



LIFE PHILOSOPHY

*“Studying doesn’t
suck as much as
failing.”*

ABOUT

JULIA



18



Associates in Biology



Student



San Diego, California

GENERAL BEHAVIORS

Julia is young and often has trouble waking up early, she tends to study later into the night.

- Wakes up late
- Often is stressed due to her demanding workload
- Reserved and doesn't like loud or busy places
- Tends to procrastinate on assignments

SKILLS

Julia works well with animals. Although she tends to procrastinate she manages her time well.

- Handling animals like dogs and cats
- Time management to balance social life and school work
- Researching whether it is for her own personal knowledge or essays

BIO

Julia is a first year student at University of California Davis. She is majoring in Biology and shares a dorm with three other roommates. She often has a hard time focusing due to sharing a dorm which can get noisy.

INTERESTS

Julia is a pet lover that hopes to go to veterinary school after graduating from UCSD

- She prefers matcha drinks over coffee
- Julia volunteers at a local animal shelter to gain experience for veterinary school
- She would like to pet sit or dog walk on the side to earn some money
- Cares about sustainability

PAIN POINTS

Julia finds it difficult to concentrate on her studies at times due to noisy roommates.

- Hard time focusing in her dorm
- Financial instability due to living away from home and not currently having a job
- Missing her pets at home
- Overwhelming amount of school work



LIFE PHILOSOPHY

"Balance is not something you find; it's something you create. Embrace the chaos, and let it fuel your growth."

ABOUT

MARK



34



BA Business Finance



Financial Analyst



Houston, Texas

BIO

Mark is financial analyst for a start up company. He often works long hours and on top of that, he has a new born son. Although he loves his family, working from home is becoming difficult because of the chaotic environment. When he's not working he enjoys being in nature and going on hikes with his family.

GENERAL BEHAVIORS

Mark usually starts his days early with a workout and then gets to work.

- Has a cup of coffee and breakfast after his early morning workout
- Tends to be stressed between work and being a new dad
- Plans ahead and stays organized

INTERESTS

Mark enjoys being active and being in nature although his work tends to take away from pursuing his interests.

- Exploring new hiking paths
- Mark is a foodie and likes to post on his social media about food
- Photography of food and nature
- Traveling and exploring new places

SKILLS

Mark is very passionate about his work and is great at managing finances.

- Saving and spending his money wisely
- He is proficient with financial softwares and tools
- Communicating to his coworkers

PAIN POINTS

Mark tends to be tired due to having a newborn but still needs to get his work done to provide for his family.

- Overworked and often lacks energy
- Tends to indulge into work and forget to take breaks
- Often works overtime
- Can't focus well, especially in loud environments



LIFE PHILOSOPHY

"The beauty you see in the world is a reflection of yourself."

ABOUT

ALEX



32



BA Graphic Design



Graphic Designer



San Jose

BIO

Alex is a graphic designer who's been working with her company for 4 years. She lives on her own in an apartment with her 3 cats. Although she enjoys alone time, working from home can make her feel isolated from the world and likes to get out as much as she can.

GENERAL BEHAVIORS

Alex lives a simple life focusing on her art and work. She often seeks out inspiration for her projects

- Enjoys drawing on her free time
- Likes meeting new people in public spaces
- Enjoys going to museums or supporting local artists and small businesses

INTERESTS

Alex takes her work seriously and is always looking to improve.

- Logo and brand design
- Photography and capturing images that can inspire ideas for her designs
- Trying DIY projects and upcycling
- Traveling and exploring new places

SKILLS

Alex is a very talented artist trying to network and make her name known in the industry.

- Various art and graphic design programs
- Communication with coworkers and clients on what their needs are
- Attention to detail
- Creativity and ability to offer clients varieties of solutions

PAIN POINTS

Alex can have a hard time working from home in isolation.

- Too much alone time
- Creative burnout due to having many projects and deadlines
- Perfectionism and spending too much time on work
- Financial stability due to her cat's living expenses