**Persona**

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| **Name and Age** | Maria Eva Ruiz, 31 |
| **Priority** | High (Primary Persona) |
| **Type** | Java & C++/C# Programmer |
| **Job, Role** | IT Consultant Banking for a small consulting company in Zurich. Her current main responsibilities include analysis of the customer's business processes and technical requirements as well as preparation of specifications. Furthermore, she is involved in the configuration of process and case management platforms as well as rules engines. |
| **Competencies** | In-depth understanding of web technologies such as GUI, HTML, Java Script, CSS, Ajax, XML. Studied IT at the ETH and obtained a master’s degree in business information systems from FHNW last summer. She is fluent in Spanish, English and German. |
| **Goal** | She is a young modern ambitious woman who wants to climb the career ladder, and that is, inter alia, why she is committed to work long hours. |
| **Looking for** | She is looking for a programming job in an IT company where she can make use of her skills and additionally take on the role of a team leader or deputy. She is looking for a job with a high degree of autonomy but also wants to be part of a team. Her main fields of interest are artificial intelligence and chatbots. |
| **Place of residence** | She lives in Effretikon in a four-room flat, which she shares with two other girls. |
| **Pays attention to** | Sustainability, waste, uses always public transportation, no matter if going to work or privately. |
| **Hobbies** | Cooking, jogging, meeting friends |
| **Personality** | Impulsive, open-minded person, always busy, she is a millennial and very comfortable with new technologies. |