Persona name: **Brian Wells**

Persona job title: **Python developer**

Company: **Braintree**

Annual income: **70k**

Job description: **Programs software applications**

Home life: **Single**

Hobbies/interests: **video games, fantasy football, comics**

What keeps him up at night? **Stress from work and social life**

Summary/bio:
Brian is a young software developer who loves learning new things and creating cool stuff. He's never met a donut he didn't like.

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.

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.