

ASHLEY JORDEN

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 products

LIFE SITUATION/PAIN POINTS

- She never has enough time
- She feels trade shows and lunch-and-learns 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