

As an undergraduate of advertising area and a postgraduate of new media filed who are interested in creative design and media management, I'd like to find a job of advertising agencies, digital marketing enterprises or new media companies. After communicating with my roommate (an HR of an online-digital business company) and my friends (employees of 4A advertising agencies), I realized few recruiters prefer to look at your website previously but simply scan your CV instead. And when the employers feel interested in your description from the resume and get serious to consider whether to give you an opportunity of a face-to-face interview or not, they will click to your website to grasp more information in detail. Under these circumstances, I am going to choose the approaches of attaching the link at the end of my application email and uploading the link on the online application websites and APPs. In order to be more competitive and qualified, I should figure out the website objectives and identify my target audience in advance. Here are the forms in regard to my strategy plane of UX elements and user journey mapping.

Site Objectives		Target Users		User Needs
Primary goal	Present my related internship experience, creative projects and relevant skills to persuade recruiters to give me an opportunity of face-to-face interviews.	Primary user	Recruiters from advertising agencies, digital marketing enterprises or new media companies.	Find out potential applicants from the filed of new media operation and design thinking practice.
Additional goal	Describe myself more in detail as a supplement to CV due to the page limit.	Additional user	Employers who are in a dilemma of whether or not to offer me an interview/give me a job.	Attempt to feel more interested and decided to choose the best competitors.
Additional goal	Make the website more creative and impressive.	Additional user	Webpage designers and editors who work in similar field.	Try to find some inspiration or empathy from other websites to communicate ideas and thoughts.

User Journey Map

Emotional Status of <div> Persona Name Profile Behavior </div>	1. Recruiters from advertising agencies 2. Employers from digital marketing companies who are offering a job related to their creative department 3. Online media platforms that look for a designer or editor to take responsibility for running their online website, social media or subscriptions				
	Explain Emotions				
	1. Curiosity	2. Interest	3. Getting serious		
Context	1. online / mail	2. website	3. APPs		
What is the persona trying to do?	1.Attract potential employers	2.Present myself more in detail as a supplement to CV	3. Become more creative and competitive than other recruits		
Journey Stages	1. Scan the website attached in email or application website	2. Get interested and continue to browse detailed information	3. Consider to offer an opportunity of interview	4. Reply the email or inform the applicant to arrange a face-to-face interview	5. Decide to hire the applicant
Artifacts and Touchpoints	1. Related internship experience	2. Creative portfolio	3. Award-winning works	4. Relevant education and skills	5.Consistent or similar ideas and empathy