

ASSIGNMENT SHEET

DESN 250 – Portfolio Review

RESUME FORMATS

- **Chronological** – Best for when your work history is very closely related to the desired job. While it is called “chronological” this format lists experience and education in a reverse-chronological order, with the most recent first.
- **Functional/Skills Format** – Best for those who want to highlight their skills and people who are seeking a career change. It is the exact opposite of the chronological format by focusing on skills and accomplishments. It tries to cover the gaps in employment and highlights the job seeker’s best professional attributes as they pertain to the job in question.
- **Combination** – Best for those who have a mix of relevant skills and similar work experiences. A hybrid format that is the combination of the chronological and functional formats. The chronological style is maintained, but this format highlights skills and accomplishments just as much as it highlights professional experience. The hybrid format takes some of the focus off of employment gaps without hiding them too much. It is a way to showcase your skills while also showcasing your professional achievements.

OBJECTIVE VS. SUMMARY

- An objective statement is optional. If used, make sure it is customized for the specific job each time the resume is used to apply for a position. Keep it simple and straightforward. This should be covered in the cover letter anyway.
- A summary may be used instead of an objective and should convey the breadth of your experience and highlight a few key skills and strengths (four to six sentences).

EDUCATION

- Place this section first, since you have graduated recently. After a few years, this section will move to the bottom.
- Only list your GPA if it is above 3.0. If you do not know what it is, the instructor can look it up for you.
- List any awards honors and extracurricular activities.
- High school may be listed, but limit this information if you have graphic design related work experience.

PROFESSIONAL EXPERIENCE

- List most current job first. Include the job title, location and dates of employment and for each position within the company.
- Include a brief description of the company unless it is well known (one or two sentences).
- Include basic responsibilities for each job you have held. The activities that you performed 75-80 percent of the time on the job.
- List any accomplishments that were a result of your job performance. Be specific and add context (who, what, when, where).

HOBBIES AND INTERESTS

- Only include if they are related to your pursuit of a graphic design career, such as drawing painting, coding, etc. The only exception would be if you have received considerable recognition or success in a hobby.

RESUME WRITING TIPS

- **Keep it to one page.** A recent college graduate should not need more than this. Brevity is a virtue. Avoid long paragraphs (six or seven lines). Potential employers are going to quickly scan (20 seconds or less) the resume and make a snap decision to consider it further or not. Reach out and grab the reader. The resume is essentially a selling tool – selling yourself.
- **Customize your resume for each job** for which you apply. Carefully research the company and dissect the job ad and tailor the content of the resume to speak to what you feel they are looking for.
- **Use key words** that are common to the graphic design profession. Many larger companies will electronically scan the resume for these key words matching the published job description.
- **Use action words.** The active voice adds punch to the content. Show you are an achiever and know how to take charge and a problem-solver. Don't use declarative verbs (I did...). Avoid passive tense (was...).
- **Use numbers to grab the eye** and make your experience seem more impressive. Don't be vague. Routine things can be added up to show impressive skills.
- **Don't over share.** Refer to the previous section on hobbies. Leave off age, race and marital status (not legal for an interviewer to ask and none of their business).
- **Be honest.** Do not exaggerate your experience and accomplishments. You do not want to get caught in a lie. It is the kiss of death! They will be able to tell.
- **CHECK YOUR SPELLING!** A typo in a graphic design resume is also the kiss of death!

RESUME FORMATTING TIPS

- **Make a good first impression.** It will be the first thing that a potential employer will see from you. It will speak volumes about who and what you are.
- **Use proper grammar and spelling.** This is evidence of good communication skills and attention to details – both extremely important attributes for graphic designers.
- **Make your resume visually attractive.** Use proper margins, type size, leading, type emphasis and type styles. It should look professional and business-like with a touch of creativity and flair. Show them that you are a graphic designer by the way your resume looks!
- **Keep it legible,** even in copies and faxes. Be sure there is proper value contrast by avoiding darker paper colors and heavily textured paper.

RESUME FORMATS

- **Printed Version.** This may be mailed and will be provided in a face-to-face interview.
- **PDF Version.** This will match the look of the printed version to be used on your website and submitted electronically to job postings. The printed and PDF version may be created in Illustrator or InDesign, then converted to the PDF format.
- **Plain Text Version.** This will be used to copy and paste into web forms and when specifically requested on job application sites. The plain text version will be created in Word. This version should not use any bold, italics or lines. Use all caps for emphasis instead.