



PERSONAL WEBSITES & PASTRIES

*Morsels of Reasons and Tips on
Designing Websites*

QTABS Professional Development | February 23, 2023





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Benefits

Advantages of a personal academic website

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Framework

A useful outline for structuring your website

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Live Demo

Applying what you've learned to Google Sites

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Usage

Maximizing your usage of a personal website



Benefits of a personal website...



Beyond a CV

More extensive and engaging
than a simple CV/resumé

Emphasis

Highlight your experiences & professionalism to get readers excited about you!

Expand

Share your current skill sets while learning new ones

Marketing

Build your reputation and presence for professional opportunities

Demonstrate

Show off some web literacy and science communication

Central Hub

One stop for users to access contact info, social media pages, etc.



Benefits of a personal website...



Disseminate

Share your work! Research and publications, achievements, goals, etc.

Networking

Broadens your audience beyond immediate circle for future colleagues and employers

Collaborate

Building collaborations with users looking into your research direction

Growth

It shows BIG PICTURE and *acknowledges both your assets and gaps*

It's fun!

Able to move beyond formatting guidelines and *have fun and be creative!*

Authenticity

You can share your unapologetic authentic self, it's YOUR personal website



Some examples!



Dominic

My (somewhat outdated) personal website



Robert Ulrich

Saturn is a gas giant and has several rings



Yesenia Garcia-Sifuentes

A great example of mixing creativity and authenticity



Dr. Raven Baxter

The Sun is the star at the center of the Solar System



..... **Framework: ORGANIZATION** >>>>

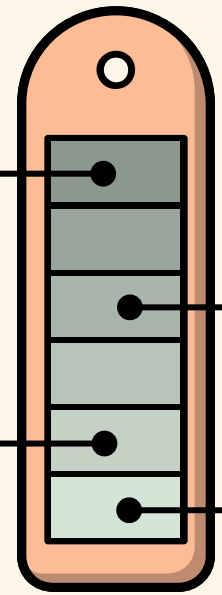
You are our guide to how you want your website to flow! Establishing a logical flow tends to work best.

Home Page

Biography

Research

Publications

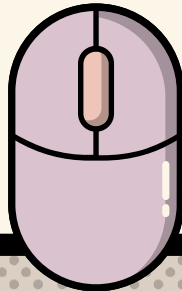


Framework: **CONTENT**

Home page

- Provide a *brief intro* to yourself
- Feature some recent/ongoing highlights

.....

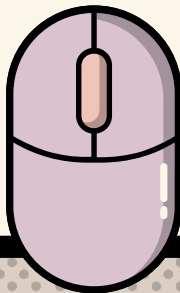


Framework: CONTENT

Biography

- Your space to curate your personal narrative about your past journey, current directions, and future expectations
- Authenticity!

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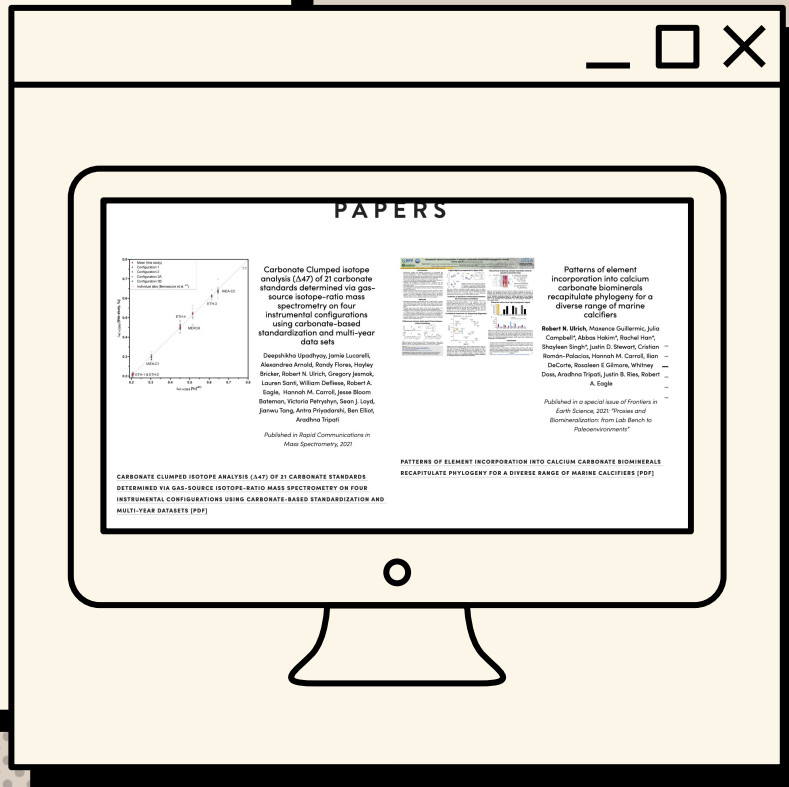
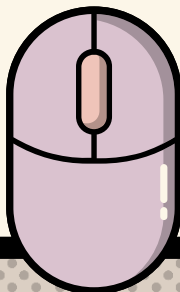


