

**Portfolio (POF)** 

Class 01

# The resume

Anyone looking for a job needs a resume including web developers and web designers. However, anyone related to design must put superior efforts to make their resumes more attractive so it reflects their specific abilities (eg.: layout and typography rules and techniques). A well produced resume will tell the reader you're a professional. So, a resume composed in Arial 24pts purple in MsWord has very little chance to reach its goals.

# The resume purpose

Most people use the resume to convey the maximum volume of information to the highest number of potential employers. This is a wrong approach that lacks method and strategy. In fact, a resume has only one objective: getting an interview.

In a resume, you should avoid giving full specific details about who you are, what you did and what you can do. You first need to grab attention, then interest the reader and voluntarily keep informations vague enough so the potential employer wants to know at least a little more. Otherwise, there's no need to contact or to meet you. Actually, if you are giving a lot of precise details, the reader will have the impression he's git a very good idea of who you are and what you are capable of and may then reject your candidacy.

# The aspect of a resume

As we've already mentioned, the resume must be as perfect as possible and show how much of a great designer you are on top of giving sufficient details to appear as an ideal candidate.

Apply typography and layout rules, use layout grids and try to transmit a bit of your personality through the document and do not hesitate to create some sort of trademark. Be original, but make sure your resume is readable, legible, and that its contents are correctly hierarchized.

The resume should be as brief as possible (in most cases one page only) written using short sentences or lists. Use a fine quality paper with a letterhead and join your card as these also show your *savoir-faire*. Designing for yourself is very difficult (much more difficult than designing for someone else) and employers know that, so they will be even more impressed.

Avoid using a font such as Times New Roman and all default and fantasy fonts. Even avoid the Famous Helvetica as it is so popular, it has become a cliché for a designer to use it. ALso avoid screen fonts and freely distributed fonts. Choose something sober, go for a clissic font.

Since legibility and readability are so important, use at least a font size of 10 or 11 pts for serif fonts, and at least 9 pts for sans-serifs.

Finally, don't forget to join a presentation letter!

## The resume's content

Too many people write a resume that they then use for every jobs the apply for. That's a big mistake. Most of the time, you will write a resume specifically for a certain job or a certain potential employer. As any communication, it must be well adapted to the reader and to your goals.

The resume should include what a potential employer wants to know about you as well as your complete coordinates so he can easily reach you:

## **Identification and contact**

Write your complete name, address, phone number(s), email, and url. Some people even add links to their professional social medias. These informations should be visible at first glance. To avoid any confusion, it is a good idea to write what you do or the title of the job you are applying for.

## **Skills**

This is where you list all your skills related to the job you are applying to? You can list the language you are fluent in, the softwares you are using, etc. Mention if you have particular talents and anything that could be useful for the job or the company.

## **Studies**

Secondary studies aren't usually mentioned. List college and university degrees as well as any training you've went through. Although you never mention your marks, you may list special mentions you obtained. However, you usually only write the name of the institution, the program's title and the year you obtained your diploma.

# **Experience**

This section is usually a bit more difficult to produce at first since you usually have no or very little experience. This is also the section potential employers are the most interested in. You should include in this section your work experiences, even those not linked to the job you're applying for, as long as they reveal certain qualities or skills, volunteering, freelance contracts (paid and/or unpaid).

# References

Do not hesitate to supply the name of three references a potential employer can call to ask questions about you. Write their names, company, function and phone number. You should make sure to tell them you supplied there phone number so they are ready to answer questions if they receive a call about you.

## Section « Varia »:

You can add here anything that wasn't mentioned earlier: honors, certifications, etc.

# Dos and don't

# Dos:

Use active verbs instead of « I ».
 Prefer active form syntax to passive form.

# Example:

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Don't say:
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«This job allowed me to cumulate, during five years, the necessary skills to... »

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Instead, say:
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« Over 5 year experience as... »

- It is usually preferable to order the experience chronologically from the latest backward. Although, if there is an inactive period you would prefer to dissimulate, you can order your experiences otherwise, grouping them by themes, for instance.
- Adapt your resume for each specific circumstance. Certain elements may be convincing than others in different situations.
- If you send your resume using traditional post services, use good quality paper and envelop.

## Don't:

- Avoid potentially offending material: nudity, anything related to politics, religions, etc.
- Revise your text to make sure there are no misspelled words: use spell checking tools and ask someone you trust to read you resume.
- Avoid using heavy language, this is no place for Shakespeare's wannabes. Short ans simple is the rule and avoid humour and puns. Sentences and lists items should be short and clear.
- Use a professional email address and nothing like rock666@coolmail.com and make sure not to supply any URLs where images of you partying with your friends can be viewed. Make a research with your name and clean the Internet a bit.
- Never use so-called fancy paper like parchment and do not use decoration items and illustrations. These are very tacky. If you want to stand out, work on you letterhead
- Use standard format paper portrait oriented (8.5 x 11) at all times.

# The graphical resume

People working in web development and design agencies are very busy, so anything that will save them time will be appreciated. Especially for them, you can make a graphical version of your resume. This, of course, is useful to those of you aplying for design oriented jobs.

The resume itself should look like a poster, but it can also take the form of a flyer, of a short 2 folds portfolio which included the resume text content.

# Advantages:

- More space to communicate your information and trademark.
- Will be easily remembered when the design is good.
- Allow you to show your savoir-faire.

# Inconvenients:

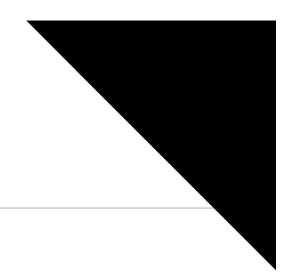
- Can be long and difficult to produce.
- Bad folds or bad design may ruin it all (tastes are not universal).
- The production may be expensive as good quality paper and printing are necessary.

