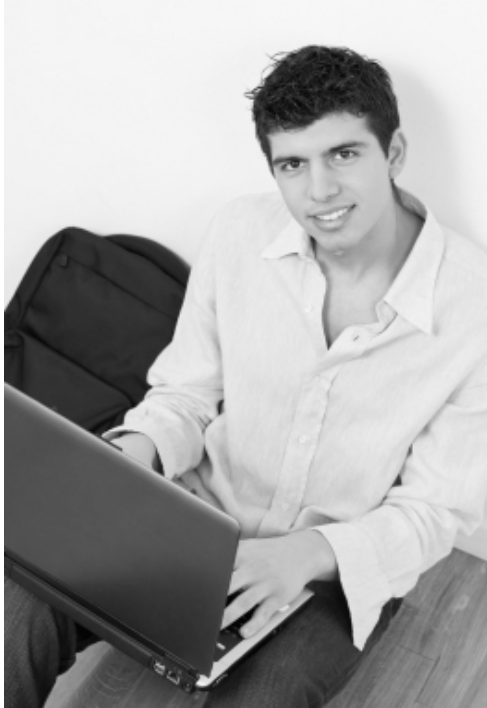


# Gabriel

**Title:** Master of Architecture Grad Student

**Industry:** Education, Architecture



**Motto:** “I am stressed and busy during the semester and don’t have a lot of time to learn a new tool.”

**Summary:** Gabriel, hailing from Brazil, is pursuing a Master of Architecture degree in Philadelphia and is apprenticing as an architectural designer. He is technically savvy but is somewhat cautious about adopting new technology because it takes precious time to master complex software. He is specializing in sustainable design because he thinks that it is important and that having these skills will become increasingly imperative as the field evolves.

## Background

Gabriel is from Brazil and received his BA in Architecture there three years ago. He then worked in Brazil at a mid-size, high-end architecture firm with a variety of client types including master planning, hospitality, higher education and healthcare, focusing on schematic designs and creating physical models.

He recently decided to pursue a Master of Architecture degree and is in his first year at a large U.S. university in Philadelphia. He is specializing in sustainable design because he thinks that it is important and that having these skills will become increasingly imperative as the field evolves. Outside of school, Gabriel is interning with a technical architect so he has more work experience under his belt when he graduates.

## Daily responsibilities

Most days begin and end in the studio. Most of his time there is spent sketching, creating designs and models to show in a pinup or review session. He has classes in the afternoon a few days a week and sometimes does research at a project site.

He spends two mornings a week at the firm, creating conceptual design models, creating slick, highly visual presentations for clients, working with Engineering consultants, and building physical models.

## Software use

For school and work projects, Gabriel uses SketchUp for early conceptual designs and is learning Rhino; he loves working with the Grasshopper plug-in. He hasn’t used Revit but sees it as a product he’ll need to learn once he has a full-time job. Gabriel wants to be freely creative with his ideas, unhindered by the tool he uses.

## Goals

Gabriel’s short-term goal is to finish school and get licensed in the US. Long-term, he would like to open a boutique practice, taking time off in the summers to travel to Brazil and elsewhere around the world. He is trying to make many international connections so he can maintain his jet-setting tendencies after he finishes school.

## Current painpoints

Experiencing technical and interoperability issues, switching between tools, rework, and not enough help with and time to learn new software are key painpoints for Gabriel.

## Work environment

At school, Gabriel does most of his work in the studio; he has one table for computer work and another for creating physical models and sketching. At work, he shares a work space another intern.

Gabriel rents a tiny studio apartment off campus. Sometimes he works from there or the library. He is a night owl, working late hours and on weekends. He likes to work with his hands and build Danish Modern-style furniture in his garage when there’s time.

## Acceptance of innovation

Gabriel is somewhat cautious about adopting new technology because it takes time to master complex software. He tracks what other students are using to determine whether he should adopt a new tool. He thinks that software should be powerful, but it also should be approachable and have an element of playfulness.

Gabriel doesn’t have a lot of time or money. Since he is incredibly busy he only spends enough time on email and Facebook that he can stay fairly connected to friends, classmates, and family around the world. He likes gadgets but needs to wait until he gets a full-time job to buy the iPad that he covets.

**Name:** Gabriel

**Age:** 24

## Company Type:

Master of Architecture student and intern at local architecture firm

## Location:

In school in Philadelphia, but often travels home to Brazil