



DRAG  
NOVICE

# ALEX

AGE	19
PRONOUNS	She/her
JOB	Campus tour guide
EDUCATION	Full-time college student
LOCATION	U-District, Seattle
COMMUNITY	LGBTQ+, Drag

## MOTIVATIONS

IDENTITY +  
CREATIVITY +  
COMMUNITY

## DAILY GOALS

- > Explore identity through makeup and outfits
- > Create meaningful bonds with other queer folk
- > Showcase artistic creativity and connect with other creatives

## DRAG GOALS

- > Attain body positivity
- > Develop makeup and costume skills
- > Find a sense of community in drag
- > Connect with drag novices and pros

## PAIN POINTS

- > Lack of finances
- > Too young to attend drag shows
- > Intimidated to join drag community

## SOCIAL MEDIA



YouTube: To watch tutorials on costuming and makeup



Reddit: To search for advice

## A TYPICAL SATURDAY

**9 AM** Wakes up, texts a friend to invite them to go shopping then watch TV. Opens up laptop to check new videos on YouTube.

**10 AM** Struggles to decide on a more masculine or feminine look for the day.

**11 AM** Alex's friend arrives. They try on outfits together and critique each other's looks.

**11:30 AM** The two hit the thrift stores. Alex has a hard time finding the right size and low cost pieces.

**1 PM** Arrives home and the two start on homework.

**5:30 PM** They take a YouTube break. The two watch tutorials and practice perfecting their drag makeup technique.

**6 PM** Alex starts to put a costume together, unsure of what works with her body. Heads to Reddit for advice.

**7 PM** Watches pre-recorded shows of RuPaul's Drag Race with her friend.