

NAME

Alex Rivera

KEY ATTRIBUTES

Freelance graphic designer seeking balance between creative work and administrative tasks.

SHORT DESCRIPTION

Alex Rivera is a 30-year-old freelance graphic designer based in New York City, struggling to manage his time effectively between client projects and administrative duties while aiming to grow his business.



“ I wish I could focus solely on my designs without getting bogged down by invoices and emails. I'd love to have more time to unleash my creativity and explore new ideas! ”

NEEDS

Automation tools to streamline invoicing and communication.

Improved time management strategies to balance projects and admin work.

Greater efficiency in workflow to enhance creative output.

OPPORTUNITIES

Implementing automation solutions could significantly reduce time spent on administrative duties, allowing for more creative work and client engagement.

By adopting better project management tools, Alex can enhance his productivity, freeing him to explore new design techniques and expand his client base.

CHALLENGES

Spending 1-2 hours daily on administrative tasks instead of design.

Difficulty maintaining a creative mindset due to constant task-switching.

Current tools failing to provide the desired efficiency.