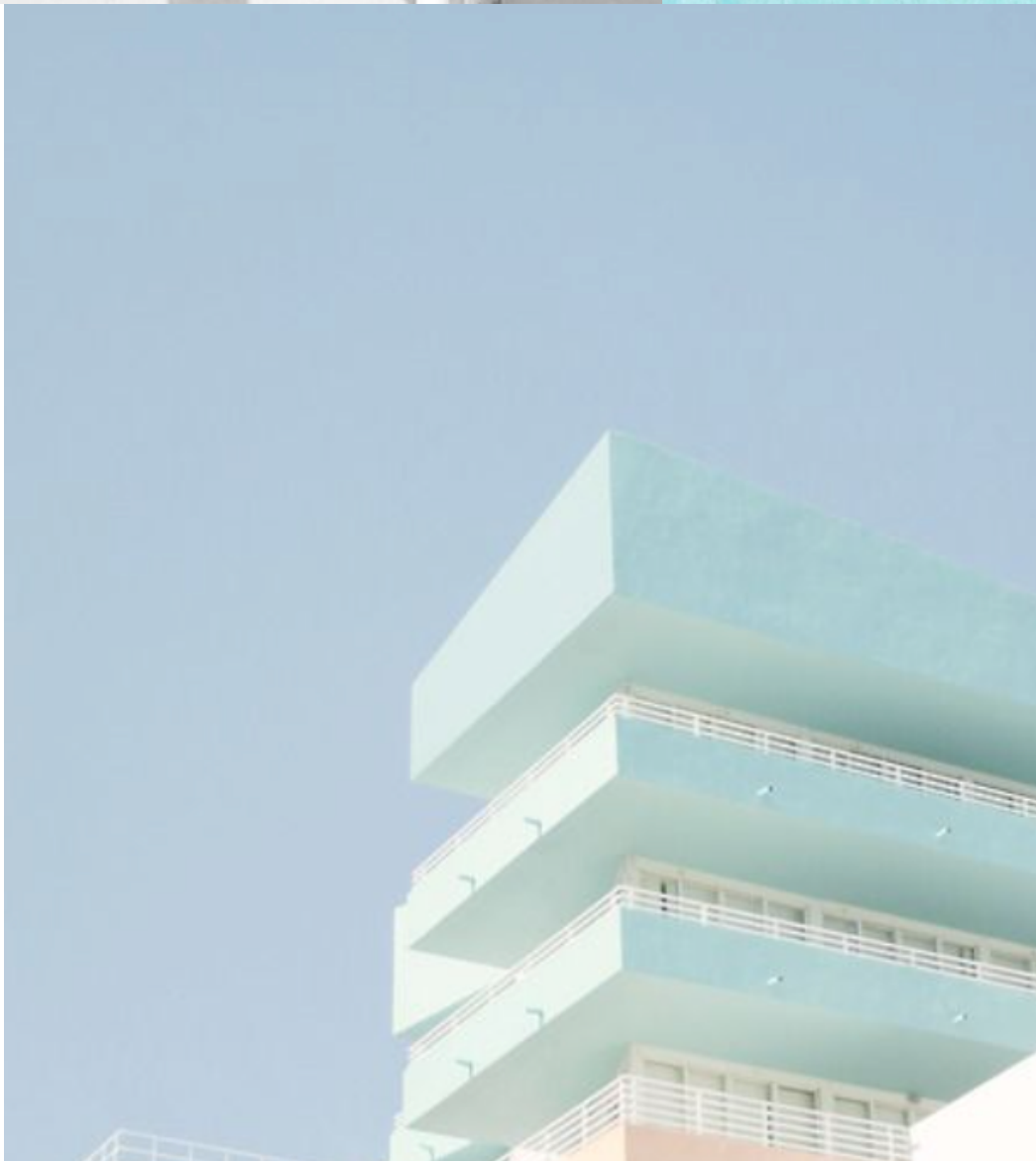
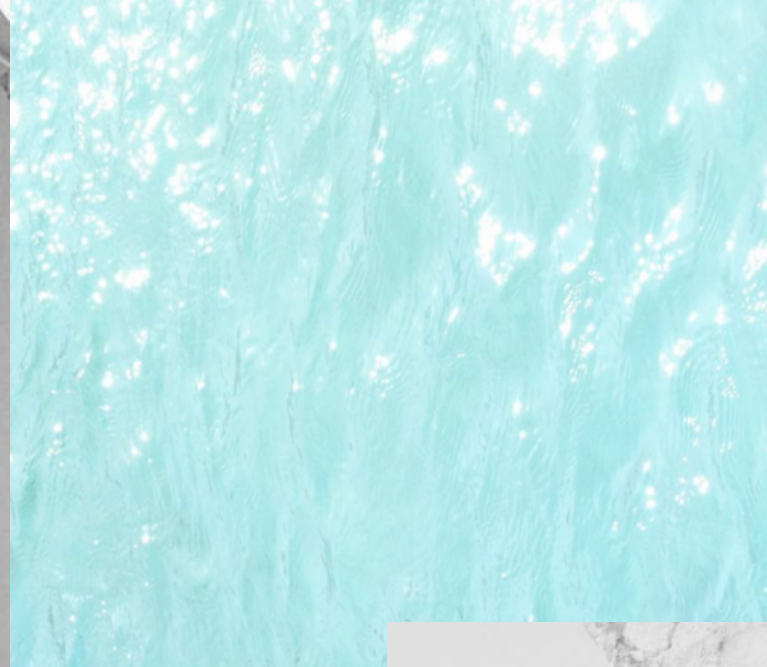
typography

I love sans-serif fonts. I chose Anton as one of my heading fonts because it is bold and sleek. I want to use this font for my name and the tabs for my page. I chose Raleway as my secondary header font because it is minimalistic and modern. Finally, I chose Open Sans Condensed as my body font because it is easy to read for users.

mood board

I designed my mood board based on my colors and the brand of my website.

MOOD BOARD





ENGAGEMENT METHODS

hyperlinks

One way I am going to engage users is through the use of hyperlinks. Hyperlinks allow users to visit another page, and learn more information about something. It also creates an interactive experience for the user.

contact page & comments

Another way I am going to engage users is to include a contact page. Users can reach out to me at any time and it feels like there isn't a robot behind the website. I want to include a comment section on my posts so that users can interact with them.