Success stories:

In 2025, Vizzy, a next-generation talent platform redefining the traditional CV, partnered with Clarity4D to embed personality insight directly into candidate profiles. This integration played a key role in Vizzy's success at the UNLEASH Startup Award 2025, where it was recognised for innovation in human-centric hiring.

Vizzy's mission is to create a more inclusive, engaging, and holistic representation of candidates, moving beyond static CVs toward dynamic digital profiles that reflect personality, potential, and ambition.

The Challenge

Traditional recruitment processes rely heavily on CVs, which often fail to capture the full breadth of a candidate's personality, soft skills, and cultural fit. This results in:

- Bias toward conventional career paths
- Limited visibility into behavioural traits
- Poor alignment between candidates and organisational culture

Vizzy sought to solve this by enriching candidate profiles with meaningful, science-based personality insights—without adding friction to the user experience.



The Solution: Clarity4D API Integration

Clarity4D's API was integrated directly into the Vizzy platform to provide real-time personality profiling as part of the candidate journey. Key Features:

- **Embedded Personality Assessment:** Users complete a seamless in-platform assessment powered by Clarity4D.
- **Instant Insight Generation:** Results are translated into clear, visual personality traits within the Vizzy profile.
- **Data-Driven Matching:** Recruiters can assess both skills and behavioural fit in one unified view.
- **Enhanced Candidate Storytelling:** Profiles reflect not just "what" candidates have done, but "how" they work and interact.

This integration ensured that personality data became a core - not supplementary - component of the hiring experience.

Impact

The integration of Clarity4D significantly strengthened Vizzy's value proposition:

1. Humanising Digital Profiles
By embedding personality insights, Vizzy delivered on its promise of a "human-first" platform—helping candidates express individuality beyond credentials.

2. Improving Hiring Decisions
Recruiters gained deeper understanding of candidate behaviour, communication style, and team fit, leading to more informed and equitable hiring decisions.

3. Increasing Engagement
Interactive personality insights encouraged higher user participation and completion rates, enhancing the richness of candidate data on the platform.

4. Differentiation in a Competitive Market
The Clarity4D-powered personality layer helped Vizzy stand out among HR tech startups, reinforcing its positioning as a next-generation alternative to the CV.

> "I loved that I was able to highlight soft skills and specific interests just as much as my academic and professional achievements since I did not have a ton of experience yet."



Outcome: UNLEASH Startup Award 2025

Vizzy's innovative approach—combining engaging digital profiles with embedded personality intelligence—was a decisive factor in winning the UNLEASH Startup Award 2025.

The award, presented in Paris, recognises startups shaping the future of HR technology, with Vizzy selected from a competitive global field and awarded a major sponsorship prize. (UNLEASH)

Judges were particularly impressed by Vizzy's ability to blend technology with human insight, demonstrating how AI-enabled platforms can remain people-centric.

Conclusion

The integration of Clarity4D's API into Vizzy exemplifies how strategic partnerships can elevate product innovation. By embedding personality science at the heart of its platform, Vizzy successfully reimagined candidate representation—contributing directly to its industry recognition and award-winning success.

This case highlights a broader shift in HR technology: from static data to dynamic, human-centric insights—where personality is as important as experience.