

Persona 2 — Leo

Role: Creative Director

Age: 35

Location: Brighton

Experience level: Advanced

Devices: Laptop (primary), tablet (secondary)

Overview

Leo oversees digital projects and is constantly frustrated by clients asking for the same safe design patterns. He seeks inspiration that challenges his thinking.

Goals

- Find work that sparks new ideas
- Challenge repetitive industry trends
- See examples of intentional unconventional design
- Explore new perspectives for his team

Behaviours

- Reviews sites with strong editorial voice
- Reads essays about design culture
- Keeps up with industry blogs
- Gives feedback focused on intent and clarity

Frustrations

- Trends becoming repetitive
- Templates driving creativity
- Lack of originality in junior designers' work

Needs

- Clear message
- Strong conceptual stance
- Enough usability that he can evaluate ideas quickly

Quote

“Good design isn’t about following patterns. It’s about making decisions that mean something.”