

CANDIDATE PERSONAS

Insight and inspiration for the people we represent.

DEMOGRAPHICS

Name
Persona name
Location
Generation, age
Relationship status
Time allocation
Employment status
Devices

PERSONALITY

Narrative
Activities
Empathy map
Likes
Dislikes
Motivations





BROOKLYN MENSIA

SHINY NEW PROFESSIONAL

Brooklyn recently graduated and she is looking for her first job. She has project work, but no work experience. She's excited about the future but anxious about interviewing since she's never really done it before. She's having a hard time finding a foot hold into the industry, as there are not a lot of entry level jobs. She's willing to put in the extra time to gain the right skills, but she really needs someone to take a chance on her. Ideally, her first opportunity would be in the field she studied and align with her values around diversity and equal opportunity.

Houston, TX
Gen Z, 21
Single





••••

Time allocation
School 60%, Home 40%






Employment status
Looking for 1st job

Primary device
Phone

ACTIVITIES

-  Working on resume and portfolio
-  Applying for jobs
-  Networking at developer meetups and with College alumni
-  Absorbing professional development content, on any device, site or place

EMPATHY MAP

-  Barriers based on lack of experience
Seeing
-  What's your experience?
Can I see your work?
Hearing
-  Who's hiring? For what skills?
Hire me!
Thinking
-  Excitement and anxiety around finding a job
Feeling
-  Here's my resume, what I'm working on, I'm ready!
Saying

Likes

Guidance and potential for gaining experience

Dislikes

Interviewing and being passed over

MOTIVATIONS

Be Debt Free

Get a job in field of study and pay off student loans

Future Proof Career

Find mentoring and/or training to develop all the skills necessary for a successful career

#Diversity

Find a company and culture that aligns with my personal values



JOSH MAIDEN

CAREER CHANGER

Josh recently graduated from a digital strategy bootcamp. He is not new to the workforce, but he is looking to level-up his career with a job that is interesting and engaging. He knows he wants a career that supports his lifestyle, and is building out his portfolio with pro-bono projects to show off his new skills. Aware that he is competing with a younger set, he leverages his existing professional skills and network to find inroads into his new field.

Mclean, VA
Gen X, 43
Married

• • • •

Time allocation
Work 60%, Home 40%






Employment status
Find 1st job in new industry

Primary devices
Phone and laptop

ACTIVITIES

-  Working on personal and professional development projects
-  Networking and showing work
-  Meetups and local events – preferably free
-  Absorbing professional development content via podcasts, webinars, editorial, etc.

EMPATHY MAP

-  Younger competition getting jobs with translatable skills
Seeing
-  How does your experience translate? Can I see your work?
Hearing
-  I'm not new, I know who I am and know what I want
Thinking
-  Scared, excited, anxious, and hungry
Feeling
-  I have skills to bring to the table
Saying

Likes

Participating in new and interesting work

Dislikes

Not having enough experience in the industry

MOTIVATIONS

Mo' Money

Find a job with a competitive salary and benefits

#WorkWithPurpose

Use new and former skills to transition into a new career that has meaning

A New Work Day

Find a new professional community that fits lifestyle



MACY BARNES

GIG CONTRACTOR

Macy is thinking about completing this gig and finding the next. A contractor's day is never done. There are invoices to collect, bills to be paid, emails to send, relationships to build and projects to complete. She's constantly tapping her network but occasionally still checks the job boards. Ideally, she'd like a long-term contract that keeps her skills sharp but doesn't require a full-time schedule. Contracting offers flexibility and autonomy but it's also hard, so she might give it up if the trade-off is worth it.

Austin, TX
Millennial, 36
Married, 1 Kid

• • • •

Time allocation
WFH 30%, Onsite 20%





Employment status
Find next 1-12 month project

Primary devices
Phone and laptop

Dice

DESIGN STUDIO //
CANDIDATE PERSONAS

ACTIVITIES

-  Building leads at conferences, events, lectures, parties!
-  Updating website and LinkedIn profile
-  Cross-posting and promoting brand and work
-  Managing billing, taxes and health insurance

EMPATHY MAP



Seeing

No incoming or unpaid invoices



Hearing

Are you available? What's your rate?
Do you know anyone?



