



Says

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



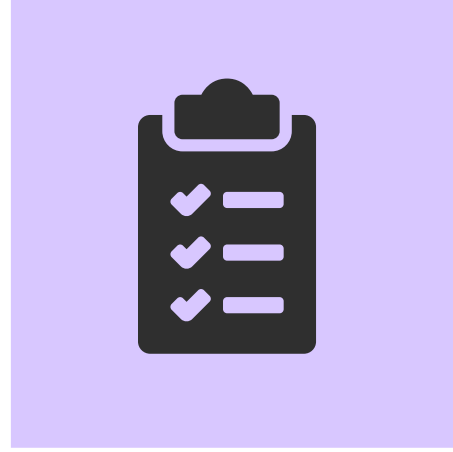
Thinks

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



Feels

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



Does

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



[See an example](#)

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Open Canva. Log in to your Canva account and search for "CV templates" or "Resumes" to get started.

Land your dream job with captivating CVs you can professionally customize to reflect your true potential with Canva's free resume templates and easy-to-use design editor.

It has dozens — if not hundreds — of resume templates you can choose from, with categories including modern, infographic, minimalist, corporate, photo, and even acting resumes.

All you have to do is drag and drop your text into the template. You can even upload your own images before downloading or printing your resume.

Using Canva to design your resume sounds smart; it's free, easy to use, and the templates look pretty sharp. However, using Canva to create your resume may not be as effective for your job search.

Put your design skills in the spotlight and ace your next application.

One of these hooks is Canva, a popular design tool. It's free, easy to use, and allows you to create social media graphics, presentations, posters, and, yes, resumes without any graphic design know-how.

Everyone wants their resume to look nice, but unfortunately we've not all graphic designers. That's why a lot of people will try to find a "hack" to create a more visually appealing resume to help them stand out from the crowd.

When you apply for a job, there's a good chance a human won't be the first to see your resume. Many companies employ applicant tracking systems (ATS), or "resume bots" to collect, sort, scan, and rank resumes based on certain programmed elements.

There are several strategies you can use to beat the resume bots, and a lot of these strategies focus on the design of your resume.

It's also important to avoid using any images or charts. These often become a garbled mess in the ATS.