



Alex Rivera

Creative Audiophile

About

Alex Rivera is a 24-year-old digital artist and music producer living in Portland, Oregon. She finds inspiration in the city's creative energy, often wandering through record shops or local venues in search of new sounds. Music is more than just background noise for Alex—it's an experience. She loves getting lost in atmospheric soundscapes, drawing while listening to experimental beats, or curating playlists that match her mood. When not making music, she enjoys hiking in the Pacific Northwest, late-night conversations over coffee, and sharing her love for music through streaming and small gatherings with friends.

Basic Info

- **Age:** 24
- **Occupation:** Student, political science
- **Location:** Portland, OR
- **Brands:** Teenage Engineering, Moog, Polaroid
- **Tech Level:** Advanced, comfortable with software
- **Hobbies:** walks in Willamette Park, analog photography

Goals & Motivations

- Wants a music visualizer that enhances the listening experience
- Loves interactive elements that let them control visuals in real-time
- Enjoys streaming music and visuals on platforms like Twitch or YouTube
- Interested in generative art and AI-driven creativity

Pain Points

- **Lack of Multi-Sensory Engagement**
Music is purely auditory, which can make passive listening feel less immersive
- **Disconnection from the Music's Energy**
Lyrics and storytelling elements don't always resonate as strongly without a visual aid
- **Streaming music services have no personality**
Album art is static and doesn't evolve with the song's mood or progression.

Design Brief

Pink Pony Club Visualizer

Overview

This interactive music visualizer will bring Chappell Roan’s Pink Pony Club to life with vibrant, dynamic visuals. Designed for an engaging and immersive experience, the visualizer will respond to both the song’s audio and user input, making it a blend of a performance tool and an expressive, neon-lit dreamscape.

Target Audience

Music lovers, aged 18-29, interested in Chappell Roan music or similar styles

Context of use

With Chappell Roan’s recent Grammy Award win, old fans and newly discovered fans can experience her hit song ‘Pink Pony Club’ in a brand new online showcase. The primary goal is to increase buzz and interest.

Timeline

- 02-16-25 Define/finalize project idea
- 02-17-25 Determine scope of visualizer/interactivity functions
- 02-18-25 Draft flowchart

