



**Says**  
What have we heard them say?  
What can we imagine them saying?



**Thinks**  
What are their wants, needs, hopes, and dreams?  
What other thoughts might influence their behavior?



LEAD THE  
CONCEPT  
CREATION AND  
DEVELOPMENT  
OF INTERACTIVE  
DESIGN

WORK CLOSELY WITH  
THE DIRECTOR,  
COPYWRITER,, AND  
OTHER MEMBERS OF  
THE MARKETING TEAM  
TO CONTINUOUSLY  
LEVEL UP THE BRAND  
AND DEVELOPNEW  
PRODUCTS

MAINTAIN  
PROACTIVE  
COMMUNICATION  
WITH CLIENTS AND  
MANAGE MULTIPLE  
PROJECTS  
SIMULTANEOUSLY

PARTNER WITH THE  
OWNERS TO  
DEVELOP NEW IDEAS  
AND STRATEGIES  
FOR THE  
COMPANY'S PITCHES  
AND  
PRESENTATIONS

MANAGED ALL  
ACTIVITIES PERTAINING  
TO BRAND  
MANAGEMAENT, PRINT  
DESIGN, LONG  
DOCUMENT  
PRODUCTION, DESIGN  
UPDATES, AND PROJECT  
MANAGEMNT

LED DESIGN UPDATES  
TO MODERNIZE THE  
BRANDED MARKETING  
AND ESTHTICS  
INCLUDING A NEW  
COLOR SCHEME AND  
TYPOGRAPHY

DESIGNED  
LIGHTING  
PLANS AND  
SETUPS

RESPONSIBLE  
FOR DAILY  
DESIGN IN A  
SMALL, HIGH  
AND GRAPHIC  
BUSINESS

USED  
CONSTRUCTION  
TO AS SUCH AS  
DRILL AND  
HAMMERS

CREATED  
DISPLAY SETS  
USING MINOR  
CARPENTRY  
SKILLS.

LED TEAM OF  
THREE  
DESIGNERS TO  
DEVELOP  
GRAPHICS AND  
METIRIALS

USED IN DESING,  
ILLUSTRATE AND  
PHOTOSHOP  
DAILY TO  
PRODUCE



**Does**  
What behavior have we observed?  
What can we imagine them doing?



**Feels**  
What are their fears, frustrations, and anxieties?  
What other feelings might influence their behavior?