



# Creative Personas

New jobs from  
social listening

# Content

*Nextatlas* has identified 5 distinct "personas" or archetypes that represent the most relevant "New Jobs" emerging in the areas *ekip* is exploring. Each persona is accompanied by a short profile description, relevant pains & gains, as well as their top skills.



**01 AI Artist**

**02 Creative Coder**

**03 Design Technologist**

**04 ESG Specialist**

**05 Solopreneur**



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# AI Artist

“ I started off as a painter but now I'm fully immersed in blending traditional artistry with advanced algorithms to create unique and compelling art pieces. It's a dynamic field where technology and creativity intersect, allowing for endless experimentation and innovation. ”

Maya, 26 y.o.



## + Needs

**State-of-the-art Tools:** Access to cutting-edge AI software and platforms that facilitate the creation of art, such as generative design tools, machine learning frameworks, and image synthesis applications.

**Community Engagement:** Sharing insights and collaborating with like-minded individuals to stay inspired and to exchange knowledge.

**Visibility:** Platforms and venues for showcasing AI-generated art, whether through exhibitions, online galleries, or social media.

## - Pains

**Ethical Concerns:** Navigating ethical dilemmas related to authorship, copyright, and the potential for AI to replace human artists can create anxiety.

**Technical Complexity:** The technical aspects of working with AI can be daunting, leading to frustration when artists encounter challenges in creating works.

**Market Competition:** Difficulty to stand out and gain recognition as AI art becomes more popular, and more artists are experimenting with new tech tools



### Top Skills



Artistic Sensibility



Creativity



Tech Literacy

+79%

Tech Literacy  
(Future Growth)



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# Creative Coder

“My work involves developing innovative software solutions while infusing them with a unique, creative twist. I participate in various coding hackathons and work on DIY tech projects, which helps me stay connected to the latest trends and innovations in technology.”

Max, 23 y.o.



## + Needs

**Continuous Learning:** Ongoing education through workshops, online courses, and community events to stay updated on new techniques and tools.

**Creative Freedom:** The need for a certain degree of creative freedom to experiment and innovate without excessive constraints.

**Time for Experimentation:** They need dedicated time to explore new ideas and technologies without the pressure of deadlines, fostering innovation and creativity.

## - Pains

**Technical Limitations:** Constraints due to software or hardware limitations that can hinder the possibility to fully realize one's creative visions.

**FOMO (“fear of missing out”):** The fast evolution of technology and design trends can be overwhelming, making it difficult to stay current and relevant in the field.

**Unclear Expectations:** Ambiguous project goals or shifting requirements can lead to misunderstandings and frustration.



### Top Skills



Attention to Detail



Critical Thinking



Problem Solving

**+40%**

Detail Oriented  
(Future Growth)



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# Design Technologist

“ I focus on integrating new technologies like virtual reality, AI, and 3D modeling to push the boundaries of modern design. I need to make sure that the designs are not only aesthetically pleasing but also functional and sustainable. ”

Ava, 28 y.o.



## + Needs

**Continuous Learning:** To stay up-to-date with the latest technologies, tools, and design trends to remain competitive and innovative.

**Cross-disciplinary Collaboration:** Effective collaboration with cross-functional teams, especially developers, to create seamless user experiences.

**Efficient Workflow Processes:** Streamlined workflow processes and clear communication channels to enhance productivity.

## - Pains

**Resistance to Change:** Introducing new design methodologies or tools can meet resistance from team members and clients alike.

**Budget & Resource Constraints:** Limited budgets or resources that can restrict the creative vision and or the implementation of latest technologies.



### Top Skills



Adaptability



Creativity



Teamwork

**+74%**  
Collaborative  
Design  
(Future Growth)



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# ESG

(Environmental, social, and governance)

## Specialist

“My role involves creating and implementing impactful ESG (Environmental, social, and governance) strategies, addressing challenges related to data integration, and navigating regulatory complexities. I'm specialized in supporting stakeholders in aligning with eco-friendly practices.”

Sophia, 32 y.o.



### + Needs

**Ongoing Training:** Continuous learning opportunities to stay updated on the latest regulations, frameworks, and industry trends.

**Data Management Tools:** Tools for collecting, analyzing, and reporting ESG data are essential for tracking progress and ensuring compliance.

**Cross-Functional Collaboration:** Effective collaboration with teams across the organization, including finance, operations, and communications.

### - Pains

**Stakeholder Pushback:** Resistance to change or a lack of understanding of ESG principles, which can delay or derail important sustainability projects

**Regulatory Complexities:** Continuous monitoring and updating of compliance measures, which can be resource-intensive.

**Lack of Standardization:** The lack of universally recognized ESG reporting standards can create difficulties in benchmarking performance.



### Top Skills



Communication Skills



Data Analysis



Strategic Planning

**+41%**  
Communication  
Skills  
(Future Growth)



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# Solopreneur

“As a solo business founder of a design studio, I essentially wear all the hats within my business. From developing strategies and managing projects to handling finances and marketing, my role is multifaceted.”

Alex, 37 y.o.



## + Needs

**Networking:** expanding and strengthening network.

**Continuous learning:** access to training resources, workshops, and courses to enhance their skills in areas such as marketing, finance, and technology.

**Financial Management:** tools and resources for managing cash flow, budgeting, and accounting.

**Time Management:** tools and strategies to prioritize tasks and maintain productivity.

## - Pains

**Work Burnout:** Struggle to balance work and personal life, which can affect their mental health.

**Limited Resources:** Access to resources may be limited, including financial backing, human resources, and networking opportunities.

**Skill Gaps:** Gaps in expertise, particularly in areas outside their primary strengths.



## Top Skills



Communication Skills



Problem Solving



Time Management

**+43%**  
Management Skills  
(Future Growth)



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# Thank You



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