Thinking

What are the requirements?
Is it a good time investment?



Feeling

Stress and excitement



Saying

What's your project, budget and
timeline?

Likes

Great reviews and referrals

Dislikes

Chasing invoices and leads

MOTIVATIONS

Freedom & Flexibility

Money = time + freedom. Keep finances, health and life balanced

#FromTheEdge

Proud of the services provided.
Let's referrals and reputation speak for her

Change or Die

Keep skills sharp with rotating jobs and contracts. Variety keeps you fresh



MARCUS JONES

CAREER STRATEGIST

Marcus is looking to challenge himself and move forward in life, he feels satisfaction when overcoming obstacles. By stepping up to shoulder responsibility, he has attained promotions, and the pay that goes with it. With a background in engineering and a propensity for strategy, he has made a name for himself leading great technical teams. Building on key relationships has been an integral part of expanding his professional domain. He takes pride in his work and legacy. He'll make a move when the opportunity is right.

Atlanta, GA
Millennial, 38
Married, 3 Kids





• • • •

Time allocation
Work 60%, Home 40%

Employment status
Moves for upward mobility

Primary devices
Phone and laptop

ACTIVITIES

-  Taking extra projects to move ahead
-  Seeking mentoring tips and career strategies
-  Gaining knowledge through relationships, podcasts and articles
-  Attending high level networking events

EMPATHY MAP



Seeing

People getting promoted and status



Hearing

Here's a new opportunity, are you interested?



Thinking

I can move the needle on this and my career



Feeling

Hungry, ready, excited, confident



Saying

I want the responsibility, title and the pay

Likes

Better title and better pay

Dislikes

Stagnation or demotion

MOTIVATIONS

How to be a C

Increase responsibilities and be rewarded with a change in title, status and pay

Winning

Power positions that provides a level of comfort and lifestyle

#Legacy

Be a mentor, leader and leave a legacy in the business world and at home



REY PATEL

POTTED PLANT

Rey is settled in his job and in life, it would take something dramatic to uproot him. Maintaining his position and professional viability is important to his personal responsibilities, family and finance. He is concerned about keeping his skill sets competitive to maintain his value to the company. Ageism is a real thing and keeping his languages and projects up to date is important. Not into long nights or extra hours, he's looking to get in, work hard and go home.

Boston, MA
Boomer, 56
Married, 2 Kids





• • • •

Time allocation
Work 40%, Home 60%






Employment status
Staying unless something dramatic happens

Primary device
Laptop

ACTIVITIES

-  Attends offered or required trainings
-  Meets deadlines and requirements
-  Time and money management are an important requirement for home life
-  Tracking work trends via news and editorials

EMPATHY MAP

-  Office politics, older employees getting pinkslips and not promotions
-  We know we can count on you
-  I want job security without stressing
-  Fierce competition and anxiety about skills staying viable
-  I know my stuff and how to deal with legacy issues

Likes

Stability, job training, and great benefits

Dislikes

Becoming obsolete, changing leadership

MOTIVATIONS

#Predictability

Work in a professional and timely manner to maintain work/life balance

Meaningful Contribution

Do work that is interesting and provides opportunities to sharpen viable skills

Kids and Retirement

Make sure there's enough money in the bank for the family and retirement



HEATHER ELMAN

ROCKSTAR

Heather is disrupting the industry with her unique expertise and knowledge. Work typically finds her. She values defining the industry and is a voracious contributor. She is constantly promoting her work, thinking through her blog, as well as participating in extensive speaking engagements and events. At the top of her game, she is a mentor, thought leader and influencer. She often consults to 'Big Tech' when not on book signing tours and keynote speaker engagements. Too much to do in too little time.

Chicago, IL
Gen X, 49
Married, 2 Kids

• • • •

Time allocation
On-site 40%, Remote 60%

Employment status
**Consultant and lead at
Big Tech Company**

Primary devices
Tablet and laptop

Dice

DESIGN STUDIO //
CANDIDATE PERSONAS

EMPATHY MAP



Seeing

Opportunities and risks all around



Hearing

What's next? Show us.



