

RESUME

101

Résumé checklist

- Example**
- Example**

How to Use This Booklet

This booklet is intended to guide you through the parts of a résumé, what should (and should not) be included, and *why*.

You can skip to Page 11 for the résumé checklist. If you have any questions about an item or section, you can go back to the page where it is explained in more detail.

Of course, if you want to read through everything, great!

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RECRUITERS WILL SPEND JUST SIX SECONDS LOOKING AT YOUR RÉSUMÉ.

MAKE IT COUNT.

Apply design thinking to your résumé. The goal is to make your résumé efficiently communicate your skills. Make it easy to scan and find the information.

01 I don't care about my résumé.

You should! A bad résumé can get you thrown out of the applicant pool before they even look at your work. You're too talented to be passed over because of a résumé!

And the good news? A well-designed résumé can last your whole career.

02 How do I get started?

InDesign, Illustrator, or even Word are good programs to start your résumé. Google Image Search "resume layout" for different ideas. Be critical though! Many of these résumés have flaws, which we'll get into soon.

THE PARTS OF A RÉSUMÉ

(SAMPLE LAYOUT)

A **Your Name**
Artist / Designer / Title

B 555.555.555
you@email.com
website.com

C EDUCATION

Savannah College of Art and Design (SCAD)
Savannah, GA BFA in Major
Expected Graduation: May 2020

D SKILLS

Software
Photoshop
InDesign
Illustrator
AfterEffects
CAD
Microsoft Office

Professional
Problem Framing
Project Management
Organization
Public Speaking
Leadership
Sustainability
Sketching

E AWARDS

Modis Excearum 2014 - 2017
Fugiam Aut Vollandé 2016

ACTIVITIES

Modis Excearum 2014 - 2017
Fugiam Aut Vollandé 2016

F DESIGN EXPERIENCE

Company, Savannah GA
Job Title 2016 - present

- Uptates ipsamus as evero ma ent aut duciae sintcassum que se volut estibus.
- Quis pa sit magnihictae pliate volut re pa dolum cumendit maio ipsam
- Ailbus dem quis cum fugitacteo occate sintcattost

Company, Savannah GA
Job Title 2014 - 2015

- Uptates ipsamus as evero ma ent aut duciae sintcassum que se volut esti
- Quis pa sit magnihictae pliate volut re pa dolum cumendit maio ipsambus ex es et doluptio.
- Ailbus dem quis cum fugitacteo occate sintcattost

Company, Savannah GA
Job Title 2015

- Uptates ipsamus as evero ma ent aut duciae sintcassum que se volut estibus ex.
- Quis pa sit magnihictae pliate volut re pa dolum cumendit maio ipsam
- Quis pa sit magnihictae pliate volut re pa dolum cumendit maio ipsambus ex es et doluptio.

ADDITIONAL EXPERIENCE

Company, Savannah GA
Job Title 2016 - present

- Uptates ipsamus as evero ma ent aut duciae sintcassum que se volut estibus.
- Quis pa sit magnihictae pliate volut re pa dolum cumendit maio ipsam
- Ailbus dem quis cum fugitacteo occate sintcattost

Company, Savannah GA
Job Title 2014 - 2015

- Uptates ipsamus as evero ma ent aut duciae sintcassum que se volut esti
- Quis pa sit magnihictae pliate volut re pa dolum cumendit maio ipsambus ex es et doluptio.
- Ailbus dem quis cum fugitacteo occate sintcattost

A Header
B Contact Info

C Education
D Skills
E Awards

F Experience

HEADER

- Name**
- Title**
- Logo** (optional)

Name

Be consistent with your professional branding. If you're "Dan" on résumé, your cover letter shouldn't be signed from "Daniel."

Title

Now is the time to start branding yourself professionally and establishing your career path. Don't make an employer read your experience and try to guess.

Be specific! "Industrial Designer" "Sculptor" "Cinematographer and Production Assistant" etc.

Optional Logo

Logos can be a nice branding element to carry through your other professional materials (letter head, website, business card, etc).

However, no logo won't hurt you, but a bad logo can. If you do choose to make a logo, keep it simple. It shouldn't overpower your information.

CONTACT INFORMATION

- Phone Number**
- Voicemail Setup**

- Email Address**
- Website**

Phone Number

Set up your voicemail! Employers will *call* you. Make sure your voicemail message is professional and your mailbox isn't full.

Email Address

Make sure your email address is professional. Do not use your SCAD student email address because it's not available after you graduate.

Portfolio Website

If you have a portfolio, be sure to include it. Visit portfolios.scad.edu to quickly set up a Behance portfolio. No portfolio yet? That's okay! You'll develop one during your time at SCAD.

Home Address?

Probably not, but maybe. If you already live in the city where the job is located, then it's smart to include your city. A full mailing address isn't necessary though, and can be dangerous on your website.

Otherwise, do not include your location.

PHOTO?

