



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?



Team 3

Designing a Resume

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Make your
jobs skill as
modern as
you are

Makesure
your CV is
mobile
friendly

Consider your
target industry
when choosing
color schemes

Use your
resume to
tell a story

Give a
design note
to your line
of work

Use your
resume as a
personal
branding
document

Use design
that's right
and top of
the trends

Choose the
right font
for your
resume

Make your
content as
skimmable
as possible

Make your
resume
printable

Use fun
deign
element in
moderation

Mind your
structure



Does

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



Feels

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

See an example