James McAllister

> "I need to keep up with tools and trends, but I also have a lot of work to get done, and finding a balance is a challenge."

AGE 42

OCCUPATION Senior Designer

STATUS In a Relationship

LOCATION Dallas, TX

GENDER Male

ARCHETYPE The Creator

TRAITS Imaginative, inventive, driven, creative

PERSONA BIO

James is an experienced designer who wants to stay fresh in his craft while also getting all his work done.

He's very process-oriented and is constantly looking to refine his workflows to optimize efficiencies.

While familiar with how to get around with software tools, he inevitably gets frustrated with some of the inherent limitations and need for workarounds. This challenge is compounded when it affects the scalability of his design changes and impact on his design team.

James likes to unwind by playing video games with his friends and watching pro livestreams.

GOALS & NEEDS

· Communicate well with stakeholders
· Organized process and workflow
· Keep up with tools and techniques

FRUSTRATIONS & FEARS

· Annoyed with software limitations
· Technical issues affect consistency
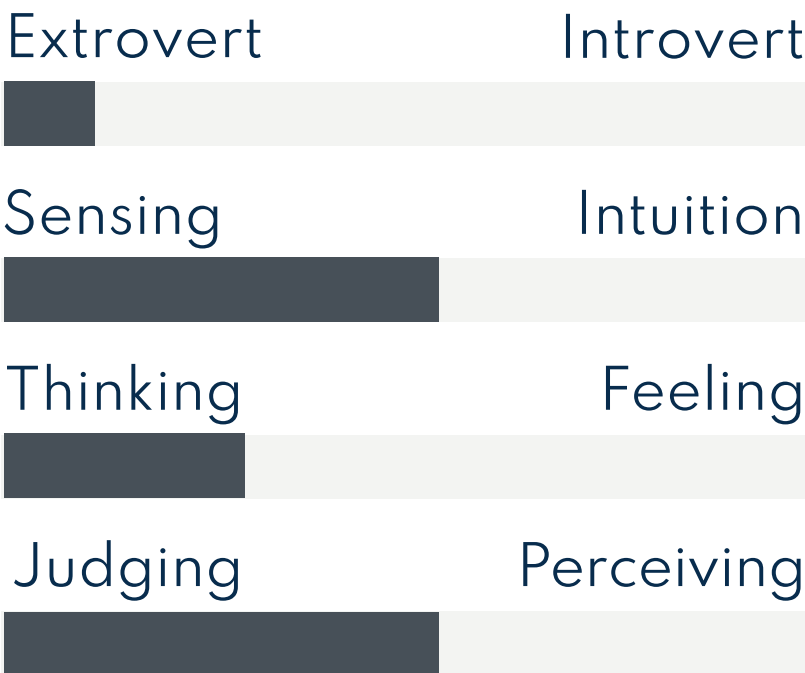· Sometimes afraid to publish changes to design libraries

MOTIVATIONS
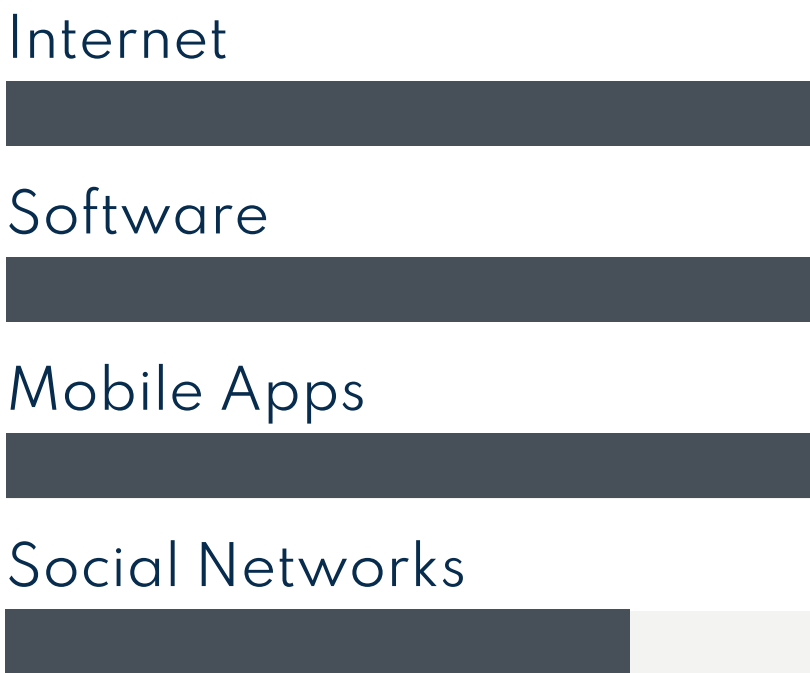
Growth & Achievment

Social Connection

Influence

Fear

PERSONALITY

Extrovert — Introvert

Sensing — Intuition

Thinking — Feeling

Judging — Perceiving

TECH KNOWLEDGE

Internet

Software

Mobile Apps

Social Networks

BRAND AFFILIATIONS

Figma   XBOX   TESLA