



# *Creative* **RESUME DESIGN**

**Balancing style with readability.**



# topics

- Learning your industry norms
- Readability and immediacy
- Information architecture
- Resume real estate
- Let's talk about fonts
- Trends to avoid (\*usually)
  - Profile photos
  - Skill visualizations
- A/B testing your documents



# Learning your industry norms...

In some industries, you can be successful with an eye-catching resume that really sets you apart from other applicants! Other industries have a strong preference for a more traditional design.

It's important to map out the spectrum of acceptable resume design, from creative to traditional, for the types of roles you're seeking. You can gain this knowledge from informational interviews, conversations with recruiters, and by seeking resume samples from peers and the colleagues.



# Readability and immediacy

The design of your resume is a big factor in the reader's experience and comprehension.

You can labor over word choice and accomplishments to include, but unless you have considered the design of your resume, you risk the reader skipping over the most important content.

0:06

On average, recruiters spend only **six seconds** reviewing a resume.



People read screens in an **F-shaped pattern** that consists of two horizontal stripes followed by a vertical stripe.





# Information architecture

Your goal for the resume is to make it easy for the reader to scan VERY quickly for the most relevant and important experience and skills.

Use formatting— boldface, type scale, strategic use of white space—to make key information easy to find. You can establish hierarchy via these tools:

- Vertical position
- Scale
- Bold
- Italics
- Underline
- White Space
- Dividers

*This resume is visually overwhelming and the illustration demands the most attention.* →



# Resume real estate

In most cases, you only have ONE page to convince a hiring manager that you have the skills and experience that make you a great candidate for a role.

This means that it's important to use that space wisely and to maximize the amount of relevant information you provide - while *not overwhelming* the reader with content.

*This resume leaves a LOT of real estate on the table and fails to fully capture the quality of their experiences.*



# Lets talk about resume fonts.

A poorly chosen resume font can make or break your chances of being taken seriously as a job seeker.

## What's the difference?

### Serif

- Serif fonts are easier to read in print.
- Serif fonts are generally considered “traditional” or “serious.”

### Sans Serif

- Sans-serif fonts are easier to read online.
- Sans-serif fonts are often considered cool, modern, and cutting edge.

Pro-Tip: Don't go too small. Stay as close to 11 as possible!

<div><div>Davion Johnson</div><div>72731 Alexandro Crossroad, San Francisco, CA ♦ Phone: +1 (555) 305 3246</div></div>	
EXPERIENCE	<div><div>VP OF TECHNICAL MANAGEMENT</div><div><div>Boston, MA</div><div>02/2015 – present</div><div><ul style="list-style-type: none"><li>• Proven track record of leading customer-facing meetings and engagements at all levels of the organization to create a shared technology vision, plan, and prioritized product and technology roadmap</li><li>• Collaboration with other senior executives to define and execute corporate technology strategy and to provide a strong, functional, and cohesive leadership team</li><li>• Developing a strong relationship with other technology teams to ensure formulation, communication and adherence to shared vision of our OTA product offering</li><li>• Representing Sabre at industry events</li><li>• Closely work with the local Major Account team, Product Marketing, and Development groups as well as trade show and user group support</li><li>• Generate sales tools and materials that clearly articulate the advantages of SolidWorks electrical design solutions</li><li>• Serve as a product liaison for SolidWorks Electrical offering for all types of pre-sales activities</li></ul></div></div></div>
	<div><div>TECHNICAL MANAGEMENT TRAINEE</div><div><div>Houston, TX</div><div>07/2008 – 11/2014</div><div><ul style="list-style-type: none"><li>• To assist in promoting company Environmental Health Safety Policy</li><li>• Updating and monitoring development programmes</li><li>• Employee Assistance Programme</li><li>• Any jobs which are unsafe shall be stopped and notified to the concerned department head and Asst. EHS / EHS manager immediately</li><li>• Support the Technical Co-ordinator(s) &amp; Technical Manager within the department</li><li>• To manage people</li><li>• Submission of utilities applications for new developments</li></ul></div></div></div>
	<div><div>TECHNICAL MANAGEMENT</div><div><div>San Francisco, CA</div><div>09/2004 – 02/2008</div><div><ul style="list-style-type: none"><li>• Help develop and answer RFP’s</li><li>• Provide comprehensive technical pre-sales support to SolidWorks network of Value Added Resellers and employees in North America including developing and training personnel on product demonstrations, product positioning, and competitive overviews</li><li>• Deliver product presentations to prospects both at the end user and senior management level. Analyze and track reseller competencies and technical delivery</li><li>• Respect GEO Sales strategy (WTS), Corporate guidelines and LEVERAGE process</li><li>• Build C-Level relationship with customers / partner</li><li>• Participate in Customer Transformation initiatives specifications and implementation</li><li>• Influence Corporate guidelines in terms of transformation</li></ul></div></div></div>
EDUCATION	<div><div>GEORGIA STATE UNIVERSITY</div><div>Bachelor's Degree in Engineering</div></div>
SKILLS	<div><ul style="list-style-type: none"><li>• Knowledge of SolidWorks software and/or SolidWorks Routing is</li><li>• Strong knowledge of 2D electrical schematic drawing composition</li><li>• Knowledge of, or familiarity with AutoCAD Electrical, Zuken E3, ePlan, Trace Software Elecworks is a strong</li><li>• Highly motivated self starter, willing to travel</li><li>• Experience with design and documentation of wire harnesses and cable assemblies</li><li>• Experience with design and documentation of control systems and panel layouts</li><li>• Outstanding verbal and written communication skills</li></ul></div>



