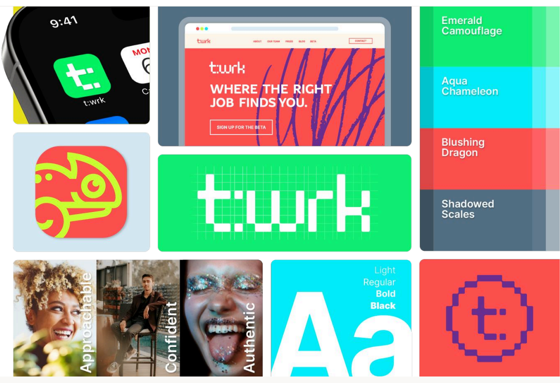
allovus
CREATIVE

CASE STUDY 2025



t:wrk

BOLD & DISRUPTIVE
Crafting a brand from
vision to reality

TEAMING UP FOR A JOB-HUNT GLOW-UP

The Allovus Studio design team partnered with twrk, a bold startup on a mission to reinvent the job application process. Job hunting can be clunky and cold—but twrk is changing that with a smarter, more human approach. Our challenge? Create a brand that captures their energy: approachable, confident, and built for action.

Through in-depth workshops, we explored twrk's identity, audience insights, and key messaging, ensuring their brand voice resonates with both job seekers and businesses. This strategic foundation set the stage for a vibrant, authentic brand that speaks to efficiency, opportunity, and ease.

Duration
Oct 2024 – Feb 2025

Project
Brand Strategy
Brand Design
Website Design
Product Design

Tools
Illustrator
Figma

Roles
Brand Strategist
Creative Lead
Illustrator
Visual Designer
Project Manager
Product Manager

STRATEGIC BRAND DEVELOPMENT

STARTING WITH THE GOOD STUFF

We kicked things off with deep-dive workshops to get to the heart of twrk. Together, we uncovered what makes them tick—who they're for, what sets them apart, and what they stand for. From voice and tone to mission and meaning, we helped shape a brand that's as sharp as it is sincere.

MAKING IT MATTER

Those early insights didn't just sit pretty—they shaped everything. We used them to carve out a bold, clear brand position that stands out in a crowded job market. From visuals to voice, every piece now clicks together. The result? A brand that connects, communicates, and leaves a lasting impression.

Acknowledging the overwhelm and lack of clarity in job searching

Calling out the pain point that finding a job is too much effort for too little response

Changing the way people approach job searching with a sense of optimism and magic

Positioning Statement:

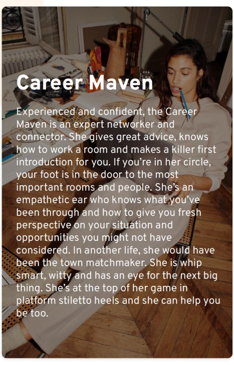
For people **lost** in the jobsearch **grind,** twrk is **transforming** the jobsearch **from painful to empowered** .

The broken system that leads to stress and a defeated outlook

twrk is solution and new way to achieving success on your terms

Our vision is to free the world from the work of finding work.

Our mission is to eliminate the soul-suck of the job search, one swipe at a time.



Career Maven

Experienced and confident, the Career Maven is an expert networker and connector. She gives great advice, knows how to work a room and makes a killer first introduction for you. If you're in her circle, your foot is in the door to the most important rooms and people. She's an empathetic ear who knows what you've been through and how to give you fresh perspective on your situation and opportunities you might not have considered. In another life, she would have been the town matchmaker. She is whip smart, witty and has an eye for the next big thing. She's at the top of her game in platform stiletto heels and she can help you be too.

Our vibe, our values

Transparency
We are clear and upfront with our community.

Innovation
We thrive on technology that moves the collective needle.

Communication
We will actively take the initiative to communicate with our community regularly.

Creativity
We do best when open to outside-the-box thinking and reject the notion of tradition for tradition's sake.

Contemplation
We will consider all ideas thoughtfully, and implement those that best support our community.

Adaptability
We embrace change, stay flexible, and evolve with the needs of our community to create the best possible experience.

**Approachable.
Confident.
Authentic.**

COMPREHENSIVE VISUAL IDENTITY

With a clear brand direction in place, we translated twrk's personality into a cohesive and recognizable visual identity that seamlessly extends across digital and physical touchpoints. Every design element was crafted to reinforce the brand's core values—efficiency, approachability, and innovation—ensuring a consistent experience across marketing, web, and product design.

