

Resume Writing for Designers

What is Creative Niche?

Recruitment agency that specializes in matching advertising, design, marketing, interactive and social media professionals with the right companies.

Unique recruitment team made up of former account service, project management, design and production professionals.

Current Market Trends

- > **Digital / Interactive / Web**
- > **Mobile**
- > **Rich Internet Applications (i.e. TweetDeck)**
- > **Social Networking**

Employment Opportunities

Obvious...

Production Artist

Graphic Designer
(Print/Web)

Art Director

Less obvious...

Studio Manager

Production
Manager

Content Manager

Project Manager

Not-so-obvious....

User Experience
Designer

SEO/SEM Specialist

Online Community
Manager

Work Environments

- > Advertising Agencies
- > Design Firms + Studios
- > In-house or Client-side
- > Independent Contractor / Freelancer
- > Freelancing through Recruitment Agencies

Finding Work

- > **General job search websites + publications**
- > **Industry-related websites + publications**
- > **Social media and social networking sites**
- > **Professional member associations**
- > **Potential employer website**
- > **Recruitment / Staffing agencies**

Resume Writing

Research

- > identify a list of potential employers
- > research market trends
- > consider your needs and goals
- > carefully read job descriptions of your desired position

Resume Writing

Skills assessment

- > do an inventory of your skills, abilities, accomplishments and achievements
- > create sample case studies of your contributions to clients and employers
- > create PARs

What is PAR?

PAR stands for Problem - Action - Result. It is a great exercise for thinking about your accomplishments.

P - What challenge did you face?

A - What action did you take to overcome the challenge?

R - What was the result of your effort?

Resume Writing

Writing: Your objective

- > quick statement including your title or how your skills can impact the company
- > relate your objective to your audience
- > it should be work-centered, not self-centered
- > do not exclude employers

Ex. To obtain an intermediate-level Graphic Designer role.

Resume Writing

Writing: Your experience

- > be concise and specific about accomplishments
- > they should provide proof of your potential value
- > create an image that matches you and the company to which you are applying

What is an accomplishment?

It's how you contributed to your employers or an achievement that reflects your work style.

- > Brainstorm and list all your accomplishments.
- > Turn them into high-impact statements. Lead with the result or benefit to the employer.

What is an accomplishment?

> **Brainstorm and list all your accomplishments.**

Ex. Assisted the design team in securing \$200,000 in new design business in my first three months, by building mock-ups and storyboards, and laying out editorial communications. Clients commented on the high quality of my work and attention to detail.

> **Turn them into high-impact statements. Lead with the result or benefit to the employer.**

Ex. Secured \$200,000 account by creating high-quality mock ups, storyboards, and editorial communications .

Resume Writing

Writing: Your education

- > showcase academic achievements, Extracurricular activities, and related courses
- > with 2+ years work experience, education shouldn't be on first page or top of resume

Ex. Humber College - Toronto, ON
Diploma in Graphic Design

- Senior Project: Logo and identity redesign for Bell
- Related Coursework: Advertising, Branding, Direct Marketing, Web Design

Does your resume answer these 5 questions?

1. Who are you?

- > Name
- > Title
- > Profile

Does your resume answer these 5 questions?

2. What do you want?

- > Communicate what position your are applying to

Does your resume answer these 5 questions?

3. What can you do for the employer?

- > Highlight your experience, skills and projects

Does your resume answer these 5 questions?

4. What have you accomplished?

- > Detail past accomplishments and achievements

Does your resume answer these 5 questions?

5. With whom have you worked?

- > **Mention brands, clients, companies and agencies**

Resume Writing

Format and design

- > **determine the layout, format, structure and content**
- > **consider a skills-based versus chronological resume**

Resume Writing

Edit

- > review, proofread and spell-check your final document
- > ensure grammatical phrasing is consistent
- > check that the design and layout is appropriate for the role and company
- > save various copies and track where you have applied

Our Career Advice

- > stay informed and anticipate industry changes
- > update your technical skills and knowledge
- > continue to participate in portfolio reviews
- > grow a personal network
- > build a great personal brand

Connect with Creative Niche

Register online with us! www.creativeniche.ca

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Join us on Facebook:

www.facebook.com/creativeniche

We're also on LinkedIn: www.linkedin.com

Search companies for Creative Niche

Creative Niche Inc. is committed to the growth and development of our creative industry. We participate in various education and professional development events.

Interested in having us speak at your event?

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