# Andrew
## UX Designer

## ABOUT

👤 Age 25-34

£ £50K-75K

💻 High Tech Proficiency

## BIO

Andrew recently started a new job as a UX designer in a mid-sized mobile development company. He moved over from the graphic design world and is excited to bring a user-focused perspective to the business.

## INFLUENCES

Friends
Colleagues
Social Media
Blogs/ Forums
Technology
UI Trends
Credibility

## MOTIVATIONS

Impact
Promotion
User Needs
Teamwork

## GOALS

- Introduce a user focused mentality and methods into traditional company landscape
- Improve usability of customer facing interfaces
- Grow the UX team

## FRUSTRATIONS

Communicating necessity for change to development team.

**39%**
Communication Mistakes

**7**
Communication points

*Calculated based on data from 2024 survey conducted with 105 participants.