May 24, 2022

**MEMORANDUM**

**TO:** Amanda Vasas, Instructor, PR 325 Sec. 730

**FROM:** Jacob Seiler

**RE:** PR 325 Online Portfolio Platform Proposal

There is a plethora of online portfolio platforms across the web, and it is important to select a site that best represents myself. For me, user-friendliness and pricing are the two main things that I considered when researching potential websites. I managed to narrow it down to three websites: Square Space, Adobe Portfolio, and Wix.

**Square Space**

Square Space is user-friendly, has good customer ratings and offers free sign-up. The templates, however, are extremely plain, and I would have to purchase add-ons to get premium options. Overall, it is a great website for beginners, but I am looking for something more advanced, and better for long-term use.

**Adobe Portfolio**

Adobe Portfolio offers free use, has positive reviews, and focuses on accessibility from desktop to mobile. Despite the positive reviews, I further realized that it was not that user-friendly for a novice like me, and the better templates require payment.

**Wix**

Wix is free to use and user-friendly. Upon starting my portfolio, I was asked a set of preliminary questions that got me started with templates designed for my project and needs. There are premium options available; however, the free options with Wix are excellent.

While I believe any of these websites would meet my needs, **I am choosing Wix for my online portfolio platform**. The template selection and user-friendliness far outweigh that of the other researched options. The usability of Wix will bode well when presenting my work to future employers and other public relations professionals.