- NO Photo**

Headshot

No! Do not put headshots or profile pictures on your résumé. Some companies will outright reject any résumé with a photo due to discrimination laws. They could be accused of favoring or rejecting applicants based on appearance or race. *Exception: models and actors.*

EDUCATION

- Include SCAD**
- Graduation Date**
- Degree**
- Major**
- Minor** (optional)

B.F.A. in Industrial Design

Savannah College of Art and Design (SCAD)
Savannah, GA
Expected Graduation May 2020
3.86 GPA
Dean's List 2016, 2018
Magna Cum Laude

EXAMPLE

Only list your GPA if it is 3.5 or above, unless it's required in the job posting.

ACTION VERBS

adapted	coordinated	filed	motivated
advocated	corresponded	formulated	obtained
aided	counseled	founded	operated
answered	created	furthered	ordered
approved	customized	generated	organized
arranged	demonstrated	guided	performed
assessed	designed	helped	planned
assisted	developed	illustrated	presented
cared for	directed	implemented	provided
cataloged	displayed	incorporated	researched
categorized	distributed	increased	resolved
charted	drafted	initiated	revised
clarified	edited	inspected	revitalized
classified	educated	instituted	shaped
coached	encouraged	integrated	simplified
collaborated	established	interpreted	solved
collected	evaluated	introduced	supplied
combined	executed	maintained	supported
compiled	facilitated	mentored	taught
conceptualized	familiarized	modified	utilized
contributed	fashioned	monitored	volunteered

EXPERIENCE

- Company**
- Job Title**
- Location**
- Dates**

- Responsibilities**
- Active Verbs**

- Ordered most recent to oldest**

Information

It's important to include the company name, location, your official job title, and the dates you were in this position. Your potential employers want to get a full sense of your career history.

Order

Experience should always be ordered from most recent to oldest. This is also true for education (SCAD should be at the top), volunteer experiences, awards, and activities.

RESPONSIBILITIES + ACHIEVEMENTS

This is the real content of your résumé. It is very important to include a list of responsibilities and achievements for each position. Use active past-tense verbs to describe what your position involved. Lucky you! There's a list of great verbs on page 5.

Struggling? A good place to start is the original job description! Your Career Adviser (ahem) is a great resource to help you as well.

03 Why?

A job title alone does not provide enough information. Every company has their own titles and descriptions. An "assistant" at one company might be in charge of a dozen employee schedules and organizing large events, while another company's "assistant" is just in charge of remembering coffee orders.

04 How?

You can talk about your experience with bullets or a brief paragraph (2-3 phrases). Address the questions "what did you do?" and "what did you accomplish?"

2015-2016 **Company, Inc.** Savannah, GA
Junior Graphic Designer

- Designed weekly newsletter, sent out to 10,000+ customers. Click-through rate improved 120%.
- Worked with multiple departments to redesign e-commerce website to be responsive using Sketch.
- Concepted holiday campaign with creative team, which was implemented throughout company materials.

EXAMPLE

Try using specific details, numbers, and brand names to describe your experience and accomplishments. Compare the above example to the same employee listing their experience as merely "Designed emails and websites."

HELP!

05 I don't have any experience.

FRSH + SOPH: At the beginning of your creative career, you can include projects from high school. Clubs, volunteer work, and athletics can all be listed under "Experience." Although they weren't a paid position, these experiences show off your professional skills and interests.

JNR + SNR + GRD: Include class projects under a Project Experience section. Try to limit it to larger group projects, or final projects that you spent a significant amount of time on. List these class projects using the same format as work experience. In this instance, the "company" is Savannah College of Art and Design and your "title" could be the course name or your primary role (eg. Project Manager, Designer, etc).

06 I don't have any relevant experience.

Separate your experience sections into Project Experience and Work Experience. You can list larger group projects from your courses under Project Experience (CLCs are great to include), and your "professional" jobs (waiter, sales associate, etc) under Additional Experience.

It's important to list these other jobs on a résumé because they actually are relevant! They show professional skills and work ethic.

SKILLS

- Software
 - Technical
 - Professional
 - Languages
-
- NO Progress Bars

Software

List out every program, ie Adobe Final Cut Pro. Do not say “Adobe Creative Suite.” Recruiters are scanning your résumé for keywords (some larger companies even have robots to do this), so be sure to be specific.

Technical

Your technical skills will differ by major, but try to think of industry-specific skills you possess. Your Career Adviser can provide you with a major-specific Career Card for assistance. *eg. Wireframing, Problem Framing, Visual Merchandising, Rapid Prototyping, Contextual Research, Machining, etc.*

Professional / Soft Skills

Professional skills, or sometimes called Soft Skills, are more generic. *eg. Leadership, Teamwork, Public Speaking, Creative Thinking, etc.*

Languages

If you speak more than one language, be sure to include a Language section. If you only speak one language, do not include this section.

DO NOT DO THIS



BAD EXAMPLE

Progress bars look cool, but mean nothing. Okay, you're better at Photoshop than Illustrator, but what does 50% Illustrator mean? Who are you comparing yourself to? Similarly, stars or dots to show proficiency also mean nothing. Don't say you're 2/5 stars; that looks bad!