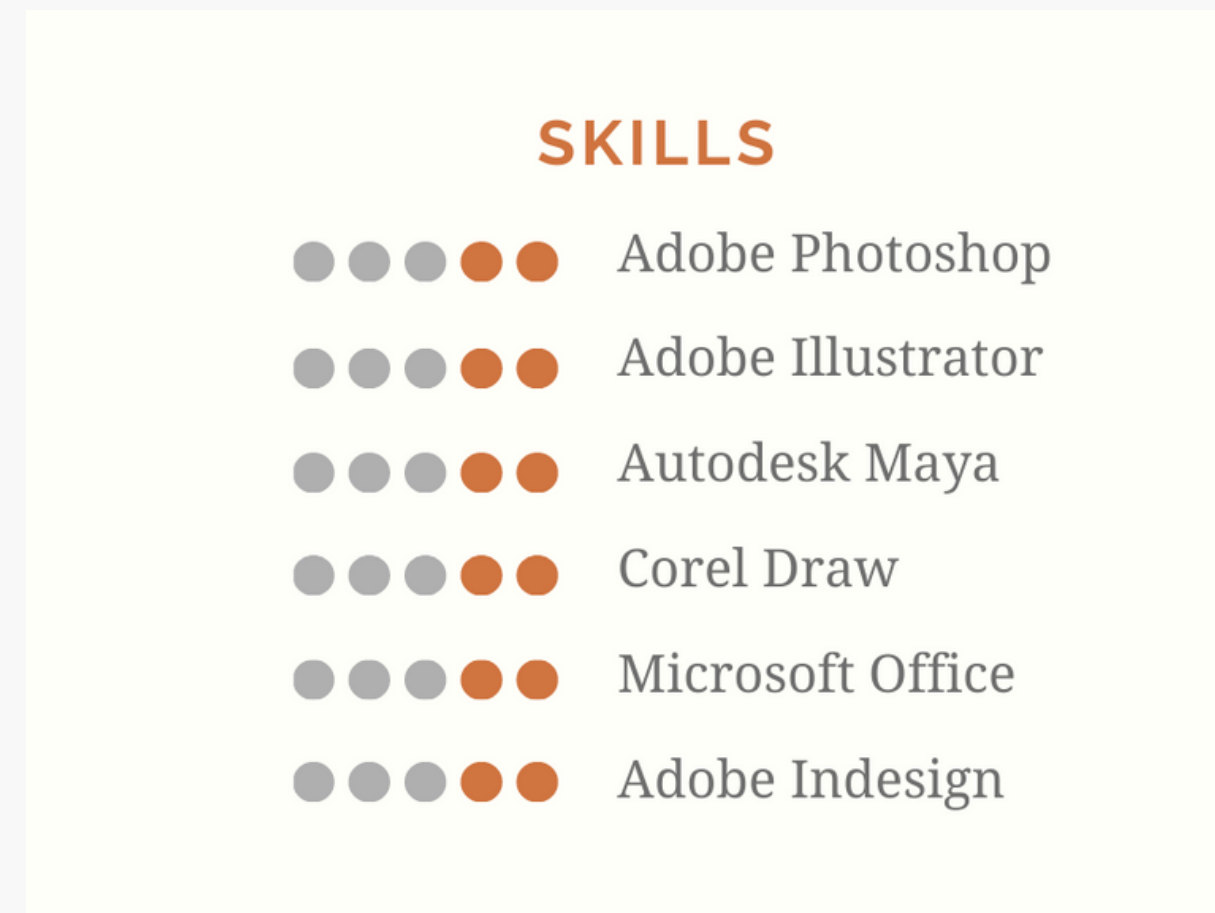
# Trends to avoid (usually)

