

Megan Connelly

MEGANCONNELLY.COM

Design Persona Spring 2021

Overview

I believe that creativity is what allows individuals to be innovative, expressive, and vulnerable.

Authenticity is the trait that allows each person to share who they truly are, and my website will be my way of showing my authentic self.



My website will depict my stories, thoughts, and designs in a secure environment that is relatable, embodies understanding, and inspires others to do the same in their own way.

Field Diversity Statistics

Public Relations Field

Women- 70%

Men- 30%

Asian- 2.6%

Black- 8.3%

Latinx- 6%

White- 88%

Job Selection Intentionality

I am marketing myself to brands and companies in the public relations field. I believe that in the workforce, and in daily life, treating others the way you want to be treated should be at the core of everything you do. To be successful, I believe you must stand out while also remaining yourself. It is important to take risks, keep an open mind, obtain transparency, and be vulnerable. Upholding these traits can transform us in various settings/stages of life, and encourage others to do the same.

Brand Traits

ENTHUSIASTIC *but not flamboyant*

BRIGHT *but not distracting*

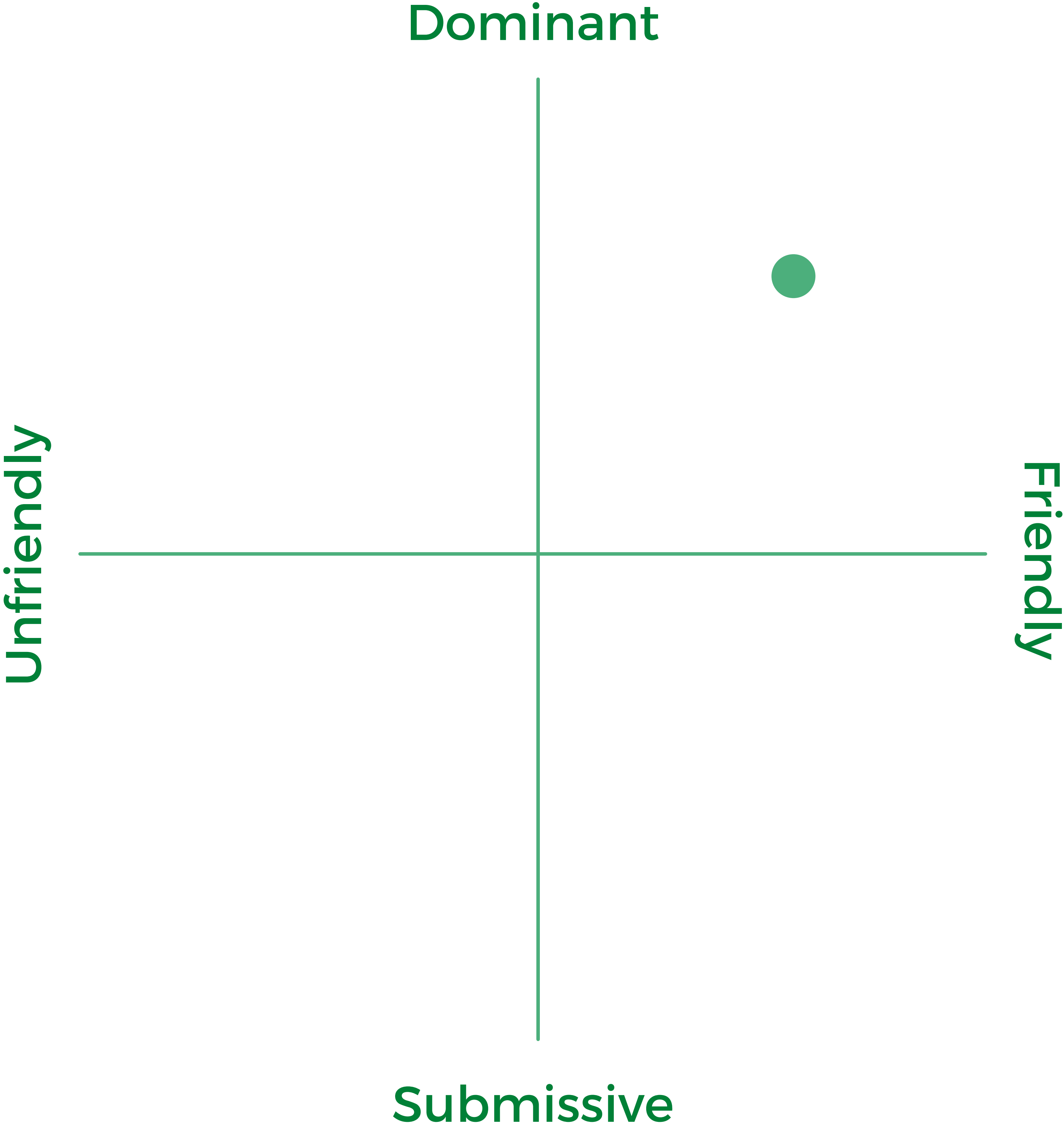
VULNERABLE *but not weak-minded*

INTRICATE *but not complicated*

LIVELY *but not hectic*

THOUGHTFUL *but not contemplative*

Personality Map



Voice

My voice will be welcoming, with a space of acceptance and new creative ideas. As viewers explore my site, I want my brand to speak to them with sincerity. My hope is that viewers see my work as a reflection of myself that I am proud to share, with both serious and light-hearted tones to fit the various works I have completed.

In App Greeting

Hello! Welcome to my page! I am so glad you are here :)

Success Feedback

Success! Let's keep going.

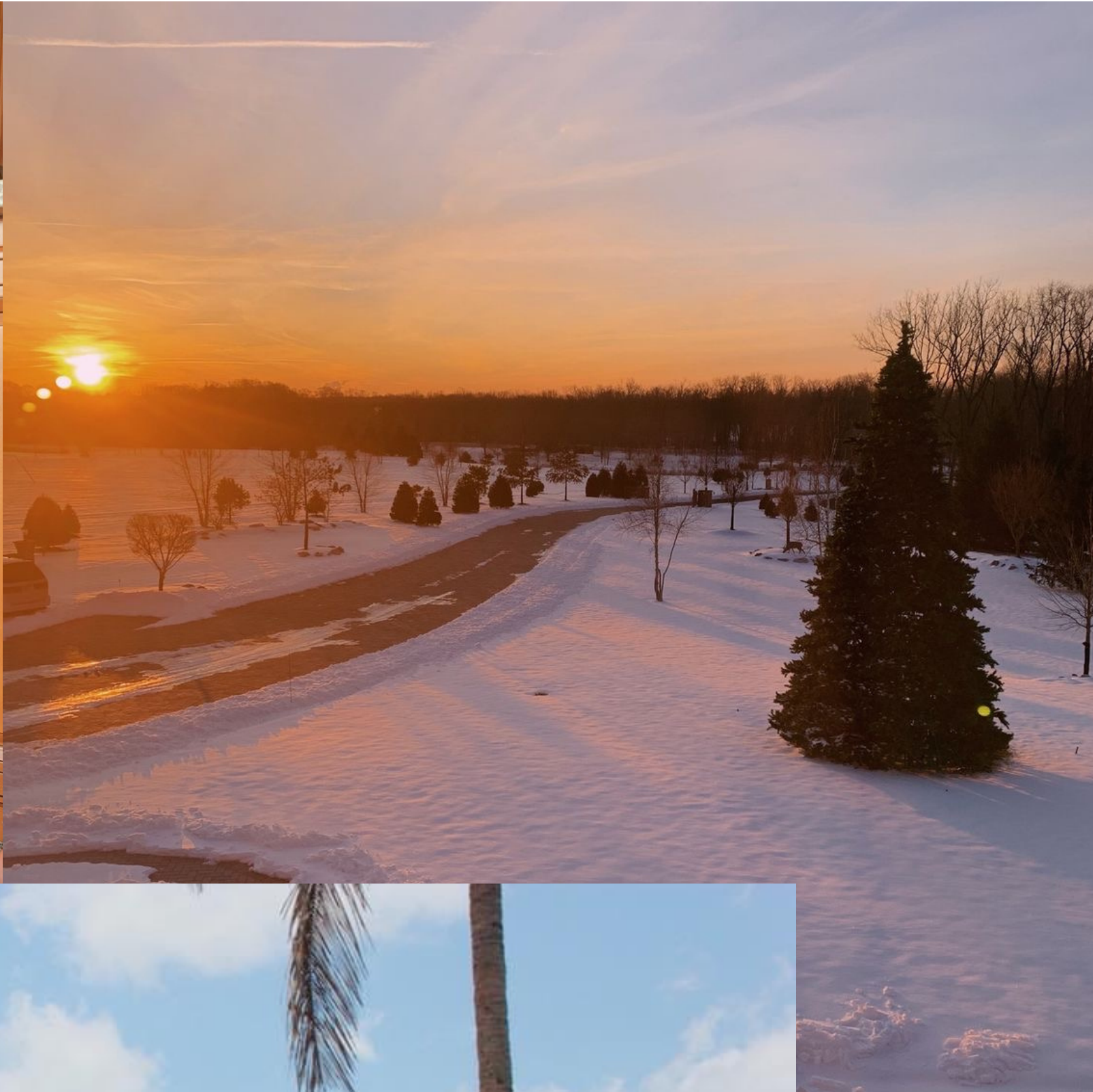
Critical Error

Uh oh! It seems our server is down. We are fixing this right away!

