

E-portfolio URL: <https://paiakshay820.wixsite.com/portfolio>

Description of your audience

Given my interest in the business field, specifically consulting services, my target audience for this e-portfolio is any recruiter or hiring manager. A potential secondary audience could include anyone else in my professional network, including Smeal faculty, upperclassmen mentors in organizations, and event family and friends in similar fields.

On the “About Me” page, I outwardly state my interest in consulting and provide the viewer with a quick overview of my interests. I formatted this page very similar to a “Tell Me About Yourself” or elevator pitch question, as this is commonly asked by recruiters. I provide a little bit of insight into my involvements and hobbies, but not so much as to steer them away from checking out the rest of the page.

Description of rhetorical choices

As mentioned above, my target audience was recruiters in consulting services. Having already had the opportunity to participate in case competitions and consulting organizations, I quickly learned the importance of having a clean and organized slide deck. This is something I wanted to mimic in my e-portfolio. I picked a safe red and white color scheme that does not jump out and is not plain either. In fact, the template itself is from the consulting section of Wix.

The first picture on the “About Me” page is a professional headshot, as I want the viewer to see me in a professional setting. Furthermore, I placed my LinkedIn on the top of the page next to the section headers. Many of the websites I saw had it at the bottom and they were hard to spot sometimes, so I wanted to mitigate this risk by placing it at the top of the site. All other images that are found are high-quality images that give a brief overview of what it is representing. I did not want too many images on my site, as I wanted the focus to be my work and the story it tells.

Justification of Organization

Given the number of RCL works and multimedia pieces that were required to be present in this portfolio, I decided to take a step back and organize all of my work into categories. That way, the number of headings would be minimized and the site could keep its clean and minimalistic look.

My first header, “My College Journey”, contains both my common application college essay and my favorite civic issue blog post. Going further, there is a section about D.E.I where I highlight my issue brief and advocacy project. Finally, I have a section for Penn State Involvements. Although they all talk about different things, they are under the umbrella of my time at Penn State so far. This is similar to the heading titled “Passions” as well. I realized that a lot of my work in the first semester revolved around the topic of sports, so I grouped all of these projects together. This includes my TED Talk, my This I Believe podcast, and both rhetorical analysis

and paradigm shift papers. Since my second passion behind sports is Marvel Movies, this was a perfect section to showcase some of my favorite passion blogs as well. I did not want to throw all of this into one section, as the message behind each would get lost. Overall, the theme I wanted to convey with my passions was that they go deeper than just regular interests. Both sports and these movies have taught me valuable lessons that I believe translate into core experiences.

Description of Curation

In order to meet the requirements, I ended up using all of the papers that I wrote in the e-portfolio. To edit these papers, I went back and changed all grammatical errors. In addition, I noticed that some of the front pages were not spaced out properly and I made that visual adjustment as well. Finally, for the most recent Issue Brief, I made sure to make my writing more concise and changed sentence structure and the way I formatted certain phrases. This was especially important as my target audience prides themselves on professionalism. For the pieces that were not papers, I chose the TED Talk because it fell perfectly under the category of sports, and the TIB podcast because of that same reason along with the importance that story has in my life.

Next, choosing both the civic issue and passion blogs was easy. For the civic issue, the topic of affirmative action was not only my first choice but something I am passionate about. For the passion blogs, I chose two blogs from the fall semester and one from the spring. The Shang-Chi blog was chosen because it highlights a rise in appreciation for Asian culture. The Black Panther blog was chosen because Chadwick Boseman's influence and story must be remembered forever. Lastly, the Iron Man blog was chosen because of a specific story I mentioned. In 2015, Robert Downey Jr. gifted a prosthetic arm to a young boy, with the arm looking exactly like a piece of Tony Stark's suit. As someone who uses a prosthetic device to play music, this story especially resonated with me, and I hope resonates with those who read it.

Finally, I included my resume as one of the final headings on my website. The last time I edited my resume was in January, so this was something I had to edit and revise as well. I updated all of my involvements and restructured some of the bullets to contain more tangible and numeric information.

Goals and Reflection

Overall, my goal when making this portfolio was to highlight my involvement to give a recruiter or manager a better understanding of who I am. I did not want to highlight only achievements, as these are only present on my resume. Rather, I wanted to show my struggles acclimating to a physical disability, my passion for sports, and my drive to get involved with business-related organizations while at Penn State. I hope that each person that takes a look at my portfolio leaves me with an understanding that I am a goal-oriented individual who has faced setbacks, but knows how to overcome them.