



NAME Grace **INDUSTRY/SEGMENT** Marketing

JOB TITLE OR FUNCTION Graphic Designer **REPORTS TO** Creative Director

AGE 28 **EDUCATION** Bachelors **YEARS IN THIS JOB** 6

TECHNOLOGY USED Email, chat, Adobe Creative Suite, time tracking, digital asset management

TECHNICAL PROFICIENCY

Novice _____ Proficient _____ X _____ Expert _____

Situation

A typical day in the life of your persona:

Her goals are to: Complete priority tasks and proofs, address all reviewer feedback

Her activities include: reviewing her list of tasks, creating and revising visual designs, requesting work reviews and sign-off, interpreting feedback for revisions, tracking her time in timesheets.

A typical interaction with your product:

Uses our workflow solution to manage daily tasks, so she can meet personal deadlines and goals, while producing high-quality, impactful content that she can store and share using our digital asset management solution

A perfect day:

For Grace, a perfect day is crossing off some tasks, getting positive feedback on those efforts and then storing the assets she creates for companywide use.

Top of Mind Issues

Prioritizing requests, clarity of the “why” behind requests, the desire for time to ideate and create.

Other Information

What they read online and offline; member associations

Grace belongs to the user community at CreativePool, is a member of the American Institute of Graphic Arts and reads Creative Review magazine.

Budget approval levels and ROI expectations

She is considered an Influencer, when it comes to budget. Her ROI is really driven by creating as many creative assets as possible.

How the persona is rewarded or motivated (compensation, bonus, commission, other recognitions)

Her roles is very undervalued, but if her company culture fosters regular recognitions (via Slack or other tool), she is often praised by coworkers.

Written By _____ LZ _____ **Date** _____ 4/23/2022 _____

