

**Maya, 27**

**Archetype**

The Magician

**Gender**

Female

**Income**

$84,500.00

**Education**

MBA in Graphic Design

**Occupation**

Brand Designer

**Location**

London

**Marital Status**

In Relationship

**Personality Slider**

Introvert

Extrovert

Creative

Analytical

Messy

Organized

Emotional

Rational

Active

Passive

Plays safe

Takes risk

Customer Persona