- Logo refinement – A clean, modern mark that conveys movement and efficiency.
- Mascot creation – A playful, approachable character that adds warmth and personality.
- Typography and color palette – A vibrant and engaging mix that enhances digital and print presence.
- Photography guidelines – A fresh, energetic approach that aligns with twrk's user-focused brand.

Each element was thoughtfully designed to reinforce brand consistency across all touchpoints, from the app interface to marketing materials.

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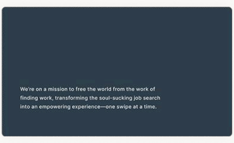
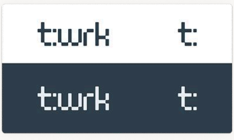
VISUAL BRAND GUIDELINES

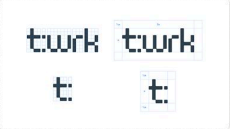
V 1.0 - JAN 2025

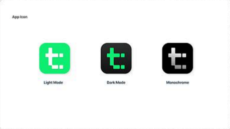


We're on a mission to free the world from the work of finding work, transforming the soul-sucking job search into an empowering experience—one swipe at a time.

CONTENTS





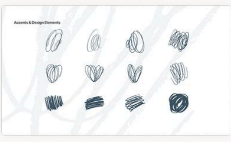


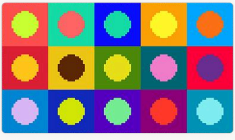
Primary Typeface

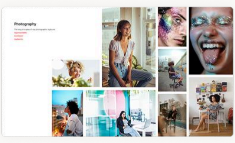
Inter
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£$%^&*

Secondary Typeface

ALPINO
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£$%^&*



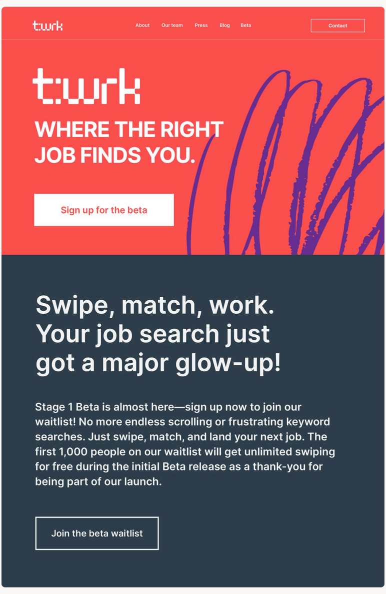




BRAND IN ACTION

Beyond static visuals, the twrk brand comes to life in every interaction. The identity seamlessly integrates into product design, marketing, and communications, ensuring a consistent experience for users. From a dynamic website presence to eye-catching printed collateral—including business cards, postcards, and letterhead—every piece strengthens twrk's credibility and impact.

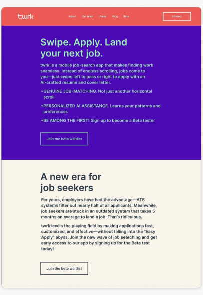
With a bold and confident presence, the twrk team is now fully equipped to launch, connect with users, and disrupt the industry. The brand is more than just aesthetics—it's a powerful tool that amplifies their mission and paves the way for a new era in job applications.



WHERE THE RIGHT JOB FINDS YOU.

Swipe, match, work. Your job search just got a major glow-up!

Stage 1 Beta is almost here—sign up now to join our waitlist! No more endless scrolling or frustrating keyword searches. Just swipe, match, and land your next job. The first 1,000 people on our waitlist will get unlimited swiping for free during the initial Beta release as a thank-you for being part of our launch.



Swipe. Apply. Land your next job.

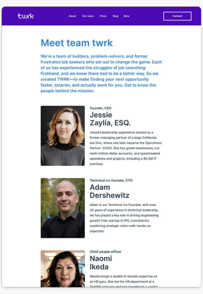
twrk is a mobile job-search app that makes finding work seamless. Instead of endless scrolling, jobs come to you—just swipe left to pass or right to apply with an AI-crafted résumé and cover letter.

- GENUINE JOB-MATCHING. Not just another horizontal scroll
- PERSONALIZED AI ASSISTANCE. Learns your patterns and preferences
- BE AMONG THE FIRST! Sign up to become a Beta tester

A new era for job seekers

For years, employers have had the advantage—ATS systems filter out nearly half of all applicants. Meanwhile, job seekers are stuck in an outdated system that takes 5 months on average to land a job. That's ridiculous.

twrk levels the playing field by making applications fast, customized, and effective—without falling into the "Easy Apply" abyss. Join the new wave of job searching and get early access to our app by signing up for the Beta test today!



