

Secondary Audience

Name: David Mitchell

Age: 20

Gender: Male (they/them/their)

Occupation: Freelance Artist/Designer

Salary: \$20K annually

Background: To help push their experiences and skills as a designer/artist, Mitchell works as a freelance artist/designer for many small companies

Needs: Despite mostly working with digital designs, they need many physical products to help sketch, iterate, and design many ideas to share with their workers.

Pain Points: Issues Mitchell has are the durability and availability of the many items needed for their work.