Framework: CONTENT

Research Interests

- Link to publications or posters
- Highlight past projects
- Can provide a brief blurb about your contribution!
- Talk about your skill set

.....

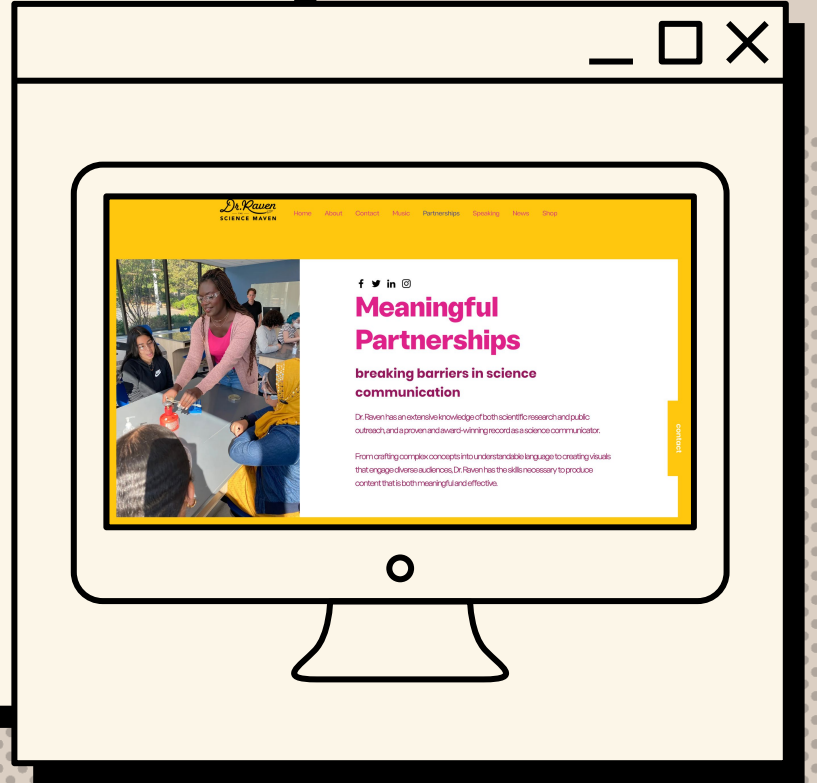
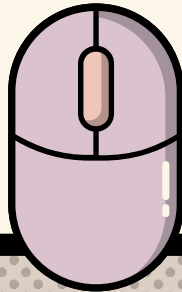


Framework: **CONTENT**

Other projects and interests

- If you have other ventures, you can highlight and link them!

