

Assignment 2 - Persona Document



Photo by Grazi Gomes

The Blum Family

Cynthia Alley

Ophthalmologist

Age

43

Language

English

Justin Blum

Radiologist

Age

41

Language

English

Sonya Blum

Student

Age

11

Language

English

Nadia Blum

Student

Age

11

Language

English

DESCRIPTION

The Blum family love recording their special moments. Justin Blum is also passionate about photography and enjoy moments like the one taken in the picture. Cynthia is always excited to spend time with her family and have fun. Moments like this are essential for her. Every holiday or special event are great opportunities for them to require a photo shoot.

” It’s very important to me to have both the landmark and the mundane moments in life recorded. Photographs not only remind us of the “special” moments, such as birthdays and holidays, but also what life was like everyday. They show us how we have changed, for better or worse, over the years. I mostly want those moments memorialized to serve as a record for our children and their children.

Justin Blum



Photo by Grazi Gomes

Mari Kraske

Arts Administrator | Brand Communications Specialist

Age

40

Languages

English

German

DESCRIPTION

Mari is a seasoned professional with over 15 years of Marketing and Communications experience. She is focused on the arts sector and helping arts organizations and artists achieve maximum exposure and exceed expectations.

Mari needs sometimes headshots for business purposes. Also, she likes to record moments with her family, which she is passionate about.

” I am passionate about many things: my family, my work, the arts, making meaningful connections, and striving to challenge myself to learn new things.



Photo by Grazi Gomes

James Fay

Accounting Supervisor

Age

30

Language

English

DESCRIPTION

James works with accounting, bartender and soccer coach. He is passionate about sports, but specially about soccer. He plays soccer for many teams, and sometimes need professional photos for several projects.

” It is nice to capture still action pictures while playing a sport when the game moves so fast.