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|  |  |  | **GOALS AND MOTIVATIONS** |  | **CHALLENGES AND OBSTACLES** |
| * One of my biggest motivations is to get a pay increase for all my hard work during our on-going 2-year project. * I would also like to further my understanding of web design and how what the process is from start to finish. | * A big challenge that I face on a day-to-day basis is my manager constantly back seating my work. * Struggling to compete in a market flooding with unoriginal AI generated Artwork and imagery. |
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| **QUOTATION** | |
| **“Design can be art. Design can be aesthetics. The simplicity in design is what makes it complicated”** | |
| **NAME** | |
| Sofia Ramirez | |
| **AGE** | |  |  |
| 28 | | **FRUSTRATIONS** | **SOURCES OF INFORMATION** |
| **GENDER** | | * AI Art * New York traffic * Complex user interface systems * Underpaying job | **BOOKS** |
| Female | | **Steal like an artist – A. Kleon** |
| **LOCATION** | | **BLOGS** |
| New York | | **None** |
| **OCCUPATION** | | **CONFERENCES** |
| Graphic Designer | | **None** |
| **JOB TITLE** | | **EXPERTS** |
| Creative Design Specialist | | **William Golden** |
| **HIGHEST LEVEL OF EDUCATION** | | **MAGAZINES** |
| Univercity Graduate | | **Artist monthly magazine** |
| **ANNUAL INCOME** | | **WEBSITES** |
| $52,000 | |  |  | **Pinterest, Instagram, Twitter(X)** |