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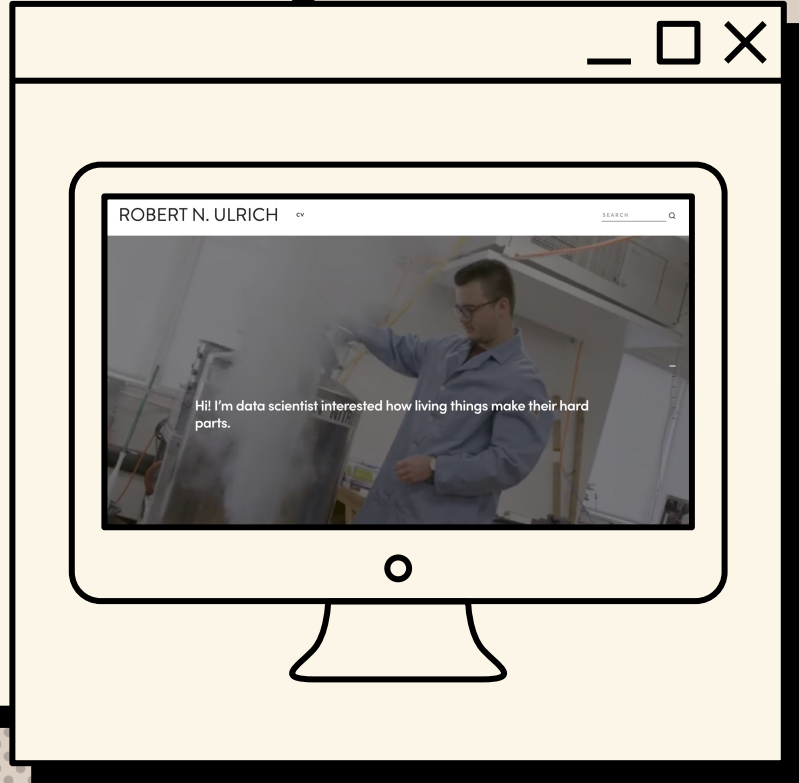
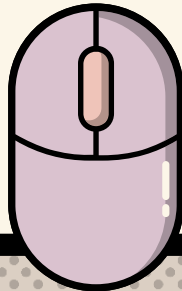


Framework: **CONTENT**

Photos and Videos

- Adds to visitor engagement with your website AND YOU
- High quality resolution
- Avoid overcrowding

.....

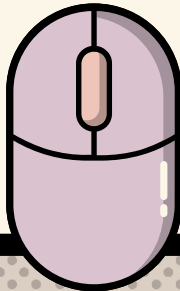


Framework: **CONTENT**

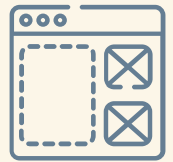
Contact Info:

- Don't forget to include how visitors can contact you (or follow your journey on social media!)

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Framework: Other Considerations



Aesthetics

This will be dependent on your chosen platform (i.e., Google Sites, WordPress, Wix, Squarespace, etc.)



Color Palette

Color can enhance the website experience and highlight key points, but it can also be distracting! Use sparingly and intentionally!



Domain Name

Some platforms provide you the domain name, others allow you to customize the name (for a financial price!)



Let's do a quick demonstration with Google Sites!

<https://sites.google.com/uci.edu/rbqtabspersonalwebsite>



Maximizing your website's use! >>>>



Link your site!

Include the link in your e-mail signatures, social media, etc.



Plug in talks!

Point audiences to your website in Acknowledgements!



