Team Report

Takiyah

Writer/Editor
$70,000

EDUCATION
B.A.

PERSONALITY TYPE
Introverted, Sensing, Feeling, Judging

FEMALE   AGE 32

EXPERIENCE
10 years—2 management, Non-profit associations

SKILLS
Business writing, excellent editing skills, proofreading, naming experience, style guides. Detail oriented and organized

SOFTWARE
MS Office Suite, InCopy

AREAS NEEDING DEVELOPMENT
Not adept at creative copywriting. Lacks imagination

We hired Takiyah because of her organizational skills, which will be crucial with writing brand identity briefs for the six PWHL teams. Her expertise in naming and style guides was a huge bonus when concepting various team names as well as for when our design team gets to creating brand guidelines for each team. We felt having a young female writing and creating the brand concepts would be beneficial to appealing to our target audience of younger females. One detractor to hiring Takiyah is her lack of creative writing skills and imagination, but we feel that she can be spurred by other members of the team that are creative ideators.

Abdul

Designer
$65,000

EDUCATION
B.F.A.

PERSONALITY TYPE
Extroverted, Intuitive, Feeling, Perceiving

MALE   AGE 30

EXPERIENCE
8 years—0 management, Temp agencies, freelance

SKILLS
Good creativity, problem-solving, and typography skills. Proposes appropriate solutions based on project goals, timeframe, and budget

SOFTWARE
Adobe Design Suite, MS Office Suite

AREAS NEEDING DEVELOPMENT
Needs some oversight and strong art direction

We hired Abdul because of his ability to maintain project goals and timelines, which will be a critical aspect of this expansive project. His ability to ideate creative solutions and strong typographic skills will be important when coming up with visual identity concepts for each team, which will include a primary logo, wordmark, logomark, and additional brand assets to support graphics and media. We don't think his areas of development are too big of an issue in this project because of having Antonio, the Senior Designer, both helping him in the creation of assets and directing him when needed.

Khanh

Web Designer
$78,000

EDUCATION
B.F.A.

PERSONALITY TYPE
Extroverted, Intuitive,
Feeling, Judging

FEMALE   AGE 34

EXPERIENCE
12 years—3 management, Web development agency,
government contractors

SKILLS
Wordpress, UI/UX design, SEO, social media. Ability
to work independently and generate smart solutions
with minimal direction. Organized, detail-oriented

SOFTWARE
HTML, HTML5, CSS, Photoshop, and Illustrator

AREAS NEEDING DEVELOPMENT
Non-native English speaker creates need for
careful proofreading

We hired Khanh because of her "ability to work independently and generate smart solutions with minimal direction." This will be very important as the sole web designer on the team in tandem with her organizational skills and attention to detail. She has a lot of experience building websites from scratch, developing apps, and kickstarting social media accounts, all of which will be necessary components to the launching the brand identities of these franchises. Although her native language is not English, we feel this balances out when looking at Takiyah's expertise with proofreading and editing written materials.

Antonio

Sr. Designer
$88,000

EDUCATION
B.F.A.

PERSONALITY TYPE
Extroverted, Intuitive,
Feeling, Perceiving

MALE   AGE 45

EXPERIENCE
23 years—3 management, Agencies, large
corporations, associations

SKILLS
Strong creativity, typography, technology, and
illustration skills. Self directed, organized, and
efficient: ability to handle multiple ongoing projects

SOFTWARE
Strong Adobe CC, Some MS Office

AREAS NEEDING DEVELOPMENT
Interpersonal skills need improvement—
often struggles with clients

Antonio will act as an additional team lead given his 20+ year work experience, especially in agencies and large corporations. Antonio's strongest attributes were his ability to handle multiple ongoing projects, his self-directedness, organizational skills, and efficiency will all be critical with a dense timeline. Like Abdul, Antonio's strong illustrative and typographic skills will be important when sketching identity concepts for each team. We don't think his areas of development are too big of an issue in this project because any communication with the executives at the franchises will be with others on the team and he has presented brands and projects to many clients throughout his career.