

Persona - Artist

Name: Ava Lee

Age: 27

Profession: Professional artist from San Francisco

Hobbies: Yoga, long hikes, wine, playing Super Mario



Information:

Ava dropped out of high school when she was 17 years old to pursue her dream - becoming an artist. Since then Ava opened an art gallery, but she is struggling to do the business side of the gallery, create art, and spending time with her fiancé. She has difficulties starting something, and once she started, she forgets to stop.

Personality

Creative

9 / 10

Spontaneous

8 / 10

Optimistic

7 / 10

Focused

6 / 10

Goals

- Be an influential artist
- Improve time management
- Open a second gallery
- Make more time for her family

Difficulties

- Management skills
- Time efficiency
- COVID-19