INSTEAD, DO THIS

PROFICIENT	FAMILIAR	EXPOSURE
Adobe Photoshop	Adobe Illustrator	Maya 3D
Adobe InDesign	Microsoft Excel	Adobe Final Cut Pro
Microsoft Word		

GOOD EXAMPLE

It's not necessary to differentiate between your skill levels. If you want to list a program you would still need training on however, this method can offer a solution.

AWARDS

- Awards
- Scholarships

Honors and Scholarships

Smaller awards, honors, and scholarships can be listed just as the title. For example, “Dean's List 2015-2017” or “Fall 2015 SCAD School of Foundation Studies Exhibit.”

Awards

For very prestigious awards, you can treat it as you would experience. You'll list the award title, date, company or affiliation, and a brief sentence about your involvement. Once again, be specific!

2016 Best Student Design; Industrial TIMElife Magazine

Designed zero-emission public transportation system for Boston. Came in second out of two hundred entrants.

07 I don't have any honors or awards!

That's okay! Just don't include an award section at all. SCAD has a lot of great opportunities and competitions you should consider entering.

REFERENCES?

Not on your résumé.

References should not be included on your résumé. However, it is smart to plan ahead and keep in touch with your references. Aim to have 3 to 5 professional and academic references.

If you'd like, you can include the standard “References available upon request” at the bottom of your résumé.

SPELL CHECK!

- Spell Check

A misspelled word is a red flag to employers that you don't care. It's very important everything be spelled correctly. Spell check is available in InDesign, Illustrator, and Photoshop!

In InDesign

Edit > Spelling > Check Spelling

In Illustrator and Photoshop

Edit > Check Spelling

A FEW NOTES ON DESIGN

Remember the goal of your résumé is to effectively communicate your skills and experience. Don't make people struggle to guess your name with an overly ornate or hard to read typeface. From a design standpoint, you want to guide the reader's eye comfortably through your résumé.

Type Size

You can probably go smaller than you'd think. You're currently reading 8pt type, which is a good starting place for your smallest details.

Typographic Hierarchy

You can use typographic hierarchy to distinguish the differing importance of your résumé. Think of everything as levels of importance and adjust your type accordingly (big > small, bold > regular). Limit yourself to one or two typefaces, and only use size and bold/italic to differentiate.

Whitespace

Whitespace is good! It offers contrast to all your information. You may worry that your résumé looks "empty," but a résumé with no whitespace can feel overwhelming.

1-Page Please

Résumés should be 1 page. As you go further in your career, your older experience will fall off. A résumé is a summary of your skills and experience, not everything you've ever done. If you're struggling to fit everything, you might need a smaller typeface or a new layout. Columns are a good solution to fit more information in a clean and organized way.

08 I'm not a graphic designer! This is too hard!

There are thousands of templates available online, some good and some very bad. If you aren't claiming to have graphic design skills, it's okay to use a template as a starting point, but be critical and find a good one!

RÉSUMÉ CHECKLIST

- 1-Page
- Spell Check

HEADER

- Name
- Title
- Phone Number
- Email Address
- Website
- No Home Address *(exception: NYC)*
- No Photo

EDUCATION

- SCAD under Education
- Graduation Date, Degree, Major
- No High School

SKILLS

- Software Skills
- Technical Skills
- Professional Skills
- Languages *(optional)*
- NO Progress Bars

EXPERIENCE

- Ordered most recent to oldest
- FOR EACH POSITION:
- Company
 - Job Title
 - Location
 - Dates
 - Responsibilities + Achievements
 - Active Verbs

AWARDS

- Awards *(optional)*
- Scholarships *(optional)*

- Submit to Job Portal

Submit Résumé

Next Steps

Congratulations, you've finished your résumé! Now you can submit it for review on the SCAD Job Portal.

Submitting Your Résumé

Go to scad.edu/jobportal

Log in through MySCAD

Click on the Documents link in the left navigation bar.

Click on the Add New button to upload new document.

If you upload a Word doc, the system will convert it to a PDF.

The Make Default button designates a main résumé that will be the first option when applying to job posts, and with permission, will appear in employer résumé books.

Next enter a document title in the Label field and select a Document Type.

Click on the Choose File button, select a file, click Submit.

Your Career Adviser will review your résumé and get back to you with any edits. If it's approved, you can start applying to opportunities on the SCAD Job Portal. Please allow 2 business days for your résumé to be reviewed.

09 My résumé was not approved!

Your Career Adviser should provide you with edits needed, or request you make an appointment to discuss. A career advising appointment is a great resource for getting feedback on your self-promotional materials and discussing your career goals and strategies.

Your Career Adviser might be picky about your résumé, but that's only because they know how competitive the job market can be and they want you to succeed!

CAREER AND ALUMNI SUCCESS

Questions?

careers@scad.edu

912.525.4653