# Advises:

- It is preferable to use such an approach only if you have a few professionnal results to show. If you are showwing school projects only, it may seem very amateurish.
- Such a document must complete your actual portfolio, so projects presented in one document should not be presented again in the other.

# CARL STEWART

Car Mechanic



# INFO

## **ADDRESS**

9 Wall St, New York, 10005, USA

## PHONE

890-555-0401

## **EMAIL**

resumesample 12345@gmail.com

# SKILLS

**ASE** Certified

Manual and power tools

Clear communication

**Experience with Alldata** 

Highly organized

Problem-solving

Attention to detail

Fluent in English and Spa...

# **PROFILE**

Dedicated Car Mechanic with 7+ years experience servicing domestic and imported automobiles at high-volume shops. Skilled at problem solving, diagnosing, and repairing all vehicles with a commitment to delivering top-quality service and surpassing customer expectations. ASE certified and open to further training.

# **EMPLOYMENT HISTORY**

## Car Mechanic, Active Auto Repair NYC

**New York** 

Oct 2011 - Present

Active Auto Repair NYC is an auto repair shop specializing in European & Asian vehicles. As the Car Mechanic, my core activities include:

- Conducting car inspections, diagnostics, and repairs on European imports.
- Recommending repairs to fellow mechanics to maximize accuracy and efficiency.
- Performing repairs of automatic and manual transmissions as well as realignment and replacement of brake systems.
- Maintaining vehicle records, warranties, and inventory of replacement parts.
- Ensuring proper usage of tools and equipment according to company policies.

# Car Mechanic, Teddy's Place Auto Repair

New York

Jul 2006 - Oct 2011

Teddy's Place Auto Repair services is a full-service auto repair facility based in NYC. As the Car Mechanic, my core activities included:

- Aligning wheels, adjusting tracks, and repairing steering equipment.
  Work was completed during the first visit and within the scheduled period.
- Troubleshooting mechanical defects in Diesel engines. Was routinely called upon for recommendations due to expertise.
- · Rotating between mobile and working at the service station.
- Road-testing vehicles to confirm all repairs were up to par.



### Profile

Extensive experience in Marketing, Public Relations, Account Managment, and Client Services.

## Education

# Parsons The New School For Design.

AAS Degree in Graphic Design 2008 - 2010

## New York University.

Sochelar of Arts in Sociology 2002 - 2006

### 5kill

Adobe Photoshop | Adobe Hustraror Adobe InDesign | Discommender Adobe Acrobat | HTML | CSS Wordpress | Microsoft Word Excel | Powerpoint Etnourage | Photography



647,919,8208 jc1258@gmail.com richitlecream.com

## Experience

Dimentions I Toronno, Canada Web Designer I 2010 - Present

Manage the development of preprine solutions through visual communication. Lead the design and implementation of corporate partials, websites, and web-based applications. Produce web interfaces, layouts, are graphics, and other branding elements such as corporate logos. Work closely with clients to align design objectives with marketing goals and target audiences. Collaborate with developers on frontend coding to meet project requirements and deliverables.

### To Japan With Love | Toronto, Canada

## Public Relations and Marketing Consultant 1 May 2011

Provided public relations and marketing services for To Japan with Lave, a non-profit organization founded to raise funds for victims of fallout from the recent natural disasters in Japan. Secured national and local coverage for the organization's main fundraising event in publications such as The Notional Post and Now Toronto. Directed communications between media and the organization's founder. Assisted with event planning and coordination of the organization's main fundraising event, gallery opening night and exhibit.

Marvel I New York, NY

Design Intern 1 Soring 2010

Developed branding and design elements for licensing based on popular conic book characters including Spider Mon, Iron Man, and Captain America. Produced design concepts for collateral and promotional motorial of major motion films, including Iron Man 2, Thor, and Captain America. Created style guide content, including systems of identity marks, patterns, and motifs for product packaging and other commercial use.

# YARD I New York, NY

Design Intern 1 Fall 2009

Coordinated branding and advertising campaigns for fashion and luxury brands including LeSportsoc, Kenneth Cole, Frye, and Equinax. Directed the build and implementation of photography layouts for use in advertising.

## HoneyMag.com | New York, NY

Design Intern 1 Spring & Summer 2009

Developed and executed design concepts for print and web media. Contributed to the production of homepage graphics, weekly newsletter, and colline advertising. Responsibilities also included photography for the firm's media kit.

## The Bermon Group I New York, NY

Senior Account Executive 1 2007 - 2008

Independently managed major client accounts with leading major construction, building design, and real estate firms. Worked directly with clients to develop creative marketing comparigns and secure press apportunities. Organized special events involving up to 3,000 attendees at large capacity versues such as Lincoln Corner. Directed the production, branding, and marketing at cataloral materials. Supervised and trained new account executives and marketing interns.

## MSL Productions | New York, NY

## Executive Account Manager 1 2006 - 2007

Independently managed major client occounts, including New Balance, Pepsi, Adidos, and Nime West. Directly supervised the expedited production of multiple mediatrelated projects, including special events, installations, trade show exhibits, and other interactive marketing compaigns across the nation. Managed production budgets in excess of \$500K. Cited as one of the firm's top performers.

## Lions Gate Films | New York, NY

Publicity Intern 1 Symmer 2005

Assisted in general administrative duries, public relations, marketing and sales, product distribution, event planning, and coordinates of film premiers. Coordinated communication between talent and publicity executives.

## Staty-USA I New York, NY

Publicity & Marketing Intern 1 2004 - 2005

Assisted in general administrative duties, public relations, marketing and sales, product distribution, event planning, and coordination all film premiers. Coordinated communication between talent and publicity executives.

