

# Liz Saunders

The Mom

“It’s all about getting my kids out the door”



**Age** 37  
**Job** Freelance Visual Designer  
**Status** Married  
**City** Pittsburgh, PA  
**Kids** 7 years old and 5 years old

**Bio**  
Liz , a freelance graphic designer and mother of two, lives in Mt. Lebanon, PA. She has a kindergartener and a second grader who take a lot of her time and attention between scheduling, prepping and transporting. Liz has been a designer for most of her career, and she decided to go freelance when her first child was born to give her flexibility with her time. She struggles to balance her roles as a mom, a creative, and a business owner. In juggling these roles, she often gets overwhelmed transitioning between these roles while keeping track of her varying obligations.

Creative

Busy

Overloaded

Goals

- Get kids to school well prepared
- Feel creative and inspired
- Avoid using technology as a time-waster
- Enjoy life

Motivations

- Experiencing pleasure and beauty
- Achievement in her business and as a mom
- Finding solutions to the problems in her and her family’s life
- Maintaining enthusiasm and positive outlook

Frustrations

- Kids not doing what they need to to get out the door
- Stress over upcoming freelance deadlines
- Not being in control of her life until the kids are gone
- Balancing her roles as a mom, a creative, and a business owner

Devices

