



CREATIVE RESUMES 101

What are they and what are they used for?

A creative resume is used to express your creativity and graphic skills through a piece of paper. When looking at a traditional style resume, it typically consists of basic text and a black and white physique, whereas a creative resume is often colorful and offers non-traditional style, text, and icons. A creative resume can be:

- A concise summary of your experiences, skills, and qualifications that are clearly represented through diverse visuals
- It requires you to truly think about the images and elements you choose to relay information and details to the employer
- A creative way to stand out within a pool of applicants

But the question is: should you have one?

The answer is: it depends. Ideally, individuals who are more expressive and have the resources (a touch for design and creativity) would benefit from a creative resume. However, this does not mean that those outside of the creative industry realm cannot make them and utilize them in your job search.

How can you utilize a creative resume?

As your main resume

Determining whether an infographic resume is the right fit:

Research the company you are applying for, the job description details, and the culture.

If the company is looking for an innovative and creative self-starter, then absolutely take advantage of this style resume.

It's always a smart idea to keep your traditional resume handy, just in case.

For branding/as a supplemental document

The creative resume would make a great addition to any application or your LinkedIn profile. You can directly email it to the hiring manager or recruiter or attach it as an additional "other" document in an application.

It's also a great way to stand out at any Job and Internship Fair. It all depends on what best suits you and your career goals.

A major thing to note is that most application tracking softwares scan resumes electronically into their system and this is where submitting an infographic can get tricky. Because most systems have been programmed to look out for header sections (education, work experience, etc.), it may not be able to pick these up when scanning an infographic resume.



3 types of creative resumes

.....Creative.....

See examples on pg. 6-7

.....Infographic.....

See examples on pg. 8-9

.....Hybrid.....

See examples on pg. 10-11

Resources to get creative!

We're sure you've heard of Adobe Illustrator and Photoshop, but these softwares can be pricey. Luckily, Binghamton University offers these applications for FREE that students can access using any of the Mac Computers in Pods stations. There are also tons of free resources available for you to get creative and create your own, personal infographic resume. Below are a few FREE resources:

Canva Design Center

Canva is a "beginner" style software that's open to the public. Canva comes equipped with thousands of design options including 100+ infographic resume templates that will make this process quick and easy. But remember, your goal is to stand out. So, take the template and play around with colors and fonts to make the document unique to you!