Thinking

I want to define my own terms



Feeling

Excitement and pressure to stay competitive



Saying

Where do I want to land next?

Likes

Visibility and notoriety

Dislikes

Managing all fronts

ACTIVITIES



Posting personal brand and thought leadership pieces



Active and galvanizing member of their industry and professional community



Blogging, speaking, advising, judging, consulting, teaching, mentoring

MOTIVATIONS

Valued Contributor

Maintains flexibility and freedom by providing specialized disruptive expertise

#ThoughtLeadership

Never bored: shifts industry paradigms through blogs, posts, podcasts, etc.

Special Engagements

Highly visible. Is sought after for industry expertise, opinions, lectures, discussions etc.



JAE PARK

DIGITAL NOMAD

Jae is all about finding the next beautiful place with a solid internet hotspot. He's always looking to find to other digital nomads who can share tips on where to go next and how to stay connected. He values creating his own career-work-life-paradigm. He is looking to make meaningful contributions and get the work done, while not having to give up his morning excursions. Maximizing his earnings to the cost of living wherever he might land is always a bonus.

Los Angeles, CA
Millenial, 34
In a Relationship





• • • •

Time allocation
Remote 98%

Employment status
Changes jobs frequently

Primary devices
Phone and laptop

ACTIVITIES

-  Finding connectivity with the latest gizmos
-  Traveling, vlogging, blogging, tweeting
-  Travelling across cultures and working in a constantly changing environment
-  Prioritizing work and personal needs

EMPATHY MAP



Seeing

Other digital nomads making it



Hearing

How's Timbuktu?
Can we review the work?



Thinking

Get in, get the work done, get out



Feeling

Exhilarated yet focused



Saying

I'd rather have a laptop and a tan

Likes

Traveling and finding work

Dislikes

Cubicals, poor connectivity or income

MOTIVATIONS

#RemoteWork

Do interesting and meaningful work at the next beautiful spot and maintain cosmopolitan life

Community and Teams

Connecting with others to keeps skills sharp and who support diversity in the workplace

The Trifecta of Jobs

Find a job that values autonomy, matches skills, pays well and is flexible



Houston, TX
Gen Z, 21
Single



Time allocation
School 60%, Home 40%

Employment status
Looking for 1st job

Primary device
Phone

BROOKLYN MENSIA

SHINY NEW PROFESSIONAL / ACTIVE SEEKER

Brooklyn recently graduated and she is looking for her first job. She has project work, but no work experience. Brooklyn's excited about the future but anxious about interviewing since she's never really done it before. She's having a hard time finding a foot hold into the industry, as there are not a lot of entry level jobs. She's willing to put in the extra time to gain the right skills, but she really needs someone to take a chance on her. Ideally, her first opportunity would be in the field she studied and align with her values around diversity and equal opportunity.

BROOKLYN MENSIA

SHINY NEW PROFESSIONAL

EMPATHY MAP



Barriers based on lack of experience

Seeing



What's your experience?
Can I see your work?

Hearing



Who's hiring? For what skills?
Hire me!

Thinking



Excitement and anxiety around
finding a job

Feeling



Here's my resume, what I'm
working on, I'm ready!

Saying

Likes

Guidance and potential for gaining experience

Dislikes

Interviewing and being passed over

ACTIVITIES



Working on resume and portfolio



Applying for jobs



Networking at developer meetups
and with College alumni



Absorbing professional development
content any device, site or place



MOTIVATIONS

Be Debt Free

Get a job in field of study and pay off
student loans

Future Proof Career

Find mentoring and/or training to develop all
the skills necessary for a successful career

#Diversity

Find a company and culture that aligns with
my personal values



JOSH MAIDEN

CAREER CHANGER / RETURNING / VETERANS

Josh recently graduated from a digital strategy bootcamp. He is not new to the workforce, but he is looking to level-up his career with a job that is interesting and engaging. He knows he wants a career that supports his lifestyle, and is building out his portfolio with pro-bono projects to show off his new skills. Aware that he is competing with a younger set, he leverages his existing professional skills and network to find inroads into his new field.

