



MARGARITA PEREZ

UH DIGITAL MEDIA STUDENT

Persona based on 6 survey responses

HOBBIES

- Baking
- Hanging out with friends
- Working out

LIFESTYLE

- Balancing school, work, and responsibilities
- Fast-paced
- Commutes to school

WANTS

- Career stability & opportunities
- A clear program values
- Flexible learning options

NEEDS

- Affordable tuition and financial transparency
- Clear admission and application information

PAIN POINTS

- Commuting to school everyday
- Balancing internships and school
- Confusing program requirements
- Too many degree options

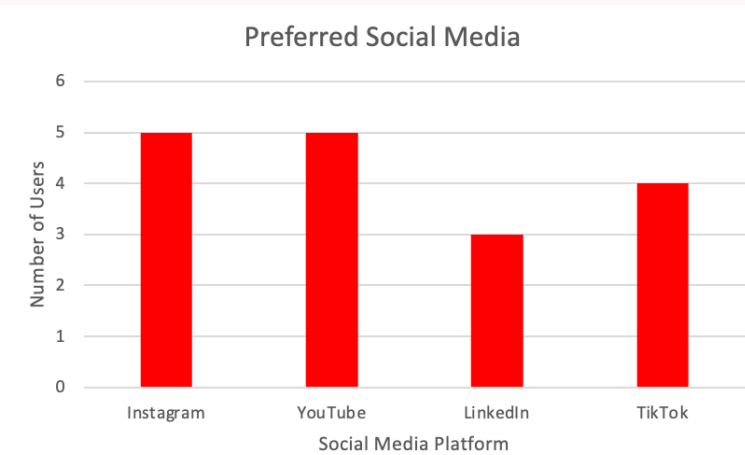
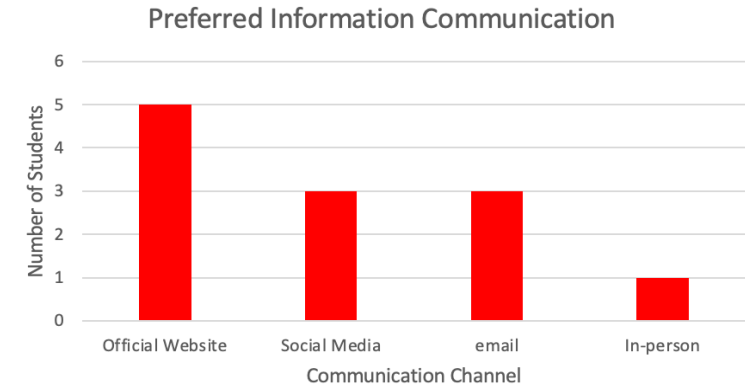
MOTIVATIONS

- Salary increases
- Personal confidence
- Skill development
- Preparing for their future

PREFERRED SOCIAL MEDIA



PREFERRED CONTACT METHOD



EDUCATION EXPECTATIONS

- Career advice
- Skill building
- Job & internship opportunities

DEMOGRAPHICS

- FEMALE
- 23 YEARS OLD
- HOUSTON TEXAS
- INTERN STIPEND

ABOUT

Margarita is an energetic, digital-native full-time student at the University of Houston, working on completing her bachelors degree in digital media. She currently has an internship at Paucek and Lage.