## PROFILE PHOTO



*Photos on resumes are customary in other countries but not recommended in the U.S.*

## SKILL VISUALIZATION

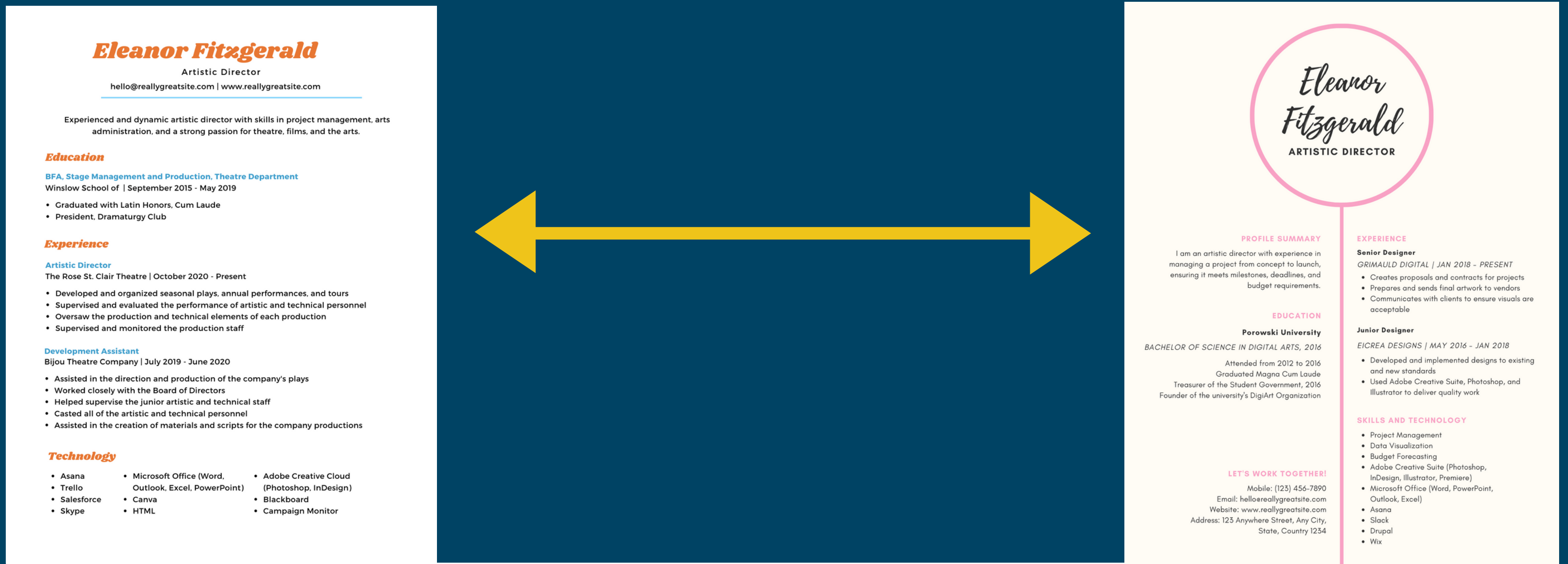


*Skill visualizations are cliché and they actually create immediacy around weaknesses.*



