**User Persona: Bohemian Mix**



Name: Isabela

Age: 46

Occupation: Financial Controller

Status: Married, no children

Location: San Diego

Tier: Global Professional

Archetype: Multicultural

Personality: Progressive, sophisticated, multi-talented, foreign film aficionado, digitally adept, socially versatile

Motivations: Open-mindedness, cultural proficiency, liberal perspectives, generosity, making a life for herself in a new country

Goals

* To pay for her dad’s medical care
* To retire with her husband within 10 years
* To run a marathon
* To become the CFO at her company

Frustrations

* The Argentine government and effects of their corruption on her family in Buenos Aires
* Instability or any sort
* Wrinkles

Bio

Isabela was born in Salta, Argentina and moved to Buenos Aires with her family when she was a child. She attended college in San Francisco, California before settling in San Diego. She grew up with economic instability but also with culturally well-versed friends who regularly got together to share dinner, yerba mate, attend concerts and go to movies. San Francisco was a natural fit for her after living in Buenos Aires, a major cultural hub in Latin America. She loves the bohemian feel of her Mission Hills neighborhood and has a social group composed of people from all over the planet. She looks forward to annual visits to Argentina and outings with her husband and friends.

Personality

1. Extroverty-Introvert: 70% extrovert
2. Sensing-Intuition: 80% intuition
3. Thinking-Feeling: 70% feeling
4. Judging-Perceiving: 80% perceiving

Technology

IT and Internet – 80%

Software – 70%

Mobile Apps – 90%

Social Networks – 60%

Quote

“I grew up in the Paris of South America, looking up at tall, ornate buildings and sipping tea in centuries old cafes. Even when the walls seemed to be falling down in our country, we all helped one another make it through the difficult times. As our forefathers, we appreciate music, art, the melancholy of a tango. Culture cannot be bought. Culture must be felt.”