



## Says

What have we heard them say?  
What can we imagine them saying?

What would others say about the candidate's skills, experiences, and accomplishments?

How does the candidate describe their achievements and capabilities to others?

What specific actions should the employer take after reading the resume? (e.g., Contact for an interview, visit LinkedIn profile)

How can the design of the resume encourage the employer to take action?



## Does

What behavior have we observed?  
What can we imagine them doing?

Are there any specific keywords or phrases the candidate wants to highlight?

I've successfully managed projects that demanded creativity, collaboration, and strategic thinking.



## Persona's name

Short summary of the persona

What thoughts or impressions does the candidate want to provoke in the employer's mind?

I take immense pride in contributing my skills to projects that make a difference. The sense of accomplishment I get from seeing my ideas come to life and positively impact others is what keeps me motivated.

[See an example](#)

## Thinks

What are their wants, needs, hopes, and dreams?  
What other thoughts might influence their behavior?

Are there any specific career goals or objectives the candidate wants to convey?

How does the candidate want to stand out from other applicants through their resume design

How should the employer feel after reviewing the resume? (e.g., impressed, curious, excited)

What emotions should the design of the resume evoke? (e.g., professionalism, creativity, competence)

## Feels

What are their fears, frustrations, and anxieties?  
What other feelings might influence their behavior?

