

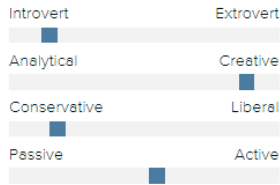
Steward Thompson



"I don't regret not going to college. Students learn up to the age of 21, then stop. I'll always be learning - the things that really matter in life."

Age: 21
Work: Student
Family: Student
Location: Portland, Oregon
Archtype: Sage

Personality



- Sensitive
- Emotional
- Brittle
- Stable

Goals

- Be more sociable around peers
- Understanding different perspective from other people
- Become a journalist for the NY Times
- Have a voice in society

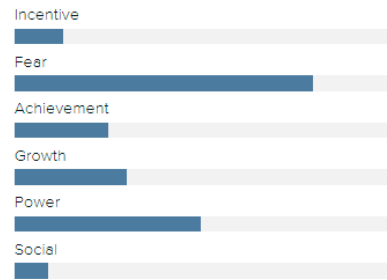
Frustrations

- Have trouble asking for help in times of struggle
- Always thinks of the past, not the present
- Can't find the balance between school and social life
- Wants to have more friends in school

Bio

Steward attends Oregon State University and studies literature and fine arts. The first day of school was a struggle for Steward because of the large community that surrounded him. Steward grew up being an Introvert so he felt very shy and nervous going to a large University. As Steward goes to his large class, he begins to clutch his fist and feels nervous as he remembers the times he was bullied in school. He begins to question himself whether he was choosing the right friends or not. The more he thinks about it, the fear from the past haunts him even more. Steward discovers Project Stigma in hopes to relieve the emotional stress.

Motivations

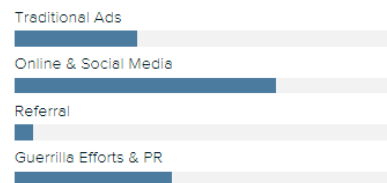


Brands

(A collection or list of the user's favorite brands. You can download logos from www.brandsoftheworld.com)



Preferred Channels



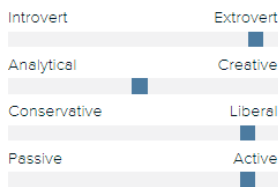
Janice Kim



"The pleasures of love are always in proportion to our fears."

Age: 25
Work: Barista
Family: Married
Location: Atlanta, Georgia
Archtype: Innocent

Personality



- Protective
- Delicate
- Conceited
- Subjective

Goals

- Have more confidence in accomplishing task
- Get a stable job in 5 years
- Be more positive in stressful times
- Become an architect in the Northwest

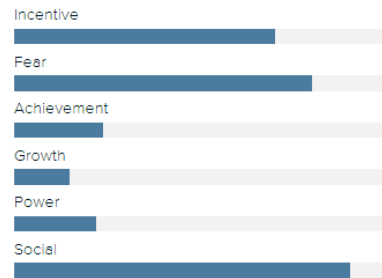
Frustrations

- Tired of hiding a burn scar on her arm
- Always reminded of painful past
- Afraid of being accepted by her peers
- Needs to find the balance for family and work

Bio

Janice graduated from Emory University with a degree in Architecture and is currently a barista at a cafe. Janice works full time Verne at the cafe and hopes to pay off her debt. During last winter, there were more customers coming in frequently because of the cold weather and Janice had to work the shift herself. Janice was very overwhelm with the amount of people, while make a latte, Janice was in a rush and accidentally missed the cup and hot steamed her hand. Janice received serve burns and received a noticeable scar on her hand. After the accident, Janice was traumatized and the thought of the accident is a scar to her mind. She becomes self conscience Janice hopes that society doesn't judge her. Janice hopes that Project Stigma can provide her assistance and make her scar more of a positive aspect to her life.

Motivations

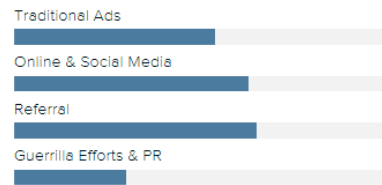


Brands

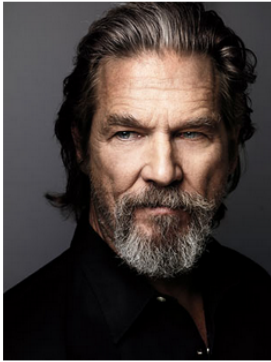
(A collection or list of the user's favorite brands. You can download logos from www.brandsoftheworld.com)



Preferred Channels



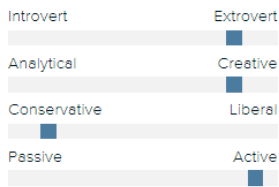
Edgar Alejandro



"Envy blinds men and makes it impossible for them to think clearly."

Age: 60
Work: Author
Family: Married
Location: Richmond, Virginia
Archtype: Jester

Personality



- Outspoken
- Modest
- Passionate
- Old Fashion

Goals

- Contribute anyway of support to the Hispanic community
- Publish a book that revolves around ethnic acceptance
- Retire in 5 years
- Be supportive and loving grandparent

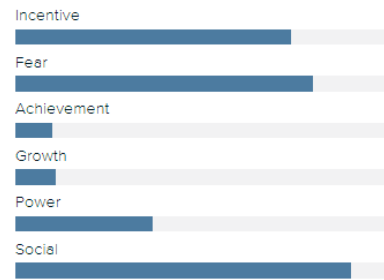
Frustrations

- Wants to have a voice in society using his books
- The stereotype for Hispanics are misinterpreted
- Always reflective of the past and not the present
- Takes too much time editing books

Bio

Edgar was born in Richmond Virginia and raise in a Hispanic setting. The Hispanic community in Virginia was always small and Edgar always felt excluded from the community. As an author, his books talk about the community that surrounded him and his story about being accepted in society. Edgar's books unfortunately have receive negative feedback because people think it's impossible to achieve his goal with such a small community. The intense feedback makes his everyday life stressful as he thinks of the negative comments. Edgar turns to Project Stigma in hopes to relive his stress,

Motivations



Brands

(A collection or list of the user's favorite brands. You can download logos from www.brandsoftheworld.com)



Preferred Channels

