

EDUCATED GUESS

NAME

Alexa Tyler

DESCRIPTOR

Alexa is a potential client for commission work; she is interested in hiring freelance talent for personal art commissions and is researching the portfolios of artists to get a feel for a desired style, scope, and price range.

QUOTE

"I like finding independent artists with distinct art styles and supporting their work as directly as I can with commissions."



WHO IS IT ?

Age: 27

Location: Grand Rapids, MI

Work: University Librarian

Character: Creative, Dedi-

Family: Single



WHAT GOALS?

- * To support independent artists
- * To easily find & navigate through artist profiles & come away with a full sense of the breadth of an artist's work
- * To have positive collaborative commission experiences

WHAT ATTITUDE?

As an amateur artist & hobbyist, Alexa is inspired by portfolios and artwork she sees commonly shared on social media; she is drawn to artists whose style she hopes to learn from to improve her own artistic efforts.

WHICH BEHAVIOUR?

Alexa works primarily as a university librarian; she enjoys her work but devotes the majority of her personal time to artistic hobbies. On her off hours she visits sites like Tumblr or Behance to explore existing and upcoming artists who work in both digital and traditional media. Frequent frustrations she experiences when using these sites come in the form of both lack of proper attribution and lack of portfolio cohesion. Often on sites like Tumblr Alexa will see an interesting work of art that lacks a source and will have no easy way to find the artist; similarly on sites like Behance she will find an interesting concentration of work from an artist but the post will not give a clear view of the breadth of an artist's portfolio if they are not site members. In both cases she has difficulty getting a sense of the consistency of artist styles and finding commission information.



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