

Luciana Rodriguez, EWU Undergrad Design Student



Part-time Design Intern
Entry-level intern with a freelance graphic design company. Still learning design principles and softwares.

Major job responsibilities: Fullfill client's orders with rough drafts of logos. Communicate with supervisor and clients.

Demographics:

- Female
- 21 years old
- Hispanic
- Not married
- High School graduate

Student Status:

- Junior at EWU
- Undergraduate
- Majoring in Graphic Design
- Full-time student taking online classes

VirtualLabs Goals and Tasks

Goal: Design a logo for the company's client

Tasks:

- Learn how to sign into Virtual-labs on her laptop
- Figure out how to access Adobe Illustrator

Physical Environment:

Luciana lives in an apartment in downtown Spokane. She prefers not to commute to campus in Cheney if she can, as she doesn't own a car and dislikes taking the bus.

Social Environment:

Luciana has a small friend group that she loves to hang out with in downtown. She is also making more connections in the graphic design world as she works as an intern.

Technological Environment:

Luciana has grown up with technology. She has always been creative and adept with technology, so she found a career path that played to her strengths. She is very comfortable with PCs. Although she uses an iPhone, she prefers HP laptops to Macbooks. She uses her laptop for all of her online classes and her internship duties.

"Adobe products are complicated enough. I want to learn how to use VirtualLabs so I can access Adobe Illustrator without complications."