**LBB Pro User Interview: My Creative Obsession**

*This series is all about allowing you to showcase your creative passion and what really makes you unique and special as a creative collaborator. It could be a particular aspect of your craft that brings you great pleasure or a detail that you always obsess over (a visceral abhorrence of copy clichés, or a compulsively fastidious approach to typography). Or it could be something related to your craft that you collect - vintage cameras or D&AD annuals, say, that you feel gives you a deeper understanding of what you do and feeds your creativity. These creative obsessions can be related to more traditional aspects of creative craft, or lean more into the tech-driven side of modern creativity.*

*Please submit your answers along with a photograph of yourself. It can be a normal headshot, but if you have something of you in action with your creative obsession, great. If you have additional related images that you wish to share (and you own the IP), we’re happy to include them.*

*If you have a biography that you can share with us, that would also be helpful!*

What is your creative obsession?

When did it first arise?

How has this creative obsession evolved over time?

How does this creative obsession influence the way you approach your work and how do you think it enhances your output? *(If you can, share an example of work where you think this obsession really elevated it)*

What’s the most extreme thing you’ve done in pursuit of your creative obsession?

Has your obsession inspired any side hustles, hobbies or other projects outside of your day to day work? If so, what? Or does it impact your personal life in any way?

What advice would you give to anyone who wants to learn more about this obsession?