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САНАРИП КООМДО ОНЛАЙН-ПОРТФОЛИОНУ КОЛДОНУУ: ТҮШҮНҮГҮ ЖАНА ФУНКЦИЯЛАРЫ
ОНЛАЙН-ПОРТФОЛИО В ЦИФРОВОМ ОБЩЕСТВЕ: КОНЦЕПЦИЯ И ФУНКЦИИ
ONLINE PORTFOLIOS IN THE DIGITAL SOCIETY: CONCEPT AND FUNCTIONS

Кыскача мүнөздөмө: Бул макалада заманбап санарип коом шартында онлайн-портфолионун түшүнүгү жана ролу каралат. Онлайн-портфолио адистин санариптик иденттүүлүгүн жана кесиптик жетишкендиктерин көрсөтүүнүн маанилүү куралы катары талданат. Изилдөөдө онлайн-портфолио түзүү үчүн колдонулган негизги платформалар жана веб-технологиялар каралат. Онлайн-портфолионун жеткиликтүүлүк, маалыматты үзгүлтүксүз жаңыртуу, кесиптик байланыштарды кеңейтүү жана жеке жетишкендиктерди визуалдуу көрсөтүү сыяктуу артыкчылыктары белгиленет. Макалада HTML, CSS жана JavaScript сыяктуу веб-технологияларды колдонуу онлайн-портфолионун ийкемдүүлүгүн жана функционалдуулугун жогорулатары көрсөтүлөт. Изилдөөнүн жыйынтыгы

онлайн-портфолио санариптик сабаттуулукту өнүктүрүүгө жана адистердин глобалдык санариптик мейкиндикте атаандаштыкка жөндөмдүүлүгүн жогорулатууга өбөлгө түзөрүн көрсөтөт.

Аннотация: В статье рассматривается концепция и роль онлайн-портфолио в условиях современного цифрового общества. Онлайн-портфолио анализируется как инструмент цифровой самопрезентации и формирования профессиональной идентичности специалиста. В работе рассматриваются основные платформы и веб-технологии, используемые для создания онлайн-портфолио. Отмечаются такие преимущества онлайн-портфолио, как доступность, возможность регулярного обновления информации, расширение профессиональных коммуникаций и визуализация профессиональных достижений. Особое внимание уделяется использованию современных веб-технологий, включая HTML, CSS и JavaScript, которые обеспечивают гибкость и функциональность веб-ресурсов. Сделан вывод о том, что онлайн-портфолио способствует развитию цифровой грамотности и повышению конкурентоспособности специалистов в глобальной цифровой среде.

Abstract: This article examines the concept and role of online portfolios in modern digital society. An online portfolio is considered as an important tool for digital self-presentation and the formation of a professional digital identity. The study analyzes major platforms and web technologies used for creating online portfolios. The advantages of online portfolios are highlighted, including accessibility, continuous updating of information, visualization of professional achievements, and expansion of professional communication. Special attention is paid to the use of modern web technologies such as HTML, CSS, and JavaScript, which provide flexibility and functionality of web resources. The study concludes that online portfolios contribute to the development of digital literacy and enhance professional competitiveness in the global digital environment.

Негизги сөздөр: онлайн-портфолио; санарип коом; санариптик иденттүүлүк; санариптик сабаттуулук; веб-технологиялар; HTML; CSS; JavaScript; санариптик өзүн-өзү таанытуу; веб-разработка; UX; UI.

Ключевые слова: онлайн-портфолио; цифровое общество; цифровая идентичность; цифровая грамотность; веб-технологии; HTML; CSS; JavaScript; цифровая самопрезентация; веб-разработка; UX; UI.

Keywords: online portfolio; digital society; digital identity; digital literacy; web technologies; HTML; CSS; JavaScript; digital self-presentation; web development; UX; UI.

In the modern digital society, an online portfolio has become one of the key tools for professional self-presentation and for shaping a specialist's digital identity. An online portfolio is understood as a personal web resource that contains structured information about the user's qualifications, competencies, projects, practical achievements, and professional results. It combines textual, visual, and interactive materials, providing a comprehensive representation of professional experience. Unlike a traditional résumé, which conveys information in a static format, a web portfolio offers interactivity, clarity, and expanded possibilities for self-presentation through the use of multimedia elements, adaptive design, and modern web technologies. According to current trends in web development, personal websites serve not only as information repositories but also as interactive platforms for building a personal brand, communicating with employers, and presenting professional experience in dynamic digital formats [1; 2]. Moreover, an online portfolio enhances a specialist's visibility in the global information space, contributes to the development of digital competencies, and meets the requirements of the contemporary educational and professional environment, where digital identity plays a crucial role in competitiveness and career advancement [2; 9].

