



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?

Resumes tells the employer about your experiences,skills,and work history.

A resume is a formal document presenting your career background and skills.

It should include an example of a professional accomplishment that highlights those strengths.

Your resume should reflect the set of skills/ experiences that quality you for a specific position.

A well-structured resume clearly highlights your most affective skills & experience to potential employers.

This allows them to move forward with the best candidate.



Persona’s name

Short summary of the persona

Choose the right formatting&use a simple and readable design.

Many people feel like their resume is a career mirror.

Focus on your achievements&use key words.

Is is also effective to highlight your shills in the goal statement.

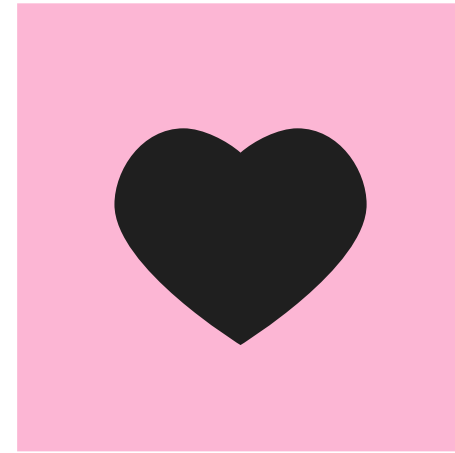
A reflection of who they are professionally and what they've accomplished at work.

A stepping stone to an interview.



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](#)