

The Resume. An Overview

None of the traditional books on resume writing are truly worth squat to the creative. While very important, your resume is secondary to your portfolio. A well-written resume can get you in the door at human resources, but won't get you the job. However, if poorly written, your resume can get you rejected at the door!

The best advice: Keep it clean, visually and verbally. Then make sure it contains no errors. Spell check every time you edit. Have many other eyes read it as well. Clean means spare. Few resumes need to be longer than one page, even if you have a long career, older experience tends to be less relevant.

Text-heavy resumes for creatives don't get read. No paragraph should be longer than 4 sentences, and no sentence should run longer than four lines. Shorter is even better. Watch your line lengths also and remember the typographic rule of min 39 to max 52 characters rule—so use columns as necessary to keep your line-length within that rule.

In terms of content, stick to your responsibilities, your range of work, and most significant accomplishments. Or simply take a sentence to explain what you did and then list the clients you did it for. You can always elaborate in person.

A resume is best written to be printed and read offline. Don't over design it graphically, as that will just slow down the connection to it. Use your name as the file name and not resume so when they download they know who's it is. While writing the content for your resume, work in Microsoft Word. Once content is approved, you will design in InDesign and convert to a downloadable pdf which is quite advantageous to storing to including them in your site because people are able to find out more about you while your work is fresh in their minds (you may omit your address if posted online though for privacy reasons). Providing contact method like phone or email is necessary, they may want to call on the spot—try not to limit they way they can contact you.

Keep in mind that you may need to continue to customize your resume when applying for different jobs, each with an emphasis in certain areas. For this assignment come up with content that is more general or that focuses on the area you wish to pursue.

Sample Resume Content Template

DO NOT TURN IN A PRE-EXISTING RESUME YOU MAY HAVE. INSTEAD USE WHATEVER YOU MAY ALREADY HAVE TO GUIDE YOU AND FILL OUT THE INFORMATION IN THE TEMPLATE BELOW. Putting it in this format makes it much easier for me to help edit, note if you have included everything in the proper information in the proper format or neglected to include anything. I use this template as my key to make edits and check your text upon evaluation.
FOR THE TIME BEING WORK ON THE RESUME CONTENT IN MICROSOFT WORD.

Your Full Name
Street Address
City, State, Zip Code
Telephone Number *(the best one to reach you at)*
Professional Email *(not supercutiepie86@yahoo.com)*
Portfolio URL *(www2. or purchased URL)*

Another "delete me" is the Objective that management gurus tell you to put at the top of your resume. The only time you might find one useful is if you've had an unusual career shift. Example from (exhibit designer to interactive designer) "My objective is to leverage my experience with way-finding in physical space to designing for the virtual environment. Otherwise unless you have a situation like this, you DO NOT need an objective.

Career Objective

Education is most relevant when you have just graduated and have no experience directly related to your field, but the minute you have experience, your Education should be listed after Professional Experience. By the time you're heading towards your second job, details like GPA should disappear.

For Education list only colleges and universities (not high school) starting with most recent (reverse chronological order).

Education

Name of Degree and Program *(eg. Associate of Science, New Media Arts)*
Specialization/Concentration Area *(eg. Interface Design Specialization)*
Name of School
Street Address of School
School City, State, Zip Code
End-Start Dates
GPA *(GPA is useful when you don't have a lot of relevant work experience once you have it, delete your GPA)*

List relevant jobs, starting w/ most recent (reverse chronological order). If you have relevant professional experience, list Professional Experience before your Education.

Professional Experience

Position Title
Employing Company Name
Street Address
City, State, Zip Code
End-Start Date (month and year or present if currently employed at this location)

Responsibilities/Duties

List relevant software applications you know. It is also good to state your level for each: Basic, Proficient, or Advanced if you feel its necessary.

Technical Skills

Operating System(s): *(Eg. Windows XP, Mac OS X, etc.)*
Software: *(Adobe Photoshop CS5, Adobe Illustrator CS5, Adobe InDesign CS5, Dreamweaver CS5, Adobe Flash CS5, Adobe Premiere Pro CS5, Adobe After Effects CS5, etc.)*
Programming Languages: *(HTML, CSS, Actionscript 3.0, etc.)*

List any art exhibits you have been in, starting w/ most recent (reverse chronological order).

Exhibitions

Year 2004
Name of Exhibition/Show *New Media Arts Student Show*
Institution (if applicable), Name of Gallery, City, State *Kapi'olani Community College, Koa Gallery, Honolulu, Hawaii*
Title of Piece (Medium) *Fantasy Meal*

If you have won any awards, contests etc. related to field, list starting w/ most recent. Give as much details as possible, monetary quantities may be disclosed if you feel appropriate.

Awards and Scholarships

Name of Award, Awarding Institution, City, State, Month Year.

Eg. Deans Honors Scholarship, University of the Pacific, Stockton, California, December 2002.

Starting with most recent (reverse chronological order), list any memberships to organizations, position held and dates/years of service.

Memberships

Member, AIGA—Honolulu Chapter, Fall 2009—Spring 2010

A publication is one in which your design work has been featured or written about in design magazine/journal/book or well know design websites because of their design. A publication is also when an article of yours relating to design/art or related field has been published because of your expertise in the area.

THIS IS NOOOOTTT the same as printed client work (that should be reserved for you portfolio and written about in your labels or work can be included as part of your freelancing client list if you wish to add that to your resume.

Publications

List of the company name of clients if you wish to show that you have relevant working experience with client, but please note that you should be prepared to show this work in your portfolio to them as well. If it is not your strongest work, it may not be worth mentioning in your resume.

Client List

If references are requested, you should list them on a separate sheet, but DO NOT include them on resume, this is an amateur mistake—Someone else's personal info should not be part of your resume!

References

Listed on Separate Reference List