Easel.ly

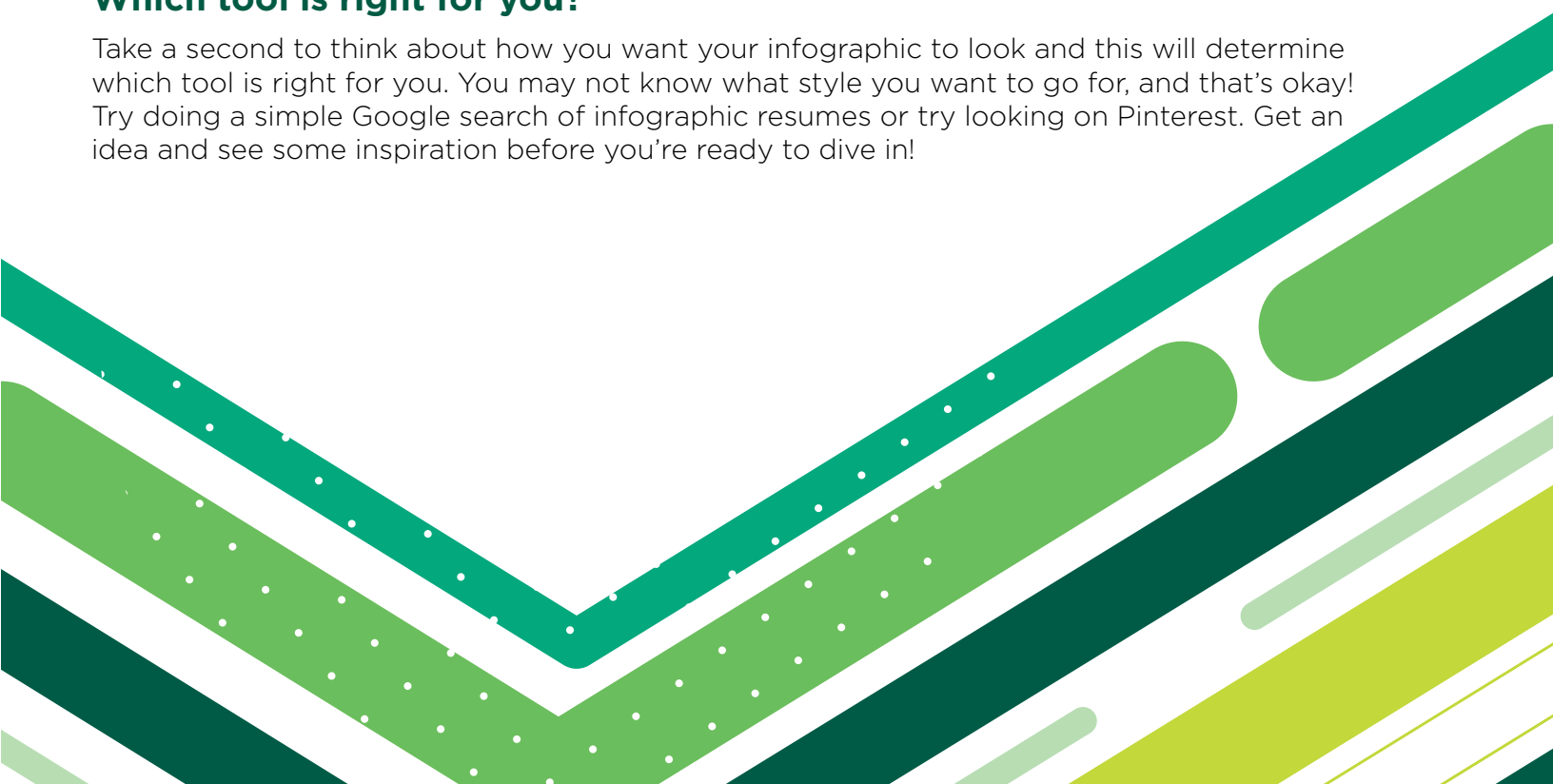
Easel.ly is an online tool that turns everyday documents into infographics of all kinds. To utilize this tool, create an account, upload your "traditional" document and the system will generate a template for you in a matter of seconds! It's also very simple to navigate and use as a beginner.

Vizualize.me

Visualize.me is also a tool that is specifically designed for making infographic resumes. This site allows you to create an account with LinkedIn or an email, and start designing your free infographic resume. This tool involves a lot more visual representations of data (charts, icons, timelines, etc.).

Which tool is right for you?

Take a second to think about how you want your infographic to look and this will determine which tool is right for you. You may not know what style you want to go for, and that's okay! Try doing a simple Google search of infographic resumes or try looking on Pinterest. Get an idea and see some inspiration before you're ready to dive in!



Tips, tricks, and things to note

Though these sites are great resources, it's also a good idea to refresh your knowledge on design, and the visualization of data.



Colors

Keep it consistent. Try using 2-4 colors that work well together. Blues and Greens, and Black and any other colors are great places to start. Essentially, your document should be a solid background color (lighter is better) with some accents, and darker colored text.



Fonts

Traditionally, you would see fonts like Times New Roman, Arial, and Georgia on resumes. Keep it simple, but maybe on the outside of the scope. Play around with the fonts, and see which interest you.



Charts

Pick one or two ways to represent your skills and accomplishments. Icons, timelines, and scales are great options to choose from. Pie charts and bar graphs are great ways to showcase and measure any of your skills and experiences.



Layout

Just like your traditional resume, you want it to resemble a logical or chronological order of some sort. Always keep your contact information at the top of your document, and include your education and relevant work experience. Try and keep it simple enough for someone to easily follow.

