

Resume does and donuts

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Visual Considerations



Does

- **Hierarchy**
 - Left to right
 - Top to bottom
 - Big to small
- **Whitespace**
 - Balanced
 - Slightly more on bottom

DONUTS



- ALL CAPS
- *italics*
- condensed fonts
- Paragraphs, or, for example, lengthy prose the like of which one might find in a Lorem ipsum qui no putent labore legimus, qui reque inermis detraxit te. Ei hinc graeci dolorum pro, mei ei kasd assentior. Veri possit nam id, eros quando accommodare vix id.
- borders
- watermarks

DONUTS

- Mixing fonts
 - sans serif (calibri, arial)
 - serif (Times New Roman)

narrow **wide** narrow **wide**

bad **bad** bad **bad**



no hierarchy

bad

bad

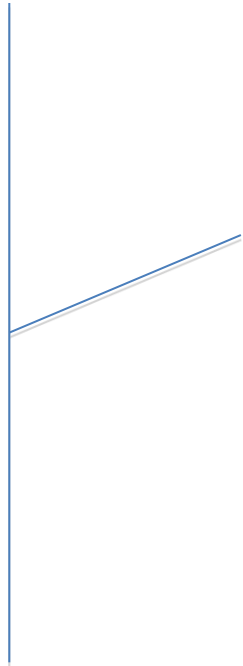


no short stories



good visual hierarchy

u
n
n
e
c
e
s
s
a
r
y



so-so visual hierarchy



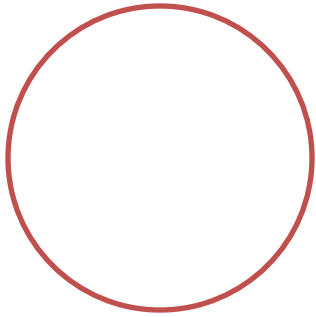
no half pages



How will this look when
printed in b/w?

...and then photocopied?

no grayscale




no clipart



Content



Does

- **Name**
 - Professional contact info: no silentfraggles
 - **Consistent voice**
 - **Correct use of tense**
 - Present throughout, or only for current?
 - **Spell check**
 - Part animal, part machine
 - **Customize for each employer**
- 


The Truth

- **Don't lie**
- **Truth is often relative**
 - Select strengths
 - Avoid negatives
 - Sell yourself, but with a 100% guarantee


Other Considerations



Cover Letters

- **Cover letters are under letters**
 - **Checklist against requirements in ad**
 - **Sell yourself**
 - **No negatives**
 - **Professional business letter**
- 

File Format

- **What does your choice communicate?**
 - **.docx** (ignorant)
 - **PDF** (appropriate)
 - **HTML** (tech whiz)
- 

Which Ad?

- **Look for multiple listings**
 - internal
 - external
 - previous postings

Delivery

- **The forgotten e-mail**
 - Concise, professional
 - Sender's email address
 - Write bottom-up: signature, content, subject, address
- **Multiple formats? (HTML + PDF)**
- **Dealing with enterprise HR systems**

Provide Additional Info

- **Point to your website containing**
 - Writing/work samples
 - Resume
 - CV
 - Link to projects, employers
 - References

What not to wear to the interview



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