General Message

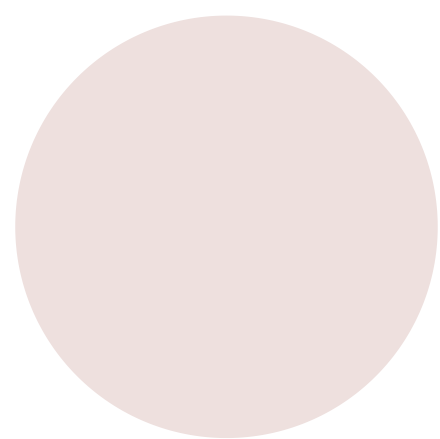
Thanks for staying up to date, more work is on its way... come back soon!

Mood Board

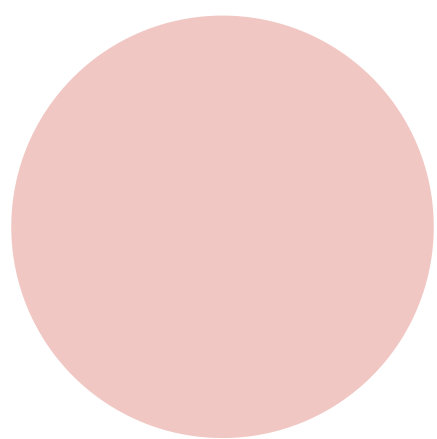


Visual Lexicon

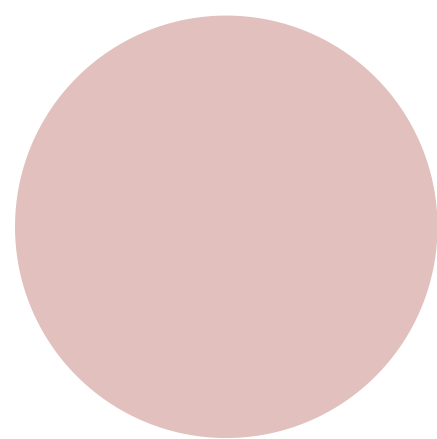
Color



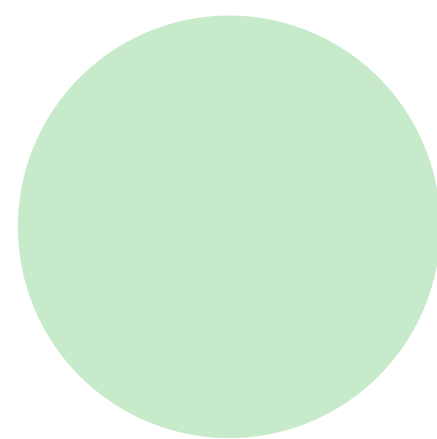
#EEE0DE



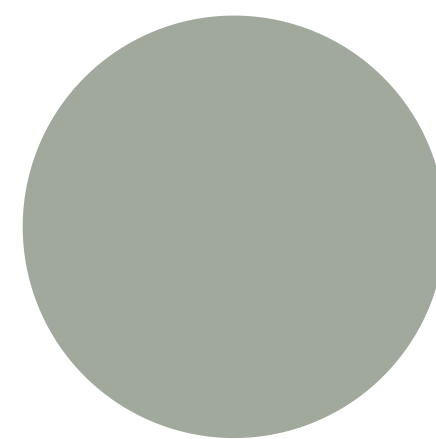
#F1C7C3



#E2C0BD



#C7EACA



#A1A99D

My color scheme is based off of cool, warm tones with a light green to balance it out as a compliment. The green will catch a viewer's eye, while the other warm tones will follow an aesthetically pleasing feed.

Amaranth

my name/h1-abcedfg1234

Typography

Raleway

h2-abcdefg1234

Open Sans Light

body font- abcdefg

General

I will work with exciting fonts that will grab the reader's attention, with an easy to read body font so that the attention is still on the work with the fonts and colors adding to it.

Engagement Methods

Asking Questions

Reflection is something I am passionate about in everything I do. It is important to know the "why?" behind our thoughts, words, and actions. My website will encourage the same vulnerability and consideration when viewing my website and reading my posts.

Open Communication

Having a place on my website where I can be contacted is something I want emphasized in terms of open communication. I will attach my other forms of social media for my audience if they so wish to stay up to date with what I am doing or where my life takes me.

Hyperlinks

Hyperlinks on my website will allow my audience a closer look at work I have on my portfolio page and for them to see what I am interested in as well.