PERSONAL PORTFOLIO WEBSITE

Advocate Ismat Ara Jakia

Lawyer | Social Leader | Women Empowerment Advocate | Author | Content Creator

DESIGN BRIEF

A clean, elegant and premium personal website that presents professional identity, leadership, social initiatives, achievements and authorship in one cohesive digital presence.

"Professional. Purposeful. Personal."

Prepared as a website structure & visual direction guide

01 Website Goal

The website should immediately communicate who Advocate Ismat Ara Jakia is, the areas she works in, the organizations and initiatives she leads, her achievements, and her identity as an author and content creator. The experience should feel sophisticated and credible without looking crowded.

02 Main Navigation

01	HOME	First impression, portrait, name, identity line and short introduction
02	ABOUT ME	Personal & professional introduction, journey, vision, mission and values
03	PROFESSIONAL	Professional profile, career information, education, qualifications and training
04	LEADERSHIP	Leadership roles, organizations, founder/president roles and responsibilities
05	PROJECTS & INITIATIVES	Social initiatives, women empowerment, campaigns, events and community activities
06	ACHIEVEMENTS	Awards, recognition, certificates and key milestones
07	AUTHOR & WRITINGS	Two books, book information, articles, blog and future writings
08	CONTACT	Contact information, form and social media connections

03 Section-by-Section Content

HOME	Professional portrait; name **Advocate Ismat Ara Jakia**; identity line; short introduction; clear call-to-action buttons. The homepage should feel spacious and premium.
ABOUT ME	A concise personal and professional introduction, career journey, and a dedicated presentation of **Vision, Mission & Values**.
PROFESSIONAL	Professional profile, legal/professional career information, **Education & Qualifications**, relevant training and certifications.
LEADERSHIP	Leadership positions, organizations, Founder/President roles, responsibilities, and selected organizational activities.
PROJECTS & INITIATIVES	Important social initiatives, women empowerment activities, awareness campaigns, humanitarian/community activities, events and other meaningful projects.
ACHIEVEMENTS	Awards, recognitions, certificates and significant professional/social milestones. Use strong photography and concise captions rather than long paragraphs.
AUTHOR & WRITINGS	A prominent author section featuring **two published books**. Show each book cover, title, short synopsis, publication information and a Read More option. Below this, include Articles / Blog / Writings. The structure must allow new books and articles to be added easily later.
CONTACT	Professional contact information, email, simple contact form and social links such as Facebook, Instagram, LinkedIn and YouTube.

04 Visual Direction

Overall mood: Premium, sophisticated, clean, elegant, confident and contemporary. Avoid excessive animation, crowded layouts or decorative elements that compete with the content.

WHITE / LIGHT	DEEP NAVY	ROYAL BLUE	SUBTLE GOLD
#FFFFFF / #F4F7FA	#102A43	#1F4E79	#B89445

Design Requirements

- Responsive on mobile, tablet and desktop
- Elegant typography with strong hierarchy
- High-quality professional photography
- Simple, intuitive navigation
- Fast-loading pages and optimized images
- CMS/admin-friendly structure so books, articles, projects and achievements can be added later
- Consistent spacing, restrained animation and subtle gold accents

05 Homepage Identity

ADVOCATE ISMAT ARA JAKIA

Lawyer | Social Leader | Women Empowerment Advocate | Author | Content Creator

The hero area should use one strong professional portrait with generous white space. The visitor should understand the core identity within the first few seconds.

Assets to provide to designer: professional portrait(s), two book covers and publication details, organization logos, selected awards/certificates, selected project/event photos, professional contact details and social media links.