"A clever person solves a problem."

MARIA PORTER

UX/UI DESIGNER

DEMOGRAPHIC

Age

25

Status

Single

EDUCATIONAL LEVEL

B.S

LANGUAGES

Spanish
French

DESCRIPTION   Persona.docx

Maria is an UX/UI Designer for Safe Auto Insurance Company. She is dedicated to making sure customers can find and interact smoothly on the company's website. She's always ready to face new challenges.

EXPERTISE

DOMAIN EXPERTISE

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TECHNICAL EXPERTISE

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GOALS

. Win more clients over
. Try to return all calls and emails timely
. Increase social media presence

MOTIVATION

. Great feedbacks on my work
. Learn from my failure

FRUSTRATIONS

. I'm easily distracted
. Try not to take criticisms personal
. Don't get enough time to finish projects

JAMES SHAW
NETWORK ENGINEER

DEMOGRAPHIC

Age
37

Status
Single

EDUCATIONAL LEVEL
B.S

LANGUAGE
English

DESCRIPTION

James is a Senior Network Engineer with 5 years of work experience. He currently works for Verizon Communications Inc. and is looking for a new opportunity.

"Science can amuse and fascinate us all, but it is the engineering that changes the world."

EXPERTISE

DOMAIN EXPERTISE
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TECHNICAL EXPERTISE
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GOALS
. Learn and understand basic programming
. He wants to build a network of professionals.
. Using GitHub to track his team progress

MOTIVATION
. Working from home sometimes
. Flexible working hours
. His strong interest as a Network Engineer, leading to a career advancement to Network Architect.

FRUSTRATIONS
. Not getting recognize for work done
. Unfamiliar with programming
. Unpleasant clients

MATT WALKER
SOFTWARE ENGINEER

DEMOGRAPHIC

Age
35

Status
Married

EDUCATIONAL LEVEL
B.S

LANGUAGES
Spanish
English

BIO
Matt is a great problem solver with a love for technology and the natural ability to learn. He's a Front-end Engineer for a Blockchain Startup. He enjoys finding solutions to real-world situations

"Software is a great combination between artistry and engineering"

EXPERTISE

DOMAIN EXPERTISE
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TECHNICAL EXPERTISE
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GOALS
. Advancing his career
. Keeping up with new technology
. Helping the company to grow

MOTIVATION
. Being discipline
. Enjoy the process of integrating new software
. The working environment

FRUSTRATIONS
. Lack of communication
. Debugging a new hired employee work
. Unrealistic expectations