



Persona name: **Katherine “Kat” Hannah**

Persona job title: **Writer**

Company: **personasio.com**

Annual income: **50k**

Home life: **single**

Hobbies/interests: **travel, fashion, cooking, cycling**

What keeps her up at night? **Uncertainty and anxiety**

Summary/bio:

Kat is a writer/editor for an online lifestyle magazine. She loves tiramisu, biking to work, and jet-setting to obscure locations around the globe.