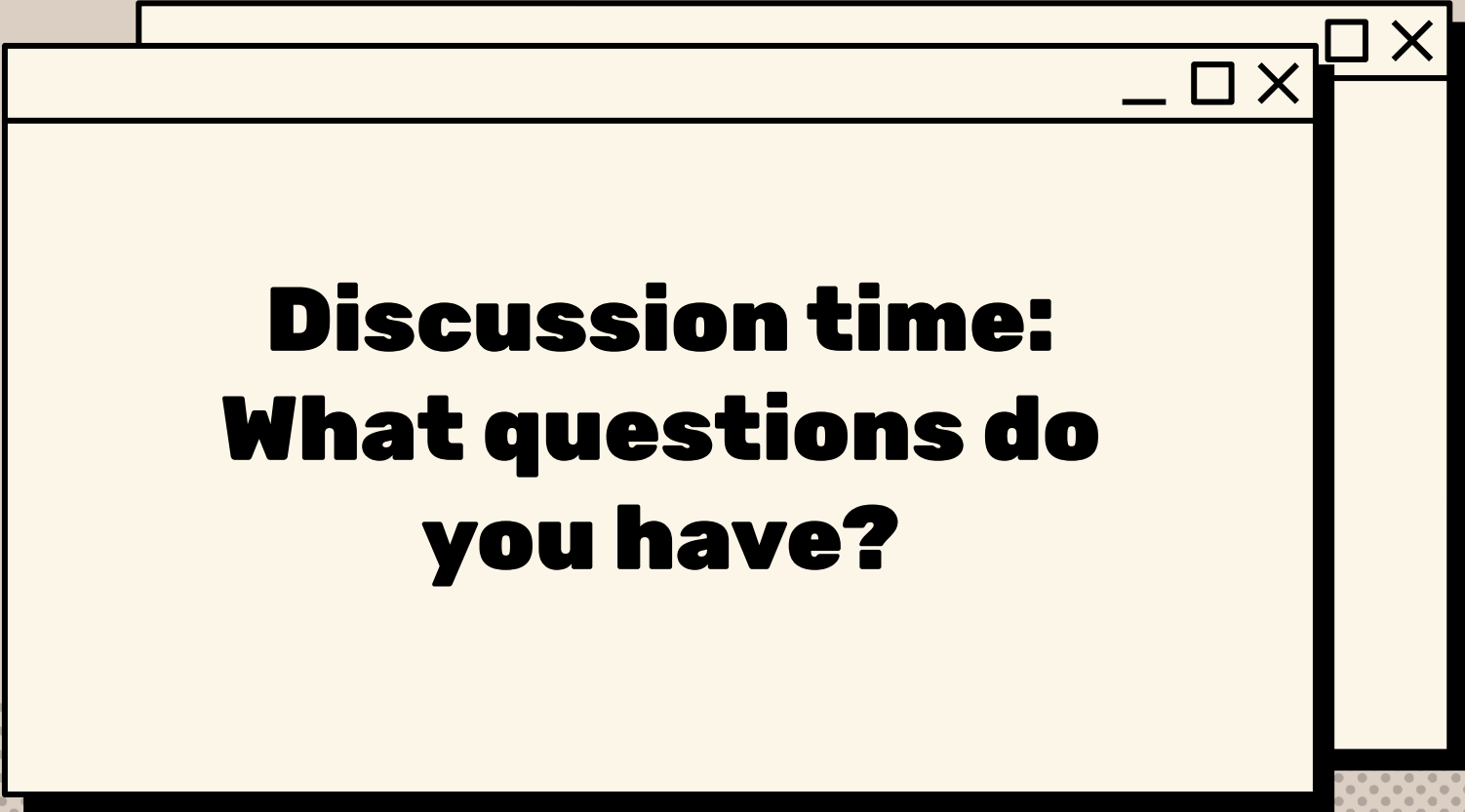
QR Codes!

Generate a QR code to include in posters or business cards!



Living Document

Regular updating throughout your career!



**Discussion time:
What questions do
you have?**



Helpful Website Links

<https://html5up.net/>

<https://render.com/>

<https://www.qr-code-generator.com/free-qr-code-creator/>

<http://tinyurl.com/>

<https://www.oit.uci.edu/services/communication-collaboration/google-sites/>



Additional Resources

<https://comms.msu.edu/academic-toolkit/building-a-website>

<https://www.linkedin.com/pulse/5-benefits-having-personal-website-vansh-sharma/>

<https://www.linkedin.com/pulse/who-needs-personal-website-lerato-mabiletsa/>

<https://www.forbes.com/sites/laurencebradford/2016/09/27/3-reasons-why-you-need-a-website/?sh=3d41c9d42460>

<https://www.topresume.com/career-advice/why-you-need-a-personal-website-asap>

https://www.reddit.com/r/Python/comments/vyd23i/im_building_a_personal_website_should_i_bother/

<https://html5up.net/>

<https://render.com/>

<https://www.qr-code-generator.com/free-qr-code-creator>

<https://theacademicdesigner.com/2020/how-to-make-an-academic-website/>

<https://www.elsevier.com/connect/creating-a-simple-and-effective-academic-personal-website>

<https://townsendcenter.berkeley.edu/blog/personal-academic-webpages-how-tos-and-tips-better-site>

<https://my.cgu.edu/preparing-future-faculty/why-have-a-personal-academic-website>

Thanks for participating!

Do you have suggestions for future events?

E-mail us: QTABS@UCI.EDU

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