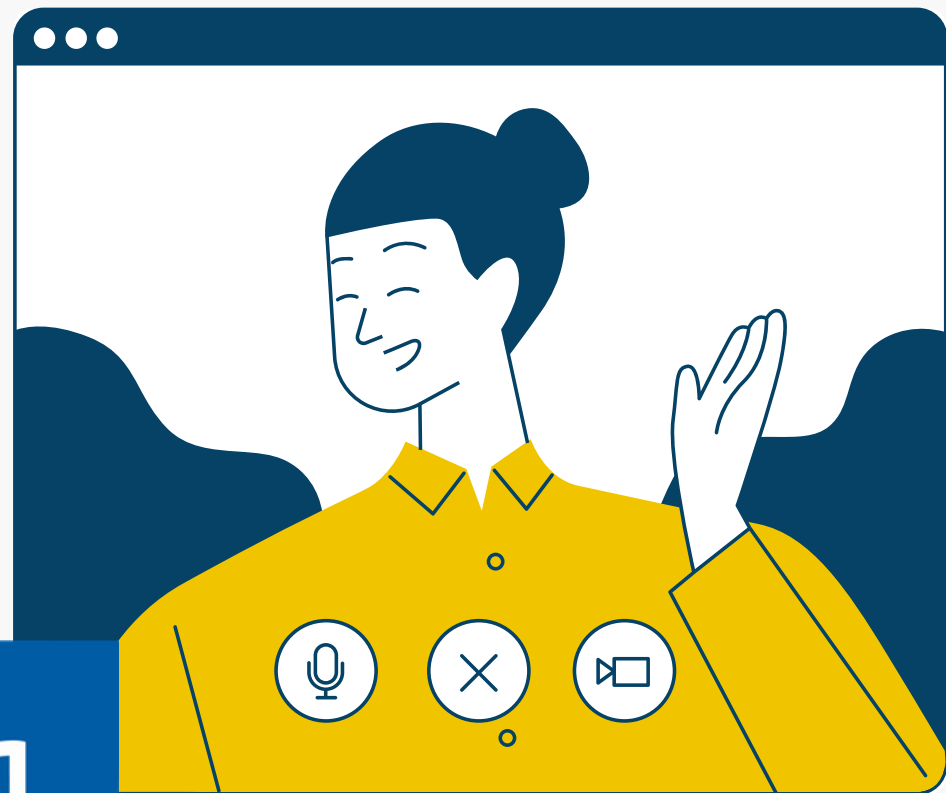
# A/B Testing Your Resume

As you're applying for roles, feel free to A/B test the different versions of your resume and solicit feedback from recruiters, hiring managers, and networking contacts.



Spectrum of Traditional to Creative

# WHAT CAN THE CAREER CENTER DO FOR YOU?



- [Drop-In Career Coaching](#) (no appointment necessary!)
- [Virtual Appointments](#) with Career Community Advisors
- [Email Resume Review](#)
- Access a [Career Library](#) of 50+ Handouts and Videos
- Search for opportunities on [Handshake](#), our careers platform
- Network with Alumni on (ASK) or [Alumni Sharing Knowledge](#)

[careercenter.depaul.edu](https://careercenter.depaul.edu)

# CAREER LIBRARY



The DePaul Career Center recently created a library of 50+ handouts and 14 two-minute videos focused on every career readiness topic, ranging from resume basics to exploration to building your brand!

## INFORMATIONAL INTERVIEWS

Informational interviews are a low-pressure, highly productive way to learn about a field, get career advice, build your network and hone your interviewing skills. Reach out! It's easy and fun.

Informational interviews are an opportunity for you to talk with professionals about their career path, profession, organization and industry. These conversations can take place via phone or email, but it's much more fruitful when conducted in person.

Follow these simple steps to get started:



### — Step 1

#### LOCATE THE PEOPLE YOU WANT TO MEET

Search for emerging, mid-career and established professionals in roles or organizations that interest you. Recent graduates that are emerging in their careers have first hand knowledge about existing pathways. Mid-level and advanced professionals have large networks and can share their views about how industries are changing.

- Definitely consider targeting DePaul alumni. They are often the most open to speaking with students and recent graduates of their alma mater.
- If you're still in school, DePaul faculty are an excellent place to start—ask your professors if they know of any contacts in your field of interest.
- DePaul's ASK (Alumni Sharing Knowledge) network and LinkedIn are excellent places to find professionals whose pathways align with your passions.
- Don't be afraid to be bold—is there a well-known person in your field of interest whose perspective would be helpful, interesting or inspiring? Reach out to them! You have nothing to lose and much to gain—the worst that could happen is you get a "no."

## GRADUATE SCHOOL 101

In many fields, earning a graduate degree or certificate is a benefit and competitive advantage. In some, it's necessary for advancement.

Getting accepted into your preferred program requires research, differentiation and extreme project management skills. Here are some tips:



### — Selecting the right institution and program

Chances are, you'll want to apply to multiple programs to maximize your options. Which are the right ones? There are a number of factors to consider.

- 1 Faculty** Your relationship with faculty will be a huge factor in the educational experience. Learn the names, departmental positions and academic credentials of the professor or professors you'd be working with.
- 2 Resources** Research can require significant out-of-pocket costs. Find out if there are resources available at the institution that can reduce these costs.
- 3 Community/Location** Take a look at the on-campus and off-campus communities. Is the on-campus culture—faculty access, social life, etc.—what you're looking for? Does the local area have the amenities you want and need? Is it in a city or a small college town? Does the program offer online courses? How would these factors contribute to your quality of life?
- 4 Cost/Funding** The tuition and fees will be an obvious consideration, but you should also take into account living expenses, which can vary widely by region. What sort of stipends and funding programs are available? What are the work requirements?
- 5 Career Outcomes** What are the career outcomes for program alumni and how does the program support students and alumni in professional development?

