

Project: KDM Website
Date: 13 May 2020

**Project name:
KDM Website**

Project description:

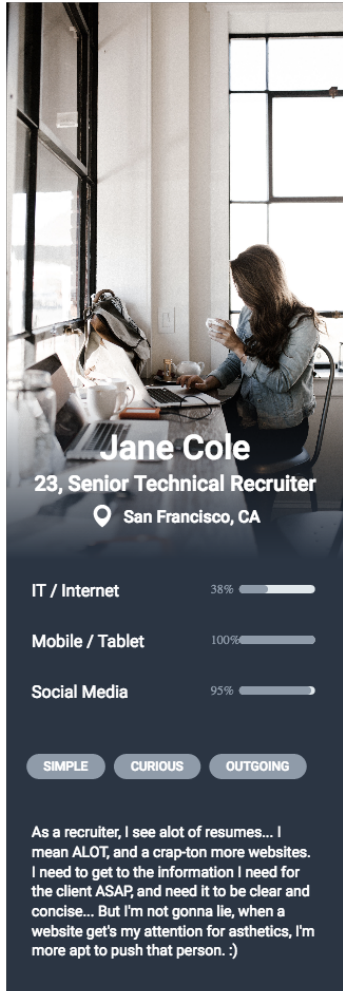
Website serving as a landing point for all other sites and profiles. Very newspaper-esque, new branding standards.

Project structure:

Personas:

1. Jane Cole, Recruiter
2. Brad Finkelstein, Designer

1. Jane Cole, Recruiter



Jane Cole
23, Senior Technical Recruiter
San Francisco, CA

IT / Internet 38%
Mobile / Tablet 100%
Social Media 95%

SIMPLE CURIOUS OUTGOING

As a recruiter, I see alot of resumes... I mean ALOT, and a crap-ton more websites. I need to get to the information I need for the client ASAP, and need it to be clear and concise... But I'm not gonna lie, when a website get's my attention for aesthetics, I'm more apt to push that person. :)

“Every once in a while, I get a candidate profile that is just absolutely amazing! Their website is on point, their resume is on point, they have just enough information for my client and they know how to make it look good. I just LOVE hiring those people!”

Likes

- Finding resumes with a special touch
- Finding the most qualified candidates for her client, and being able to do so on short timelines
- Someone who has a clear direction of where they are going, or at least want to be going
- Someone who can clearly express where they've been, what they like and what they dislike.
- Details, details, details. She needs dates, loves having information on what candidates' responsibilities at prior places, etc.

Dislikes

- Resumes and websites that don't match or look like they go together at all.
- Websites that don't link all of the social media profiles or places the candidate can be found online.
- Details as a sacrifice for any kind of visual aids or visually stimulating designs, etc.
- Design that trumps function without having any emphasis on details, and having extra animations that bogg down her machine, due to crazy amounts of resource dependencies.

About Jane

Jane is a recruiter for a lifestyle company out in sunny California. On any given day, Jane courses through approximately 500+ candidate profiles. She's primarily looking for a balance of form & function, where design doesn't hide the details she needs most.

Technology

Android, Apple, Windows, Apple

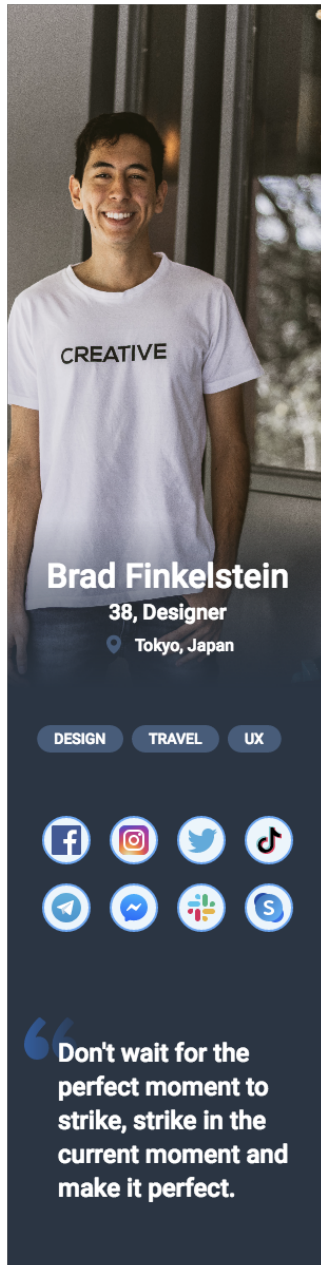
Messengers

WhatsApp, Telegram, Messenger, Signal, iMessage

Social

Facebook, Instagram, Twitter, LinkedIn, TikTok

2. Brad Finkelstein, Designer



Bio

Brad is a designer with some of the largest fortune 500 firms in the technical industry. He's fluent in character design, animation, digital marketing and much more. He rates and reviews websites from his home town in Japan, and places them on websites like AWWARDS.

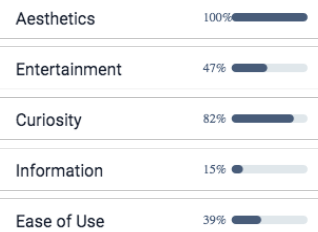
Goals · Interest

- ◆ Brad is always on the hunt for new ideas or the latest website designs, to showcase for his AWWARDS website
- ◆ Brad couldn't be less interested in the "typical programmers website", which he describes as "bland" and "severely lacking personality"
- ◆ He is also not that much more interested in the overly "whiz-bang" reactions of websites who over-do the design so much that it becomes gaudy and otherwise "unsightly"
- ◆ Brad is excited by websites that balance the latest innovations with JS and CSS, so not to make the website too "resource heavy"
- ◆ Brad is always looking for the "unique gem", he wants to find something he can't readily say he's already seen quite a bit, or possibly at all
- ◆ Brad wants loves designs that look fantastic in form, but also function flawlessly too.
- ◆ Brad absolutely LOVES a clean look with whitespace and superb typography

Pain Points · Concerns

- ◆ Brad is almost always on a mobile device and most likely some kind of iOS device
- ◆ Brad will make a hard pass for any website with a "crappy" menu or navigation system
- ◆ When colors aren't consistent or fonts aren't cross browser supported, Brad get's angry
- ◆ Brad absolutely hates broken sites due to non-conformity to web standards or otherwise webkit standards/tools
- ◆ Brad is not a fan at all of overly colorful websites without a clear-cut design motif... "As if they were vomitted on by a rainbow..."

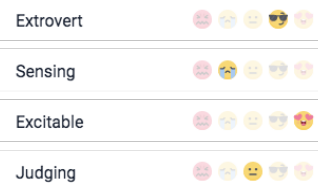
Motivations



Technology



Personality



Design Tools

