



persona:chloe nikolin

who she is:

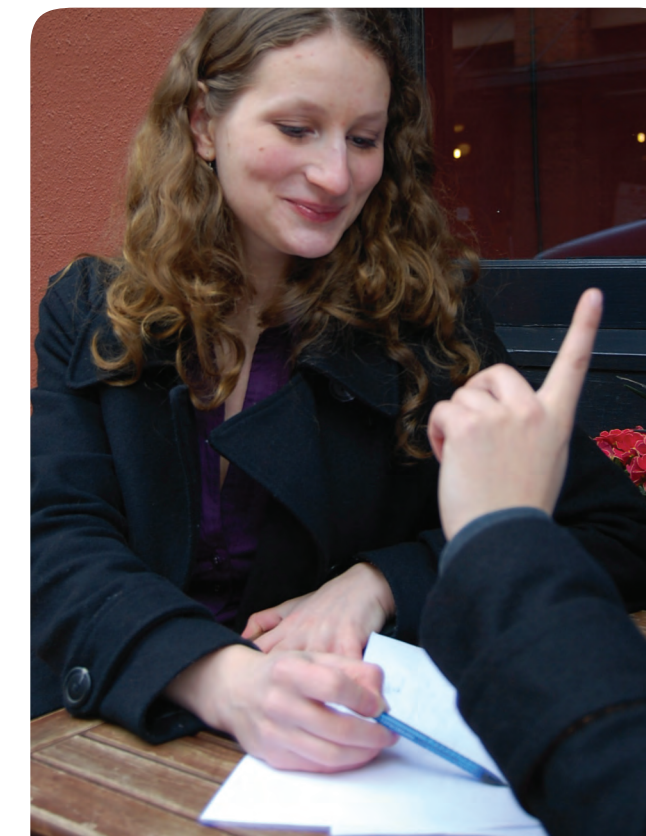
Chloe is a 27 year old graphic designer at a local design firm. She specializes in identity work for corporate clients. She lives alone, in a high-rise near Joyce Skytrain station, and commutes to her downtown office via the trains.

Her parents are Russian-born, and immigrated to Canada upon her birth. Chloe has grown up in Vancouver, and maintains close ties to her parents.

She is currently seeing Brad, a 30-year old investment banker. It isn't what she'd call a serious relationship, though. In her spare time, she likes to cook, and is an avid reader.

chloe...

... is more **reserved** than free-spirited;
more **responsible** than irresponsible...
... less idealistic and more **realistic**.
she **has a social life**, but is a homebody at heart.
... is **somewhat informed** about the olympics...
but only in passing; she **doesn't really care**.



goals & aspirations

chloe's ultimate goal is to **advance her career**... she hopes to one day own **her own design firm**... but in the meantime, to work her way up in the ranks to **senior designer**.
all the while, she wants to start a **family**...and **provide** for her aging parents...

"despite the fact that my job involves dealing with people almost constantly, I'm more of an introvert."

"I think that tourists are nice... in small doses."

what she does:

a day in the life

Chloe's firm consists of 17 people, including herself, and was established in 1993. Chloe mainly handles design for print - she has a particular expertise in branding and identity work, and this type of work comprises most of her clients. Her job consists of three things: client meetings, design work itself, and in-office meetings and administration details.

Client meetings are either at her office or the client's. She is constantly in meetings, ironing out contracts with clients, or following up with old ones, so she always has at least one or two client meetings a day. One of the things Chloe's firm prides themselves in is excellent customer service and client care, and Chloe has been steadily improving on this note for the past 3 years.

chloe & the olympics:

Chloe does not care much for the Olympics, but she still watches them when they are on television (if she has time to do so). She finds that they are good topic starters for conversations with certain clients, so to be kept informed about what country is winning which medal is a smart idea.

Ever since she was a child, she did not care much about sports. However, her father played hockey since he was a child, so she knows quite a bit about the sport, due to her father's passion for the game. Because of this, she feels some sort of attachment to hockey, enough for her to watch the Olympic hockey games. In the past, Chloe would watch the Olympics with her parents. Now that she is a taxpayer and is more jaded, she finds that the corruption that goes on during the Olympics a huge turn off. She worries about the economic situation that Vancouver will be put in once the city leaves. She is fairly well-informed about the Olympics, due to her working in Gastown, as well as through her clients.

"I go to work in the mornings because I'd rather be doing something challenging than sitting at home"

"I like to finish what I start. If only I wasn't so busy..."

