Elana Aguileraby
Fashion Model
Demographic
Age
22
Status
Single
Education level
Languages
English

DESCRIPTION

Elana is a young up and coming fashion designer.
Who love to create new sketches design using her
laptop? She loves bright and bold colors to be
incorporated into the design.

Expertise

Domanin Expertise

Technical Expertise

Goals

Use her platform to network with other
designers. Promote her clothing line with
Youtube videos to get her name exposure new
customers.

Motivations:

She is tech savvy.
She is using her tech skills to make new outfits. Want to
create high-end clothing.

Frustration:
Find it difficult to us software that is not user friendly.

Adam Smith
Web Designer
Demographic
Age
24
Status
Single
Education level
Languages
English

DESCRIPTION

Adam is young colleges who spend his free time making Youtube videos about fashion reviews and makeup tips. When Adam not making videos about fashion and makeup. He work for as a web designer for the Philadelphia Magazine.

Expertise

Domanin Expertise

Technical Expertise

Goals

To use his creative skills into the fashion world and teach others to be more techs savvy and not afraid of a PC.

Motivations:

Helping other to be tech savvy.
He is using his tech skills to make a different in people life.

Frustration:
Find it difficult to learn very quickly.

Bill Smith
Music Artist
Demographic
Age
38
Status
Single
Education level
Languages
English

DESCRIPTION

Daryl is a music artist who likes to make music for people who cannot afford. He is also a fashionista in the hop hip music world. HE is always find new style when it come to cloths and jewelry.

Expertise

Domanin Expertise

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Technical Expertise

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Goals

Bring a whole new clothing design into the music world. Create a affordable jewelry line.

Motivations:

He helping other to learn the art of music
He is using his skills to make a different in people lifes.

Frustration:
Do not know how to use a PC to networking with other.