Mclean, VA
Gen X, 43
Married

• • • •

Time allocation
Work 60%, Home 40%

Employment status
Find 1st job in industry

Primary devices
Phone and laptop

Dice

DESIGN STUDIO //
CANDIDATE PERSONAS

JOSH MAIDEN CAREER CHANGER

EMPATHY MAP



Seeing

Younger competition getting jobs with translatable skills



Hearing

How does your experience translate? Can I see your work?



Thinking

I'm not new, I know who I am and know what I want



Feeling

Scared, excited, anxious, and hungry



Saying

I have skills to bring to the table

Likes

Participating in new and interesting work

Dislikes

Not having enough experience in the industry

ACTIVITIES



Working on personal and professional development projects



Networking and showing work



Meetups and local events – preferably free



Absorbing professional development content via podcasts, webinars, editorial

MOTIVATIONS

Mo' Money

Find a job with a competitive salary and benefits

#WorkWithPurpose

Use new and former skills to transition into a new career that has meaning

A New Work Day

Find a new professional community that fits lifestyle



MACY BARNES

GIG CONTRACTOR

Macy is thinking about completing this gig and finding the next. A contractor's day is never done. There are invoices to collect, bills to be paid, emails to send, relationships to build and projects to complete. She's constantly tapping her network but occasionally still checks the job boards. Ideally, she'd like a long-term contract that keeps her skills sharp but doesn't require a full-time schedule. Contracting offers flexibility and autonomy but it's also hard, so she might give it up if the trade-off is worth it.

Austin, TX
Millennial, 36
Married, 1 Kid

• • • •

Time allocation
WFH 30%, Onsite 20%

Employment status
Find next 1-12 mo project

Primary devices
Phone and laptop

MACY BARNES GIG CONTRACTOR

EMPATHY MAP



No incoming or unpaid invoices

Seeing



Are you available? What's your rate? Do you know anyone?

Hearing



What are the requirements?
Is it a good time investment?

Thinking



Stress and excitement

Feeling



What's your project, budget and timeline?

Saying

Likes

Great reviews and referrals

Dislikes

Chasing invoices and leads

ACTIVITIES



Building leads at conferences, events, lectures, parties!



Updating website and LinkedIn profile



Cross-posting and promoting brand and work



Managing billing, taxes and health insurance



MOTIVATIONS

Freedom & Flexibility

Money = time + freedom. Keep finances, health and life balanced

#FromTheEdge

Proud of the services provided.
Let's referrals and reputation speak for her

Change or Die

Keep skills sharp with rotating jobs and contracts.
Variety keeps you fresh



MARCUS JONES

CAREER STRATEGIST

Marcus is looking to challenge himself and move forward in life, he feels satisfaction when overcoming obstacles. By stepping up to shoulder responsibility, he has attained promotions, and the pay that goes with it. With a background in engineering and a propensity for strategy, he has made a name for himself leading great technical teams. Building on key relationships has been an integral part of expanding his professional domain. He takes pride in his work and legacy. He'll make a move when the opportunity is right.

Atlanta, GA
Millennial, 38
Married, 3 Kids



Time allocation
Work 60%, Home 40%
Employment status
Moves for upward mobility
Primary devices
Phone and laptop

MARCUS JONES

CAREER STRATEGIST

EMPATHY MAP



People getting promoted and status

Seeing



Here's a new opportunity, are you interested?

Hearing



I can move the needle on this and my career

Thinking



Hungry, ready, excited, confident

Feeling



I want the responsibility, title and the pay

Saying

Likes

Better title and better pay

Dislikes

Stagnation or demotion

ACTIVITIES



Taking extra projects to move ahead



Seeking mentoring tips and career strategies



Gaining knowledge through relationships, podcasts and articles



Attending high level networking events



MOTIVATIONS

How to be a C

Increase responsibilities and be rewarded with a change in title, status and pay

Winning

Power positions that provides a level of comfort and lifestyle

#Legacy

Be a mentor, leader and leave a legacy in the business world and at home



REY PATEL

POTTED PLANT

Rey is settled in his job and in life, it would take something dramatic to uproot him. Maintaining his position and professional viability is important to his personal responsibilities, family and finance. He is concerned about keeping his skill sets competitive to maintain his value to the company. Ageism is a real thing and keeping his languages and projects up to date is important. Not into long nights or extra hours, he's looking to get in, work hard and go home.

