Reading Guide

By Artem Arzumanian

Table of Contents

1. Abstract

A concise overview of the portfolio.

This portfolio showcases my journey as a media design student, highlighting iterative growth, creative problem-solving, and the development of interactive solutions. It reflects the challenges I have faced and how they have shaped me into a professional with a user-centred design approach.

---

2. Introduction

2.1 About Me

My name is Artem Arzumanian, I am an 18 year old Armenian who's very ambitious in challenging myself in different fields including Media design. I strive to learn new skills and try things I have never done before.

2.2 Goals

- **Academic Goals**: Achieve proficiency in coding, design and marketing skills.
- **Career Goals**: Establish myself in the field of media design and ICT.
- **Personal Goals**: Develop ICT skills, but also acquire experience in teamwork, and professional communication.
- **Hobby Goals**: Raising inner confidence through practicing new things and endless loop of trying and failing.

2.3 What I Want to Achieve

Through this portfolio, I aim to demonstrate my ability to conceptualize, develop, and reflect on interactive media products that meet user needs and solve real-world problems.

2.4 Relevant Background

Biggest advantages I possess:

Learning languages fast and adapting to a new environment.

Strong leadership impact on the team around me since I have been a dance teacher for a few years and needed to convince children and adults that despite my young age I am the best teacher for the kids.

Sharp and fast mind, I have been reading lots of books my whole life, building with Lego, solving puzzles and practicing many martial arts, so my mind is well trained and is fast to come up with solutions and things to say and do at the right moment.

---

3. Client Project

3.1 Introduction

My team got introduced to a task from a client "Partout" to come up with creative solutions for improving driving passing rates. The challenge was to come up with digital proof of concepts that can help teens get their drivers license faster and in the first try.

3.2 Process Overview

- **Project Lifecycle**: To view the process and more specifically the work I have done or been a part of view the following Partout project documentation
- **Tools & Techniques**: The app was developed using Figma and its prototyping settings. Team collaboration was achieved with Teams software.

3.3 Reflection on Process

- **Lessons Learned**: The most important lesson I got from doing the Partout project was collaborating and contacting the client more. At the final presentations the client was surprised to see the colors we have chosen for the app. Despite us contacting the client once, midway the project, we didn't talk to them enough which resulted this dumb error.
- **Start, Stop, Continue Framework for me and my team**:
  - o **Start**: Involving the stakeholder regularly in a project.
  - o **Stop**: Being too lazy to ask for feedback on different parts of the team 's work.
  - o **Continue**: Taking on the tasks you don't yet know how to do, so you learn more from doing something you aren't yet good at.

---

4. Final Client Products

4.1 Evaluation

- The final design was very clean and professional. The site flow was easy to follow and the structure was intuitive to the user.
- To improve the final product, we should work more on the AR experience and look into the business model that the app would hold.

4.2 Advice

- To see the advisory report I created for the client, check out the [Advisory report](#)

---

6. Reflection on the Semester and Future Direction

6.1 Semester Reflection

This semester I have improved both technical and professional abilities of mine. I grow more confident in writing logical code and have no struggle working on real projects with its stakeholders.

6.2 Future Direction

The specialization I am going to work on, in the near future is Smart Mobile. With this topic I will learn to create mobile applications fitted to the clients needs. Currently I am thinking of applying for a UX/UI design internship in the Netherlands to kick-off my ICT related employment.

---

7. Burden of Proof (Documents per LO)(For review 4)

Learning outcome	Self-assesment	Proof
LO1 - Conceptualize, design, and develop interactive media products	Advanced	[View the lo1 proof](#)
LO2 - Transferable production	Advanced	[View the lo2 proof](#)
LO3 - Creative iterations	Advanced	[View the lo3 proof](#)
LO4 - Professional standards	Advanced	[View the lo4 proof](#)

LO5 - Personal leadership	Advanced	View the lo5 proof

---

8. Conclusion

Thank you for taking the time to explore my portfolio and reading guide. As I improve and progress I hope to get to new heights.