Meet team twrk

We're a team of builders, problem-solvers, and former frustrated job seekers who set out to change the game. Each of us has experienced the struggles of job searching firsthand, and we knew there had to be a better way. So we created TWRK—to make finding your next opportunity faster, smarter, and actually work for you. Get to know the people behind the mission:

Founder, CEO
Jessie Zaylía, ESQ.

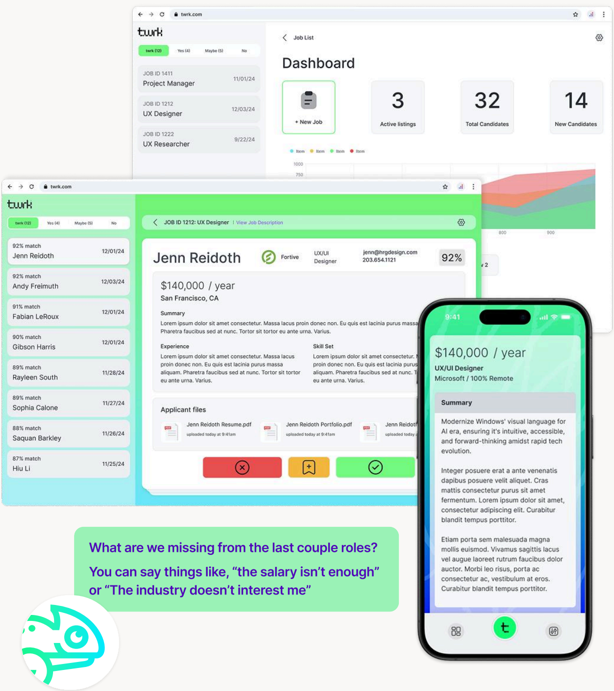
Jessie's leadership experience started as a former managing partner of a large California law firm, where she later became the Operations Partner (COO). She has grown businesses, run multi-million-dollar accounts, and spearheaded operations and projects, including a $5.2M IT overhaul.

Technical co-founder, CTO
Adam Dershewitz

Adam is our Technical Co-Founder, with over 20 years of experience in technical leadership. He has played a key role in driving engineering growth from startup to IPO, consistently combining strategic vision with hands-on expertise.

Chief people officer
Naomi Ikeda

Naomi brings a wealth of domain expertise as an HR guru. She led the HR department at a



Dashboard

JOB ID 1411
Project Manager
11/01/24

JOB ID 1212
UX Designer
12/03/24

JOB ID 1222
UX Researcher
9/22/24

3 Active listings
32 Total Candidates
14 New Candidates

JOB ID 1212: UX Designer | View Job Description

92% match Jenn Reidoth	12/01/24
92% match Andy Freimuth	12/03/24
91% match Fabian LeRoux	12/01/24
90% match Gibson Harris	12/01/24
89% match Rayleen South	11/28/24
89% match Sophia Calone	11/27/24
88% match Saquan Barkley	11/26/24
87% match Hiu Li	11/25/24

Jenn Reidoth
Fortive
UX/UI Designer
jenn@hrgdesign.com
203.654.1121
92%

$140,000 / year
San Francisco, CA

Summary
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Experience
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Skill Set
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Applicant files
Jenn Reidoth Resume.pdf — uploaded today at 9:41am
Jenn Reidoth Portfolio.pdf — uploaded today at 9:41am
Jenn Reidoth — uploaded today

9:41

$140,000 / year
UX/UI Designer
Microsoft / 100% Remote

Summary

Modernize Windows' visual language for AI era, ensuring it's intuitive, accessible, and forward-thinking amidst rapid tech evolution.

Integer posuere erat a ante venenatis dapibus posuere velit aliquet. Cras mattis consectetur purus sit amet fermentum. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur blandit tempus porttitor.

Etiam porta sem malesuada magna mollis euismod. Vivamus sagittis lacus vel augue laoreet rutrum faucibus dolor auctor. Morbi leo risus, porta ac consectetur ac, vestibulum at eros. Curabitur blandit tempus porttitor.

What are we missing from the last couple roles?

You can say things like, "the salary isn't enough" or "The industry doesn't interest me"

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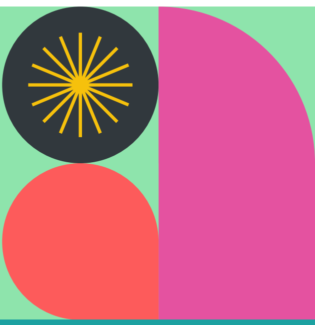
LET US BRING YOUR DESIGN IDEAS TO LIFE



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