



# Meet **Lucy Van Zyl**

UI Designer | 28

## Bio

Lucy is a Regional Director who travels 4-8 times each month for work. She works on various projects that involve design thinking. Lucy's main focus is in the field of web and app UX and UI. She works remotely most of the time and travels quite frequently to other cities and hotels.

## Personality

Introvert



Extrovert



Analytical



Creative



Loyal



Fickle



Passive



Active



***If you equip people with the right tools, they will build the most extraordinary things***

## Goals

- Create delicious projects
- Learning new tools for design
- Become more proficient
- Increase workflow on projects
- Narrow down options quickly

## Core Needs

- Staying on trend when new design trends arise. Learn new tools and plugins to increase her workflow.
- Working remotely, and communication skills.

## Motivations

- Her salary at the end of the month.
- Convenience of working from home.
- Loyalty between peers from the company.
- Comfortable in her own environment.

## Frustrations

- Working with some tools
- Keeping up with the "trend"
- No self service on websites
- Horrible navigation on sites
- Adapting to tools updates

## Skills

**55%**  
Socialising

**68%**  
Teamwork

**78%**  
Creativity

**83%**  
UI Design

**71%**  
Research

**74%**  
Tools