Understanding the Talent
A collection of student personas for Connecticut Industry

2022

DM CONNECTICUT

Connecticut
Film. Television. Digital Media.
www.ctfilm.com

www.digitalmediact.com

Introduction

What is a Persona?

Many of us are familiar with the concept of a persona; they are a popular strategy used in marketing and product design. Typically, a persona offers a collection of behaviors, needs, and preferences that help a designer better understand a group or audience. Some personas are fictional, and others can reflect user data gathered through design research.

Why are they helpful?

When designing a product or service, it is helpful to make decisions based on what you understand about your intended user. We see an opportunity to use personas to communicate different groups of Connecticut students engaged in film, video, and digital media programs to our industry partners. Understanding students can assist employers when conducting outreach and working with interns and recent graduates.

How were the DMCT Personas generated?

Some personas in this document represent data gathered from full-time undergraduate students enrolled in a Connecticut film and digital media program. Other personas were produced by higher education faculty tasked with creating personas of their most talented students currently enrolled in their program.

Organized by Branch

In 2020, DMCT created a Connecticut manifesto for Digital Media that identified four branches of focus; Interactive Media Design & Development, Motion Design & Animation, Film & Video Production, and Communication and Marketing. This document categorizes student personas by connecting expressed interests and skills to one of the four branches. In most cases, a student's degree will align with one of these branches, but it is not always the case. Some students will develop skills and interests through extra-curricular activities or by pursuing undergraduate minors.

Ben London

Major
Digital Media Generalist

Relevant Branch
Motion Design and Animation

Interests
Motion Design/Animation, Film/Video, and Interactive Media

Profile
Considered highly talented by peers and faculty. Received Nutmeg Award in Digital Media. After obtaining an Associates Degree in Digital Media, they transferred to a University to complete their bachelor's degree. During their Associate degree they focused on Film/Video, and during their Bachelors degree they focused on Motion Design. Doesn't have a "dream" company or industry, but would be happy working in either film or motion design.

Experience
Completed a successful internship at NBC Sports in the Broadcast Graphics department. Currently working for the Communications department at their University designing graphics. Produces short films in spare time and is an occasional freelancer.

Technologies they know well
After Effects, Adobe Photoshop, Illustrator, Indesign, Cinema 4D, Maya, Blender, Zbrush, Adobe Premiere, Clip Studio Paint.

Location Preferences
Lives in Danbury CT. Hasn't thought too much about where they'll live after graduation, but has a preference to stay in the North East. Wants to leave home for sure!

Hilary Bloomberg

Major
Digital Media (with a concentration in Game Design and a minor in Computer Science)

Relevant Branch
Interactive Media Design & Development

Interests
Game Development, Interactive Media Design, Designing 2D/3D Assets

Profile
Honors student. Will graduate in 8-semesters with little debt. Interested in part-time work over the summer. Wants to focus full-time on her studies during the academic year. Dreams of working at Triple A game studio, but is receptive to other opportunities in interactive media design so long as they are interesting.

Experience
Currently an undergraduate research assistant at Greenhouse Studios, which is responsible for scholarly communications design at the University of Connecticut. Works on web pages and interactive experiences at the studio. Has worked on published works and has produced an independent game.

Technologies Known
Unity, Photoshop, Aseprite, Procreate, 3DS Max, Substance Painter, C#

Location Preferences
Resident at CT University, but originally from NYC. Happy to relocate after graduation, including to the West coast.

Joseph Greenwood

Major
Game Design and Development

Relevant Branch
Interactive Media Design and Development

Interests
Game Development, Interactive Media Design, Designing 2D/3D Assets

Profile
A first-generation college student who struggled during his first semester. Hopes to graduate in 9-semesters, but needs to make up classes over the summer months. Interested in securing professional experience, however, must maintain existing employment, which is stable and covers the short-fall in his scholarship. Dreams of working at Triple A game studio, but is open to any full-time opportunity post-graduation.

Experience
Has secured one short-term paid internship at Play4REAL XR Lab at Yale University, and another short-term unpaid internship at another small game studio. Was part of a team that won the Global Game Jam hosted by their University.

Technologies Known
Has used Unity, Unreal Engine, but not at a high proficiency level. Comfort in HTML, CSS, C# and GitHub.

Location Preferences
Lives in Trumbull. Although they have a preference to live in NYC, they don't anticipate leaving home after graduation.

Edwin James

Major
Film/Video

Relevant Branch
Film/Video

Interests
Film/Video Production and Sound Design

Profile
An established content creator with five or six years of experience producing content for Youtube, this student is already working in their field. Building on experiences taking workshops and classes in high school, camps, or industry training, this student is earning a college degree to grow their business or professionalize their network. This student would be dissatisfied with experiences that don't advance or challenge their skills and knowledge.

Experience
Certified in Adobe Premiere or video production through a highschool program. This student has hundreds of subscribers.

