

Michelle



Age **31**

Location **Los Angeles, California**

Education **BFA Graphic Design**

Art Director

- Responsible for the look and feel of overall advertising campaigns
- Informal work environment
- 9-6, but often works overtime

Motivators

Recognition

From throwing the best dinner parties to earning another Cannes Lions award, she thrives on receiving praise and recognition for her hard work.

Adventure

She tries everything on the menu at least once and has traveled to a dozen countries, longing for more stamps on her passport and more flavors on her palate. Predictability is her enemy.

Behaviors

Work

She spends half of her work day in meetings and the other half collaborating with her team on a product. Deadlines are often tight, she seldom goes out for lunch unless it's a lunch meeting with a client.

Wellness

"Looking your best also means feeling your best" and vice versa. She believes that nourishment of the body and the soul comes first, whether it's a spa day, a pre-work yoga & meditation class, or just taking a warm bubble bath with a glass of wine after work.

Needs

- Better work-life balance
- International job opportunities
- Has interviewed with a top ad agency in Amsterdam, needs more information to secure a visa to work in The Netherlands

Eric



Age **29**

Location **New York, NY**

Education **High School Diploma**

Store Manager, Starbucks

- Managing daily financial reports
- Hiring and training of new baristas
- Informal work environment, but can be incredibly stressful
- Works weekends and on-call in the event of a barista being sick

Motivators

Family

Eric has an exceptionally close relationship with his working-class family. His parents - who have been married for more than 35 years - have always encouraged him to follow his happiness.

Friends

Eric maintains a tight-knit relationship with his friends from high school, meeting up for poker nights or for the occasional beer festival.

Behaviors

Work

A typical workday is spent on administrative tasks such as inventory or payroll. Since being promoted to manager, he seldom finds himself on the floor of the cafe unless a barista has called in sick.

Personal Life

He saves his limited vacation days to visit his long-distance Dutch girlfriend-now-wife in Rotterdam, whom he met while backpacking with friends through South America. They wed in a private civil ceremony during her last visit to New York in order to close the gap.

Needs

- Job opportunities in The Netherlands for those without a university education and for those who don't speak Dutch
- Information on securing a family reunification visa