

0..... EDUCATED GUESS0

NAME

Margaux Rhodes

DESCRIPTOR

She's a fellow designer who likes to check out other designer's websites to make a connection, get inspiration, or to grow my designer circle.

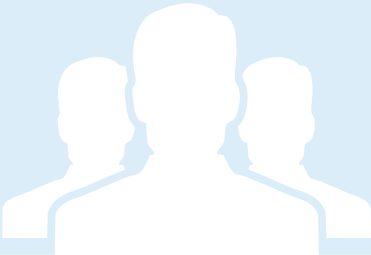
QUOTE

"My type professor was so swedish."



WHO IS IT ?

Age: 28
Location: Portland, Oregon
Job Title: Senior Designer
Favorite Color: #f2eee4
Skills: Photoshop, InDesign, Illustrator, AfterEffects, Photography, Dreamreaver, Flash
Likes her coffee: black with 2 sugers and creamer
All time favorite song: The Pixies - Where Is My Mind



WHAT GOALS?

She wants to grow her social circle so she wants to connect to other designers so she can advance her skills so she can one day manage her own team. Sometimes she gets stuck on an idea and needs some inspiration, so she finds other designer's work and to keep track on trends that are happening in the ad industry, online, signage, etc.



WHAT ATTITUDE?

Visually appealling, an easy navigation. Very professional so employers can easy find what they are looking for in an employee and see if I'm the best match. When they visit my website they can expect a easy reading visual friendly portfolio. They will visit because it's a clean site that is pleasing.



WHICH BEHAVIOUR?

Internet - while on the internet she stends to stear clear of websites that were built 10-15 years ago, she gets frustrated when there is a broken link or an image doesn't load while trying to find information on a heavily informative page she gets frustrated when she follows her instinct to find info only to be lead to the opposite of what she wanted. When she sees a design or something aethetically applesing to her she saves it and adds it to a Folder titled Inspiration or Things I Like.

Comparable Sites - While on other portfolios she is going to be looking for what she needs, inspiration if your images are hard to see, poor quality or cannot load she will leave your site and not look at your other work. If she is very interested in a designer she might follow their instagram or tumblr to be kept updated with what other designs said designer produces in the future.

Mobile - She mostly uses her phone for social media and sceduling her work days.

Social Media - She has all platforms, from pinterest to society6, she uses about 80% of her social media daily and shares images on her tumblr, messages her friends artist articles on facebook, she follows a bunch of graphic designers on instagram and likes their photos.

College student trends, "hip" aesthetic value, fashion (!!), and a fun professional mind set.

Scale of 1 - 10 / How Imporant are functional, emotional, expressive benefits? / 8

Slightly slower than a 20 year old, because she is starting to settle down.

She makes hard descinons on facts, but her emotions still have slight hold over small things, because of reason stated above.



0..... ASPIRATIONAL0

0..... ACTUAL0