

USER PERSONA



DEMOGRAPHICS

AGE: 37
GENDER: Female
CITY: Culver City
MARITAL STATUS: Single
KIDS: None
EDUCATION: USC, Bachelor's Degree, International Finance
OCCUPATION: Accounting clerk
INCOME: \$56,000 year

GOALS/OBJECTIVES

Acquire new skills in new career - web based or graphic design
Checks emails, Plays Farmville on Facebook
Sends pictures to friends/family
Tech Savy, loves new technology

LIFESTYLE

Ana-Maria is currently an Accounting Clerk for a major fortune 500 Company in the Los Angeles area. She has been working at the company for a little over 5 years now and is unsatisfied so she's looking to change career fields. She already has a Bachelor's Degree in International Finance from USC but is looking to find an affordable local college to venture in her new endeavor. Although she has a degree, she's looking to venture into the graphic design field or web development.

As a kid, Ana-Maria was always doodling and sketching fruit in her notebooks in school. She has always wanted a more creative job but due to her strict family upbringing, she went into International Finance.

When she's not at work, she keeps in touch with family through Facebook and other social media sites, such as twitter, spends countless hours playing Farmville on Facebook and loves to read new books on her Kindle. She has the iphone 4 and is looking to get the iphone 5 when it comes out. She decided to go into graphic design or web design because of her love of technology.