The development of information and communication technologies, the growth of digital services, and the transition of a significant part of business and educational activities to the online environment have made personal web portfolios an important condition for professional competitiveness. Employers, researchers, clients, and partners increasingly rely on real examples of projects and practical results presented in a convenient digital form, rather than solely on traditional résumés. This trend is particularly active in countries pursuing intensive digitalization, including Kyrgyzstan and China, where online portfolios are used as part of educational pathways and professional training.

The advancement of web development technologies has significantly expanded the possibilities for creating professional online portfolios. Scholars note that an effective webpage relies on the combination of structural markup using HTML and functional, visually expressive styling provided by CSS [1]. HTML defines the structure of the document, establishes the hierarchy

of the content, and forms the foundation of the page, while CSS ensures visual expressiveness, layout management, color schemes, typography, and adaptive behavior of elements. Modern CSS3 standards allow the creation of dynamic and interactive interfaces, including animations, transitions, as well as responsive layouts using Flexbox and Grid systems [1].

The use of semantic HTML5 elements is particularly significant for developing an online portfolio. Semantic markup improves navigation, accessibility, and SEO performance by clearly defining the structure of the content (<header>, <nav>, <section>, <article>, <footer>). Research indicates that semantic structuring greatly enhances user perception and search engine optimization, thus increasing the overall effectiveness of an online portfolio as a tool for professional advancement [1].

Beyond structural and visual aspects, the online portfolio fulfills important social and professional functions. It contributes to personal branding, expands communication opportunities, facilitates participation in international projects, and supports professional mobility. For students, young specialists, and doctoral candidates from Kyrgyzstan and China, an online portfolio has become an essential tool for presenting their achievements at national and international levels.

Modern trends in web development also influence the quality of online portfolios. Key directions include the use of CSS variables, responsive typography, CSS Grid and Sub-Grid systems, animation libraries, and the integration of interactive elements that enable the creation of more visually appealing and functional user interfaces [1]. These technologies ensure a modern level of visualization and usability, thereby increasing the effectiveness of online portfolios and strengthening their role in professional self-presentation.

An online portfolio is an important component of the digital culture of a modern specialist, contributing to career advancement, the development of professional identity, and the strengthening of international professional connections. The use of HTML, CSS, and other contemporary web technologies makes the creation of an online portfolio an accessible, flexible, and functional tool that meets the requirements of the digital economies of Kyrgyzstan, China, and the global community. In the context of growing digitalization, international academic mobility, and increasing labor market competition, an online portfolio has become an essential element of professional development and self-presentation.

The development of online portfolios is closely linked to the evolution of web technologies and the gradual sophistication of digital self-presentation tools. The first versions of personal websites emerged in the 1990s and consisted of simple static HTML pages with minimal styling provided by CSS. These web documents served as digital business cards and contained only basic information about the user [5] — a source confirming the early stage of HTML development and the static nature of initial web pages; [6] — noting the absence of interactivity and the limited design of early websites.

In the early 2000s, the advancement of JavaScript and the spread of client-side scripting enabled the creation of more interactive elements such as galleries, interactive buttons, pop-up windows, and dynamic transitions. This marked a shift from static information display to elementary user interactions [6] — a source analyzing the growth of interactivity with the adoption of JavaScript; [7] — emphasizing the influence of JavaScript on the emergence of dynamic interfaces.

From the 2010s, the development of online portfolios experienced a qualitative leap due to the widespread adoption of HTML5, CSS3, and JavaScript frameworks. This period marked a turning point, as adaptive layouts, single-page applications (SPA), advanced animations, and flexible grid systems (Flexbox, Grid) became common tools for building professional and mobile-friendly interfaces [1] — a modern article explaining the architectural advantages of HTML5 and CSS3; [2] — Li’s study highlighting the importance of visual design and interface dynamics; [4] — describing the impact of Web 2.0 and frontend technologies on user interface evolution; [12] — confirming the significance of adaptability and semantic structure in HTML5.

In the 2020s, the development of online portfolios has become oriented toward personalization, deep interactivity, and the integration of intelligent technologies. Modern practice incorporates elements of machine learning, dynamic content adaptation, intelligent user interfaces, and various API-based enhancements that expand the functionality of personal websites. Online portfolios are transforming into fully developed digital platforms demonstrating not only completed projects but also professional style, development dynamics, technological proficiency, and digital competence [13] — a source showing the influence of AI/ML on contemporary web interfaces; [9] — emphasizing the rise of personalization and UX-oriented solutions.

Thus, the evolution of online portfolios reflects the broader technological transformation of the web environment—from static pages to intelligent interactive platforms—and underscores the increasing importance of digital self-presentation in the modern global digital economy.

Thus, the evolution of online portfolios reflects the broader technological progress—from simple static pages to complex, adaptive, and personalized digital tools of professional branding. Modern web portfolios make use of the capabilities of HTML5, CSS3, and JavaScript, providing high interactivity, intuitive navigation, and strong visual expressiveness, which makes them a key instrument for developing a specialist's digital identity in the context of the digital economy.

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