

Lisa

NYU Student / Actor



Technology



Expertise



Daily Usage



Social Media



"I love to keep up with my industry friends on Facebook."

Age: 20

Profession: NYU Student and Aspiring Actor

Location: New York, NY

Relationships: Single

Education: M.B.A, Public Relations

Hobbies: Singing, dancing, watching all types of entertainment

Personality: Creative and humorous

Key Traits: Talented, driven, social media-savvy

Background

Lisa is studying Performing Arts at New York University. She dreams of becoming a Broadway Star one day, but for now she works part-time at the Serendipity 3 Restaurant, on the Upper East Side, as well as an occasional model for Click NY to help pay the rent. Lisa has seen Alex's Click NY portfolio and she is a big fan of his style and brand. She also had an opportunity to meet and work with him on the set of The Hunger Games: Catching Fire, as VIP extras.

Work Tasks and Goals

As a performing arts student Lisa is always watching and studying other actors, singers, and models to improve her craft. She spends about 60% of her time on some type of device - phone, tablet, laptop - doing homework, research, or just keeping up with her favorite current tv shows when she has a spare moment. With limited free time, she likes the convenience of her phone to do most of her internet browsing. She prefers a simple navigation for quick access to the portfolio and social links, so she can stay up with Alex's new work and projects he posts on his Facebook account.