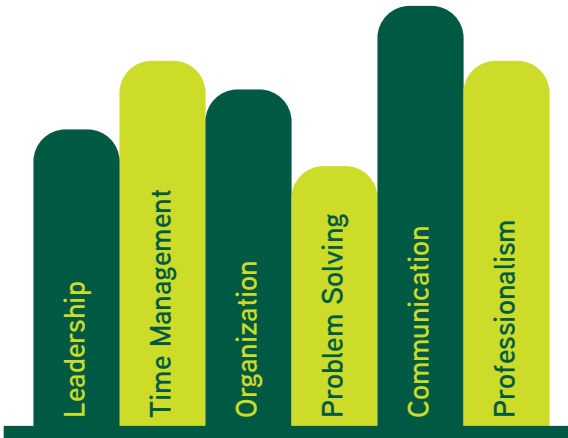


Keep in mind that this is being used as a professional document

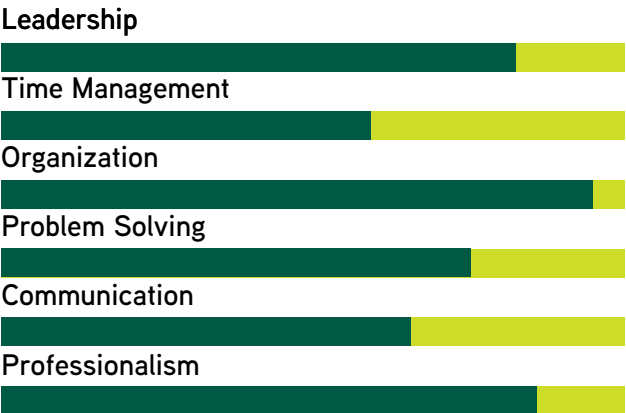
Try and avoid loud, colorful pieces. Be careful of crazy fonts because you still want it to be readable by the employer. In the end, remember to incorporate your personality and uniqueness within the document because that's what this is all about!

Examples of how to showcase your skills

1



2



3



4



5



6

Professionalism
Problem Solving
Organization Communication
Time Management Leadership

contact



123 State Street
Vestal, NY 13902



333-333-3333



baxter@gmail.com

education

Bachelor of Arts in English

Creative Writing Track

GPA: 3.48/4.0

Expected May XXXX

Binghamton University
State University of New York

achievements

Research Presenter

Intercultural Communication

May 2019

BingCreative Awards Nominee

Poetry - Arts Exhibit

Dec 2018

Open Mic Night Runner-Up

"Creativity Mindset"

Oct 2018



Baxter Bearcat

[creative writer]

bbaxter.com/portfolio

experience

PipeDream, Binghamton University

Aug 18 - Present

Contributing Writer and Editor

- Interview and compose articles regarding a wide range of topics that are implemented in biweekly newsletter additions

- Review and suggest edits on multiple pieces within the office to ensure content is fact checked and grammatically correct

Binghamton University Yearbook

Jan - Dec 2018

Committee Member

- Performed cold calls to local employers and alumni in the hopes of receiving donations and sponsorship

- Collaborated with 8 other committee members on projects and fundraising efforts while meeting deadlines throughout the academic year

- Engaged with Graphic Design team to ensure information within graphics were concise and represented the Binghamton brand

relevant skills

Adobe Photoshop

Editing

Film

Google Suite

Excel

Access

Social Media

baxter bearcat

DIGITAL CONTENT CREATOR

Profile

I am passionate about building businesses and creating content that communicates their message and builds a loyal customer base. I have completed two professional internships where I gained experience utilizing graphic design tools. I am an excellent strategic thinker who is able to develop marketing plans and turn them into action.

Languages

French | German | English | Spanish

Skills

Web Design | Adobe Photoshop |
Photography | Editing | Illustrator |
Tableau | InDesign | Keynote |
Sketch

Contact



123-456-7890



baxter@gmail.com



123 State St. Vestal, NY 13902



baxter.com/portfolio

Education

Binghamton University,
State University of New York
BA in English
Minor in Studio Art
Expected May XXXX

Professional Career

Graphic Design Intern

Red Barn Studio

August XXXX - May XXXX

- Created infographics for client websites using Adobe Suite to share company success
- Collaborated with Design Team to create a 12-month marketing plan for regional employer
- Designed web materials and social media content that communicated company brand

Communications and Marketing Intern

Binghamton University

August XXXX - May XXXX

- Collaborated with communications team to create a social media campaign to promote university events
- Monitored instagram account and interacted with followers in order to increase activity

BAXTER BEARCAT

Rising Junior at Binghamton University studying Political Science with a passion to pursue a career in Government Affairs and Policy.