Boston, MA
Boomer, 56
Married, 2 Kids



Time allocation
Work 40%, Home 60%
Employment status
Staying unless something dramatic happens

Primary device
Laptop

REY PATEL POTTED PLANT

EMPATHY MAP



Seeing

Office politics, older employees getting pinkslips and not promotions



Hearing

We know we can count on you



Thinking

I want job security without stressing



Feeling

Fierce competition and anxiety about skills staying viable



Saying

I know my stuff and how to deal with legacy issues

Likes

Stability, job training, and great benefits

Dislikes

Becoming obsolete, changing leadership

ACTIVITIES



Attends offered or required trainings



Meets deadlines and requirements



Time and money management are an important requirement for home life



Tracking work trends via news and editorials

MOTIVATIONS

#Predictability

Work in a professional and timely manner to maintain work/life balance

Meaningful Contribution

Do work that is interesting and provides opportunities to sharpen viable skills

Kids and Retirement

Make sure there's enough money in the bank for the family and retirement



HEATHER ELMAN

ROCKSTAR

Margot is disrupting the industry with her unique expertise and knowledge. Work typically finds her. She values defining the industry and is a voracious contributor. She is constantly promoting her work, thinking through her blog, as well as participating in extensive speaking engagements and events. At the top of her game, she is a mentor, thought leader and influencer. She often consults to 'Big Tech' when not on book signing tours and keynote speaker engagements. Too much to do in too little time.

Chicago, IL
Gen X, 45
Married, 2 Kids

• • •

Time allocation
Onsite 40%, Remote 60%

Employment status
**Consultant and Lead
at Big Tech Company**

Primary device
Tablet and laptop

Dice

DESIGN STUDIO //
CANDIDATE PERSONAS

HEATHER ELMAN

ROCKSTAR

EMPATHY MAP



Opportunities and risks all around

Seeing



What's next? Show us.

Hearing



I want to define my own terms

Thinking



Excitement and pressure to stay competitive

Feeling



Where do I want to land next?

Saying

Likes

Visibility and notoriety

Dislikes

Managing all fronts

ACTIVITIES



Posting personal brand and thought leadership pieces



Active and galvanizing member of their industry and professional community



Blogging, speaking, advising, judging, consulting, teaching, mentoring



MOTIVATIONS

Valued Contributor

Maintains flexibility and freedom by providing specialized disruptive expertise

#ThoughtLeadership

Never bored: shifts industry paradigms through blogs, posts, podcasts, etc.

Special Engagements

Highly visible. Is sought after for industry expertise, opinions, lectures, discussions etc.



JAE PARK

DIGITAL NOMAD

Jae is all about finding the next beautiful place with a solid internet hotspot. He's always looking to find to other digital nomads who can share tips on where to go next and how to stay connected. He values creating his own career-work-life-paradigm. He is looking to make meaningful contributions and get the work done, while not having to give up his morning excursions. Maximizing his earnings to the cost of living wherever he might land is always a bonus.

Los Angeles, CA
Millennial, 34
In a Relationship



Time allocation

Remote 98%

Employment status

Changes jobs frequently

Primary device

Phone and laptop

Dice

DESIGN STUDIO //
CANDIDATE PERSONAS

JAE PARK DIGITAL NOMAD

EMPATHY MAP



Seeing

Other digital nomads making it



Hearing

How's Timbuktu?
Can we review the work?



Thinking

Get in, get the work done, get out



Feeling

Exhilarated yet focused



Saying

I'd rather have a laptop and a tan

Likes

Traveling and finding work

Dislikes

Cubicals, poor connectivity or income

ACTIVITIES



Finding connectivity with the latest gizmos



Traveling, vlogging, blogging, tweeting



Travelling across cultures and working
in a constantly changing environment



Prioritizing work and personal needs



MOTIVATIONS

#RemoteWork

Do interesting and meaningful work at the next beautiful spot and maintain cosmopolitan life

Community and Teams

Connecting with others to keep skills sharp and who support diversity in the workplace

The Trifecta of Jobs

Find a job that values autonomy, matches skills, pays well and is flexible