



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



USHARANI

DESIGNING RESUME
WITH CANVA

Canva is not a skill that should be listed on a resume.

Canva is a free online design platform that anyone can use to create professional-looking designs.

listing Canva as a skill on a resume may make it appear as though the individual is not skilled in design and is only using Canva to create their designs.

Creating a resume online with Canva's free resume builder will give you a sleek and attractive resume, without the fuss.

Canva is a free online design platform that anyone can use to create professional-looking designs.

Forget spending hours formatting your resume, or choosing complimentary fonts for your cover letter.

Choose from hundreds of free design templates for resumes and cover letters with subtle elegance.

With a few simple clicks, you can change the colors, fonts, layout, and add graphics to suit the job you're applying for.

Divide your information into columns.

As a job seeker, you're always looking for ways to make your resume stand out.

Skills are one way to do that, and Canva is a great tool to put on your resume.

Let us help you with the design, so you can focus on promoting your skills and landing your dream job.

Or, if you're after something more formal, you can explore our collection of minimalist templates, sure to impress the most traditional of hiring managers.

For creative types, we have colorful templates with artistic, illustrative flourishes