Jane

Graphic Designer

"My experience in visual design is a natural bridge into UXD. I want to learn and quickly move into this field!"

Background

- 25 years old
- Lives in Kent, Ohio
- Degree in Graphic Design
- Worked at ad agency
- Highly skilled with Adobe Creative Suite
- Self-taught HTML/CSS

Narrative

Jane received a degree in Visual Communication Design when she was 21 and has worked at an advertising and print agency for the last 4 years.

She has become interested in Web design and her company is beginning to do some work in that area. She wants to become more involved in web and mobile design as opposed to print.

She says she doesn't want to simply be someone who does HTML and CSS coding, but she wants to be invested in the entire process of the user experience. She wants to be involved in evaluating current designs, testing them, and redesigning those resources.

Jane is not sure what's involved in UXD, but she knows she wants to work with people to make their use of systems a more positive experience.

Main Points

- Produces polished documents
- Wants more skill development in web coding
- Goals
- Get a master's degree that will change career direction
- Get the degree in less than two years
- Become User Experience Designer
- Combine graphic arts skills with HTML/CSS

Life Situation and Pain Points

Worries that lack of programming skills will be a detriment for her in the program