## PERSONAL IDENTITY AND YOUR BRAND

Your identity, whether based on your gender, sexual orientation, ethnicity, culture, faith, or another element of your background, is fundamental to who you are. Deciding when and/or how to integrate your identity into your brand and job search can be a meaningful part of navigating your professional life.

In the Career Center, we often work with students and alumni who ask about the risks and benefits of sharing personal details about their identities. Whether it's a recent alum who is non-binary, or a single mother who returned to school to complete her degree after spending years caring for her children, every individual has the power to shape a specific and compelling authentic professional identity that includes (or does not include) personal information.

While we understand that identities are intersecting and not binary, below are some general tips that we hope are helpful in navigating discussions around career development.



### — Connect who you are to what you do.

If your identity or background links to why you have selected a career path or professional interest, you can differentiate yourself from other applicants with a "why statement," which illustrates your personal commitment to that role or career. For example, in a cover letter, you might include a statement like this:

*"As a first generation college student navigating the opaque space of higher education without the insights of parents or a network of college-educated adults, I am passionate about providing support to under-resourced students, helping them succeed academically and thrive socially."*

*"I am particularly interested in this role because I recently returned to college to complete my degree in Health Sciences after providing care for my disabled sister for five years. This experience taught me the value of a holistic approach to caregiving, and I am eager to use these skills to enhance the patient experience at Good Samaritan."*

## DRESS FOR SUCCESS

You never get a second chance to make a first impression. That's why it's important to put careful thought into how you dress for job interviews and meetings with business contacts.

It's all part of your personal brand. It's the package you present—your qualifications, your preparation and, yes, your style—when you meet someone who can help advance your career. You know you're a person with great potential. Follow these simple guidelines to make sure you look the part!



### — General Guidelines

Dress codes in the workplace have relaxed considerably in recent years, which can make it tougher, not easier, to decide what to wear. While it's definitely better to over-dress than under-dress, looking too formal for an interview can suggest that you're not a good fit for the culture. That said, here are some general guidelines:

- Clothes should be in good condition, fit correctly, and be clean and lint free
- Wear dress shoes that are comfortable and clean
- Hair should be well groomed
- Fragrance—a light touch is better
- Bring essentials only—a professional bag, briefcase or portfolio
- Cellphone off!

#### HOW TO RESEARCH EMPLOYER DRESS CODES

If you have an interview or it's your first day and you're unsure what to wear, here are a couple of ways to get an idea of what staff wears on an everyday basis.

✓ **Check out their social media accounts** Many employers post images of employees at work or at business functions. Look for everyday-type images (not dressy corporate events) to get a sense of the culture. Be sure to look for staff in functions similar to yours, as some teams' dress codes vary.

✓ **Call the hiring manager or HR department** You can ask explicit questions about an employer's dress code. Questions like: "How formal is the dress code?" or "Do most interviewees wear a suit?"

## COVID-19 Resources

### WORKING REMOTELY: THE BASICS

Working from home is common now, and with the pandemic, it's even more so. The number of remote roles has increased by 173 percent since 2005, and most experts expect this trend to accelerate. This is the future of work.

Here are a few tips to help you ensure that working remotely is productive and successful:



### — Set up your workspace for success.

Whether it's a home office, a commercial co-working space, or a table in a coffee house, your workspace has a lot to do with your effectiveness. Make sure your space:

- Is comfortable and ergonomically sound
- Is quiet and able to accommodate phone conversations or video conferencing without distractions
- Gives you room to move around—cramped quarters can increase fatigue!

### — Get the right equipment.

Make sure you have the right tools and technology to do your job well:

- A computer with a camera.
- A reliable internet connection—nothing is more disruptive to a video meeting than a connection that drops.
- Remote-work software
- LinkedIn Learning is an excellent source for technology tutorials and tips, including entire courses, to support remote-work success.

#### SOFTWARE SUGGESTIONS

**Video conferencing/screen sharing:** Zoom, Skype, GoToMeeting, JoinMe or others

**Communication:** Slack or others

**Project Management:** Asana, Trello, Mondays

**Cloud Computing/team sharing:** Basecamp, Google Drive, Microsoft Teams, Box

Check it out here: [go.depaul.edu/careerlibrary](https://go.depaul.edu/careerlibrary)



# CAREER TOOLKIT



These 45 minute workshops offer tactical advice for every stage of your career journey! Anyone who RSVPs on Handshake will get a recording of the session with supplemental materials!



- Wednesday 11/18 @6PM



- Thursday 12/3 @ 3PM



- Wednesday 12/9 @6PM





**Thank You!**

