USER PERSONA

BRIAN SLATER, 34

DEMOGRAPHICS

AGE: 34
GENDER: Male
CITY: Los Angeles
MARITAL STATUS: Married
KIDS: None
EDUCATION: B.A. Graphic Design M.F.A. Design
OCCUPATION: Adjunct Professor/Design Director
INCOME: $95,000 year

GOALS/OBJECTIVES

Access program specific information on campus
Including course offerings, faculty, and students
Share theoretical aspects of design with students
in relation to their course curriculum
Upload and share student work
Access Faculty e-mail services

LIFESTYLE

Brian is a new adjunct professor at Santa Monica College. He will be teaching a new course on campus once a week.

Brian spends his week days as a director at a design studio in Downtown Los Angeles. His work consist mostly of brand and design management to all studio accounts.

He spends his nights reading the top science, tech,and business articles to hit the headlines both on the web and T.V.

He also reviews and answers e-mail, and periodically updates his blog and social media profiles. He spends his weekends traveling, finding new venues and attending design related events to meet new people and gain new clients. He is an Apple enthusiast and enjoys teaching and mentoring aspiring design professionals.

He is married to his wife Amanda of three years, who is a photographer and regular collaborator at Brian's studio.