Brand

### The Visual Identity was designed to communicate a calming sense of playfulness.

The visual design needs to convey a sense of calmness. An illustrative approach seemed to be a perfect approach to inject an element of fun and playfulness that you would not expect to find in a job posting application. This approach also plans to bring in a lot of inspiration from apps focused on mindfulness and mental well being.

The name ZenSeeker help communicate the intention of creating an app around keeping candidates in a zen-like state.

ZenSeeker
Find Career Stability

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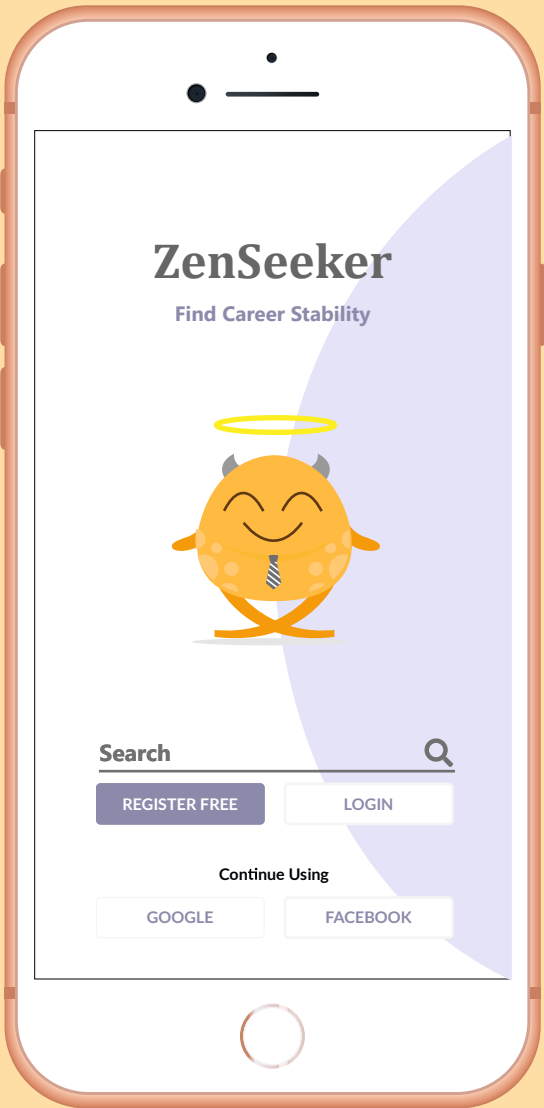
Personas

Modelling our product users and scenarios

Experience 4 Year
Wants to work in a Company with projects related
to social sector
Prefer Flexibility in Work hours
Likes to be connected with industry veterans

Gaurav Needh
29
M.E. IIITM Nagpur
Algorithm Design Specialist

Job postings don't clarify
about the projects in hand.
Irrelevant job opportunities prompt
from recruiting websites, time wastage

UX Design experience 1 Year
Wants to work in Reputed MNC
for career growth
Likes Open work culture
Participate in Voluntary Work

Vari Sharma
26
M.des NID
Interaction Design

Job postings don't justify
the company work culture
Long hiring process without
feedback