

Showcase your Marketing and Creative tools.



Resume and Portfolio Tips

Creative Resume Design Do's and Don'ts

Your resume should serve as an example of your talent and reflect your personality. Focus on elegant design and well-organized content. Choose a distinctive type style that is easy to read. Don't overdesign: no cutesy graphics, unclear illustrations, cartoonish fonts or too many colors. And resist using gimmicks. Yes, you're in a creative field, but rolling your resume up inside a balloon or stuffing your presentation envelope with confetti are not the way to showcase your talent.

What to Include in Your Resume

When writing your creative resume, avoid falling into the "flash over substance" trap. Creative pros must include quality content:

- 01. Career chronology.** Show names of employers, key accounts and dates of employment. This allows hiring managers to evaluate the relevance of your experience to their jobs and clients. Differentiate freelance work from full-time employment.
- 02. Publications and awards.** It's surprising how often creative professionals fail to include these.
- 03. Education.** Highlight a degree in graphic design or anything relevant to your creative field, especially if you are a recent graduate.
- 04. Computer skills.** If these aren't listed, it's assumed you don't have them – not the other way around. Specify your experience with Macintosh, PC or both.

Your Creative Portfolio

While a strong resume can get your foot in the door, your portfolio will allow you to stand out. According to the AIGA, a portfolio is “portable proof of your design education and a document of your work.” It should tell a story rather than be a random sampling of pieces and might also serve as a case study, including accomplishments and campaign results. You’ll need both an online version and an off-line version of your portfolio.

How to Arrange Your Portfolio

- 01. Display matters.** Your work needs to have space and impact, so don’t cram it in – let it breathe!
- 02. Be selective.** Less is more. You’re more likely to catch someone’s attention with quality work.
- 03. Does it flow?** A natural flow of pieces, contrasting or complementing one another, helps keep people interested.
- 04. Be diverse.** Show that you can work across different industries, as well as using different styles to communicate.
- 05. Keep it up to date.** An ancient portfolio has a negative effect. Add pieces as soon as you finish them to stay current.

Online Portfolio Tips

- 01. Get on the web.** Online portfolios are often viewed before printed ones. Get help or use one of the many WYSIWYG web design applications.
- 02. Let the work speak.** Ensure each sample is large enough for viewers to see detail, or else allow them to zoom in.
- 03. Clean code.** If the job you are applying for is related to HTML and CSS, make sure the site validates and the code is clean. Potential employers will always check to see if you use the highest standard of coding and adhere to best practices.
- 04. Other information.** A short description of each project may be included, but don’t let it distract from the image. You might also add an “about me” page with your contact information.
- 05. Keep your file sizes down.** Don’t make anyone wait for something that should load in seconds. If you want to show off some animation, make a DVD or put it in an area of your site, rather than on the landing page.

Print Portfolio Tips

- 01. Packaging.** A durable, waterproof and professional-looking wallet-style folder or case is recommended for protecting your work.
- 02. Mounting.** Choose paper as a background which doesn’t distract from the work itself. Black is normally a good choice, although other colored paper or tracing paper can be used. Be sure work is securely fixed to endure handling.
- 03. The real deal.** Although most portfolios look nicer when the work is printed onto single sheets and mounted, it is also important to include actual samples, especially larger documents that are professionally printed.
- 04. Tailor it.** Ensure the work you present is appropriate for the person or company. For example, if you are going to meet somebody interested in brand identity design, make sure the work in your portfolio is focused around this area.
- 05. Keep it short.** Normally, 10-15 pieces of work will more than adequately present your skills.