



Sarah Mitchell

Freelance Graphic Designer

Location: Austin, Texas

Generation/Age: Gen Z

Status/Kids: Freelance

Income: \$45k–\$65k/year

Background

- BFA in Graphic Design from a state university
- Works remotely 4 days/week
- Uses 5+ project management tools daily
- Sells digital art NFTs as a side hustle
- Experienced burnout twice in 2 years

Personality

Creativity



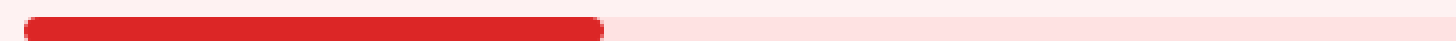
Patience



Adaptability



Risk Tolerance



Behavior Tags

Task-Oriented

Tech-Savvy

Perfectionist

Socially Cautious

Pain Points

- Spends 3+ hours daily switching between tools
- Clients demand 'free revisions' post-agreement
- Fear of automation replacing core design skills

Motivation

Autonomy



Creative Validation



Financial Security



Social Recognition



Goals

- Reduce admin time below 20% of workday
- Increase client retention by 30%
- Monetize creative IP without client overlap

Favourite Brands

Figma (primary design)

Slack + email (client comms)

Notion + Trello (project mgmt)

Canva (client mockups)

Adobe Suite (legacy reqs)