



Persona name: **Alex Morales**

Persona job title: **Bartender**

Company: **Helvetica Tavern**

Annual income: **30k**

Home life: **Lives with girlfriend**

Hobbies/interests: **bass guitar, stand-up comedy, the Chicago Cubs**

What keeps him up at night? **Street noise outside his apartment**

Summary/bio:

Alex Tends the bar at a local tavern on nights and weekends. In his spare time he does amateur stand-up and plays bass in a band you've never heard of.