Technologies they know well
Premiere, Photoshop, and After Effects. Camera, lighting, sound.

Location Preferences
Stamford

Sally Ramirez

Major
Digital Media / Film Production

Relevant Branch
Film/Video Production

Interests
Narrative film, non-fiction/documentary, screenwriting, social justice

Profile
Sally is a first generation student from an immigrant family, fully bilingual in English and Spanish. She has a strong work ethic and interest in social justice. She was drawn to film because of commercial, Hollywood movies (like Marvel), but realized that her talents can be used in a broad spectrum of film genres such as promotional videos for non-profits and local small businesses, and non-fiction films that address local social issues.

Experience
As a college senior, she produced a documentary that was aired on the local PBS station and was hired as a DP for major commercial brands such as Samsung and Amazon in NYC.

Technologies they know well
Well-versed in all aspects of pre, production and post-production: Knows well - cinema cameras, audio equipment, lighting, scripting, production management (scheduling, budgeting, and logistics).

Location Preferences
Lives in Bridgeport and commutes to the university (lives at home). Wants to be in Manhattan, or closeby (with the amenities of the big city).

Kayla Dobricki

Major

Sports Media

Relevant Branch

Film/Video Production

Interests

Live studio and/or remote production. Reporting on-camera.

Profile

First generation honors student from out of state, student athlete, driven to succeed in academics as much as athletics, seeks internships that don't interfere with athletics, active in student media on campus.

Experience

Taken courses in studio production, practicum in sports broadcasting/streaming. Actively involved with Athletics live streaming other sport events - camera operation, TriCaster, announcing.

Technologies they know well

Studio control room equipment, studio and field camera operation, Adobe Creative Suite (Premiere Pro, Photoshop, After Effects, Audition.)

Location Preferences

Connecticut, Los Angeles

Chris Graham

Major

Political Science, minor Sports Media

Relevant Branch

Communication and Marketing

Interests

Loves covering home games. Works at radio station.

Profile

Is on the autism spectrum. Rule-orientated. Does well with very specific guidance and direction/literal. Supportive family. Family has purchased cameras, green screens, and facilitated the student's overall interest.

Experience

They are now proficient in Film/Video production and work with friends to produce content for YouTube. Hasn't pursued internship opportunities but continues to produce the occasional video interview for his old high school. Volunteers at a local radio station.

Technologies they know well

Discord, Motion Graphics, Premiere, Twitch

Location Preferences

Connecticut. Uncomfortable working with lots of people and would like to avoid working at a large company.

Asia Jimenz

Major

Digital Media Design

Relevant Branch

Communications and Marketing

Interests

Gravitates to creative fields; no major preference but talented in multiple areas (e.g., film, graphic design, motion graphics, etc.); considers social media as an opportunity.

Profile

Spent the first year of college in New Hampshire, but returned during the pandemic to a Connecticut-based University. High achieving student. Wants to graduate quickly and secure a high paying job. Willing to work outside Digital Media.

Experience

Secured part-time work during the pandemic managing social media for a small medical practice. All professional experience conducted remotely. Used a basic social media management tool and received training in HubSpot. Now in their final year of studies but continues to work occasional hours for the same media practice.

Technologies they know well

Comfortable using Hootsuite and Canva to support social media. Proficient in After Effects, Cinema 4D, Illustrator, and Photoshop.

Location Preferences

Based in Connecticut, but willing to move if necessary. Doesn't have a location preference, but likes the idea of remote work.

Morgan Mendes

Major

Dual: Game Design and Development and Computer Science

Relevant Branch

Interactive Media Design & Development

Interests

Game Development, Game Design, Programming

Profile

Honors student. Excels in all classes. Does not spend much time with other students in the program. Is very methodical, creative, and diligent. Not social, prefers to spend time with brother.

Experience

Works as a Peer Catalyst and Tutor at the Learning Center helping students who struggle with Unity and programming

Technologies Known

Unity, C#, Python, CSS, Javascript, learning Unreal.

Location Preferences

Resident at CT University, wants to relocate after graduation, including to the West coast.

Sam Myers

Major

Dual: Game Design and Development and Theater Studies

Relevant Branch

Interactive Media Design & Development

Interests

Game Development, Game Design, Acting, Directing, Playwriting

Profile

Excellent student. S. is very social and a great asset to game teams. They are very busy in the theater program and has appeared in almost every production in some role. They are interested in interactive fiction games.
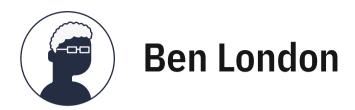
Experience

They works unpaid in the theater and also has a part-time job at a local store.

Technologies Known

Unity, Adobe Suite, Audio composition.

Location Preferences

Resident at CT University, wants to relocate after graduation especially to a place with lots of theaters like NYC.

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