

# RESUME DESIGN TIPS



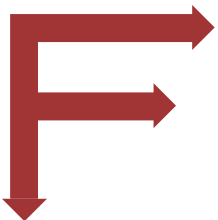
The design of your resume is a big factor in the reader's experience and comprehension.

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.

## Why design your resume for scan-ability and keywords?

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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.

250

The average corporate job gets **250 applications**

98%

**98% of Fortune 500 companies** use applicant tracking systems that scan for keywords.

30%

**Only 30%** of job applications are read!

## Scan-Ability



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.

## Formatting and Visual "Chunking"



USE ALL CAPS, bold, italics or underline to create emphasis and access points for the reader. Create visual chunking with white space between blocks of information—keep those blocks short!

Two short blocks are better—more inviting to read—than one long one.

## Information Architecture



Information architecture refers to a hierarchy of information or text achieved by a combination of sequence, scale and boldness of your information. By selecting what text appears first, horizontally or vertically, you're telling the reader what information is more important.

# Make It Great!

Here's an example of a well-designed, easy-to-scan resume and a few tips on what makes it work.

## Showcase

Be sure your job title stands out and clearly describes your role.

## White Space

Use white space to create chunks that ease density and help the reader skim vertically.

## Relevant Examples

You can include class projects in your experience section. Format it like a job description.

## Formatting

Use white space and formatting techniques like bold, italics and columns—make it easy to zero in on specific information for busy readers.

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### EDUCATION

**BA, Philosophy** | DePaul University 2020  
Minor in Economics | 3.75 G.P.A.  
Relevant Coursework: Digital Communications, Marketing,  
Writing for Social Change

### EXPERIENCE

**Data and Design Intern** | Dallas Herald News 2019

- Collaborate with reporters, editors, and photographers to produce products on deadline to help explain and visualize breaking news stories
- Conceptualize and build stand-alone and complementary data with interactive graphics, and story presentations using HTML, CSS, and JavaScript/jQuery

**Community Health Researcher** | Active Citizens 2018

- Designed a health awareness survey and collected 200 responses. in Pilsen community
- Surveyed data from the City of Chicago, collecting demographic policy information
- Created data visualization that illustrated the disparity between community health awareness and access to medical services

### PROJECTS

**Press Release and Media Kit** | Lola LPC. 2018

- Wrote and edited a press release announcing a new infant apparel line directed at millennial parents
- Produced media kit promoting launch event. Contents included PR photos, bio of founders, and company profile

### TECHNOLOGY

- Google Suite (Forms, Docs, Sheets, Slides)
- Microsoft Office (Outlook, Excel, Word, PowerPoint)
- Adobe Acrobat and Photoshop
- SPSS

### SKILLS

- Writing/Editing
- Project Management
- Data Visualization
- Research
- Photo Editing
- Presentation
- Transcription
- Web Design



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