

**Title:**

# **AI Resume Matcher – Personalized Job Discovery for Freshers**

**Subtitle:**

**Helping freshers find the right jobs using AI and  
resume insights**

**Details:**

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**Product Management Case Study**

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# The Problem



**Freshers struggle to find relevant job opportunities that match their actual skills, interests, and experience.**

**Job platforms show generic results, often leading to application fatigue and low success rates.**

**Resumes are rarely analyzed deeply — platforms miss context like project experience, learning goals, or strengths.**

**Manual filtering wastes time, especially for students juggling coursework, exams, and job prep.**

# **Target User Persona**

## **Part 1: Who are your users?**

**Final-year college students and freshers (0–1 yr experience)**

**Actively applying for internships and entry-level jobs**

**Non-tech and tech backgrounds**

**Often overwhelmed by job listings, resume rejections, and irrelevant results**

# Part 2: User Persona



Detail	Info
Name	Anjali Singh
Age	22
Background	B.Com (Final Year), seeking entry-level BA/PM roles
Goals	Land her first job; find roles matching her resume and skills
Frustrations	Gets irrelevant job listings, has to rewrite resume for each role
Tools Used	LinkedIn, Internshala, Naukri
Tech Comfort	Medium – uses basic job tools, open to smart suggestions



# Our Solution – AI Resume Matcher

**We propose an AI-powered resume analyzer that helps freshers find the most relevant job roles based on their real resume content, not just keyword matches**








## Core AI Features:

- **Resume Parsing using NLP**  
→ **Extracts skills, education, project experience, and role intent**
- **Job Matching Engine**  
→ **Compares resume output to real-time job listings**
- **Personalized Suggestions**  
→ **Recommends missing skills/courses for better fit**
- **Feedback Loop**  
→ **Learns from user interaction (clicks, ignores, applies)**






# ✨ Key Features & Responsible AI Design

## ◆ Split into Two Sections:

### 🔑 Key Features:

-  **Personalized Job Matching**  
Matches user resumes to best-fit roles using AI
-  **Resume Fit Score**  
Shows a confidence score for each job match
-  **Skill Gap Suggestions**  
Recommends missing skills or courses
-  **Saved Jobs Tracker**  
Saves job matches with notes for follow-up
-  **Learns from Behavior**  
Gets smarter as user clicks, saves, or skips listings

# Responsible AI Design:






-  **User Consent First – Users allow resume analysis manually**
-  **No data sharing – Resume stays private and encrypted**
-  **Transparency – Users can see how matches are generated**
-  **Fairness – Avoids gender/college bias using clean input data**
-  **Opt-out anytime – AI usage is optional**

# Final Summary & Impact

## Product Summary:

- **AI Resume Matcher helps freshers discover better job opportunities by analyzing resumes using AI**
- **Focuses on personalization, guidance, and transparency**
- **Designed with user empathy and ethical AI at its core**

## Business Impact:

-  **Increased user engagement on job platforms**
-  **Higher match success rate → more relevant applications**
-  **Saves time for job seekers**
-  **Improves retention by building trust through ethical AI**
-  **Attracts Gen Z talent with smart, respectful UX**