

## Memo

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To: Professor McBee Orzulak  
From: Jake Hyland  
Date: November 26, 2019  
Subject: E-Portfolio Mini-Proposal

The Electronic Portfolio is an opportunity for me to better market my skills and apply my interests in the professional world. This assignment presents a significant motivation to hone my current portfolio and best represent myself moving forward.

### **Overall Purpose**

With my current portfolio website in mind, I propose to better cater towards my primary audiences, prospective employers and other sound and game designers, using a more attention-demanding approach. Presenting my work as both a writer and a sound designer is key in catching the eyes and ears of my audience, as the purpose of any good creative worker's portfolio will be. Polishing the readability of the existing website in addition to providing a link to examples of my writing is the goal of this assignment for me.

### **Explanation of Process**

I plan to update my current portfolio website by adding more of my writing content to it, and integrate a secondary portfolio entirely focused on my creative and professional writing samples. My current portfolio website is built using Adobe Portfolio and possesses a custom domain purchased through namecheap.com, and I'm considering using another external website (I currently have links to itch.io, Bandcamp, and Twitter) to showcase my writing. I am already in the process of checking out Wordpress as a reliable space to display works of fiction that I've written in the past few years, and would like to incorporate a section on non-fiction and professional writing for the purpose of this assignment.

### **Description of Readers**

I believe that the majority of my potential readers will be fellow designers and developers, as well as clientele that check out my prospective work within their projects, companies, or teams. Collaboration work and relying on the skills and interests of others is important to the overall success and engagement that people in my field experience, so making sure that they are one of my core audiences for this assignment makes the most logistical sense. I believe my biggest challenge will be in catering to both individuals that want to make use of my talents as customers and colleagues, as the divide between the two can be significant in the language that I use. Readers that want to simply buy an album, request that I write music, or play a game that I helped to create will not want to necessarily dive into the minutiae of how I made each asset, but that would be a point of intense interest for others in my field.