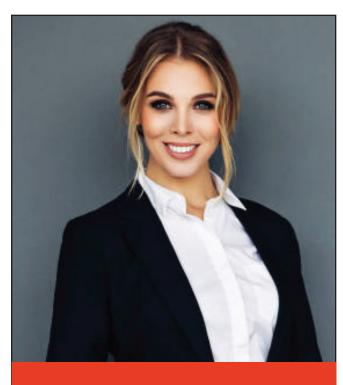
# ASHLEYJORDEN

# AGE 27 OCCUPATION ARCHITECT LOCATION CHICAGO, IL

# ORGANIZED | LEADER | AMBITIOUS



'If you work hard enough and assert yourself, and use your mind and imagination, you can shape the world to your desires."

#### **BACKGROUND**

Design new construction projects, alterations and redevelopments. Specialist construction knowledge and high-level drawing skills to design buildings that are functional, safe, sustainable and aesthetically pleasing.

#### **GOALS**

- Controlling projects from start to finish to ensure high quality, innovative and functional design
- Using the construction "brief" to identify clients' needs and put together feasibility reports and design proposals
- Developing architecture in line with client's needs, building's usage and environmental impact

## **MAINPOINTS**

- Compile project specifications
- Keep within budgets and timelines
- Site visits to check on project status
- Technical insights on prouducts

#### LIFE SITUATION/PAIN POINTS

- She never has enough time
- She feels trade shows and lunch-andlearns are inefficient ways to get information on building-products.
- She hates having to go through a dozen tabs on her browser to make her short list for each building-product.

### **NARRATIVE**

Ashley is subscribed to *Architectural Digest* but barely reads it now. She occasionally sits through a lunch-and-learn hosted by a manufacturer, but relies mostly on her architect-peers for information on building-products. She trusts their review of building-products used in previous projects, and will specify based on this information most of the time.





ARCHITECTURAL DIGEST