



**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?

What do you want to convey on your resume

List your work experiences and education.

State your career objectives and skills.

What might be going on in the mind of the person reviewing your resume?

They want to find a qualified candidate.

They're looking for relevant experience and skills.



**Persona's name**

Short summary of the persona

What actions should the person reviewing your resume take

Contact you for an interview.

What emotions do you want to evoke in the reader

Confidence in your abilities.

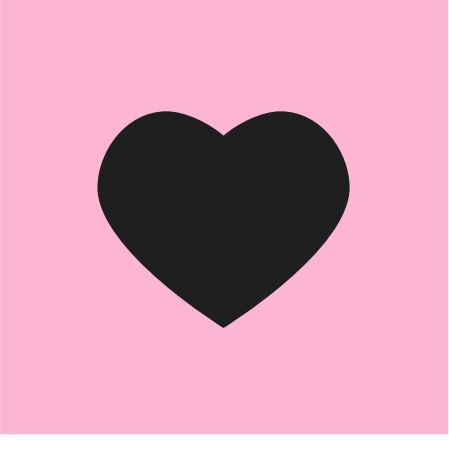
Interest in meeting you.

Assess your qualifications.



**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?