

Rosalía



AGE 30

GENDER FEMALE

OCCUPATION SINGER,
PRODUCER,
CO-FOUNDER

TECH LITERATE HIGHLY LITERATE

Bio

Born in Barcelona, Rosalía now travels the world for her international singing career. A talented producer, Rosalía co-founded online platform *Productoras* where female-identifying music producers can connect, share their work and collaborate on projects.

She and her team are looking for a skilled frontend developer to build the *Productoras* application. Despite her busy schedule, Rosalía insists on being personally involved in selecting which candidates are interviewed for the position.

Core needs

- Quickly navigate to candidates' relevant experience without getting bogged down in other details
- Find candidates with a demonstrable eye for aesthetics who will enthusiastically implement *Productoras* brand guidelines
- Find candidates well-versed in web accessibility

Frustrations

- Frantically busy schedule, no time to read through large blocks of text to find relevant information
- Having to copy contact information from one app to another, process of viewing a candidate and then inviting to interview should be seamless

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“Malamente”