CONTACT INFORMATION

- 123.345.5678
- bbearcat@binghamton.edu
- Binghamton, NY
- LinkedIn.com/in/baxterbearcat



AWARDS & RECOGNITION

MVP OF Student Outreach | Dec. 20XX
Media Producer Red Media San Dias Co.

Most Innovative Intern
Rich Media Interactive Inc. | Jan. 2013

SKILLS

Public
Speaking

Copy
Editing

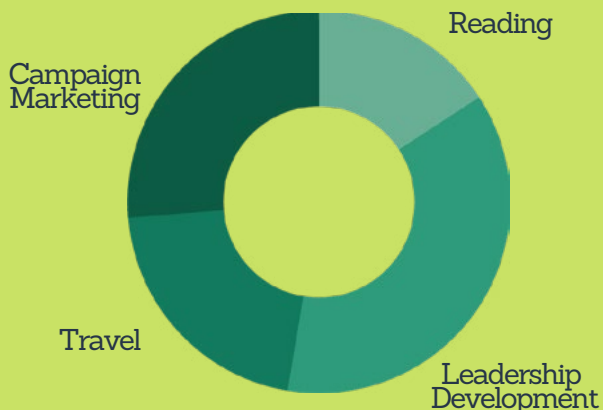
Call
Banking

Campaign
Management

Outreach
and
Marketing

Google
Suite

INTERESTS



EDUCATION

Binghamton University, SUNY | Expected May 20XX

Bachelor of Art in Political Science

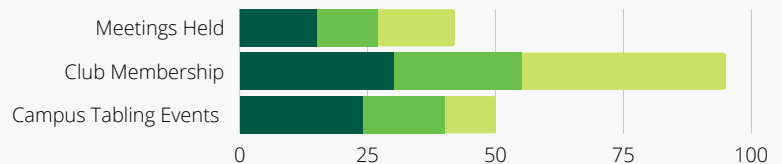
Binghamton High School | Graduate June 20XX

RELEVANT EXPERIENCE

Political Science Association Vice President

Binghamton University | August 20XX - Present

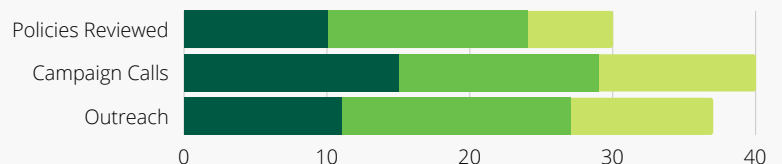
- Promote the only organization to current and new students interested in pursuing careers in political science
- Plan and organize upcoming meetings using Google Calendar and established agendas
- Coordinate with 5 executive board members to address general body concerns and create beneficial programming



Public Policy Intern

NY State Assembly | August 20XX - Present

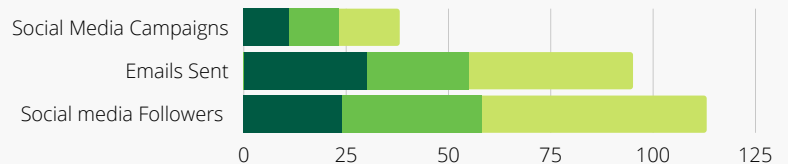
- Reviewed public policy document drafts and provided edits
- Tracked and managed government regulations affecting sustainability policies
- Performed student outreach on campus to increase awareness of assembly members and various candidates running for election and re-election



Communications Intern

Media Interactive Inc. | May 20XX - August 20XX

- Developed a social media strategy to increase the following of the company's accounts
- Assisted in creating email content sent out to potential clients
- Reviewed and edited documents for internal and external use



BAXTER BEARCAT

GRAPHIC DESIGNER

CONTACT

Binghamton, NY
555.555.5555
bbearcat5@gmail.com
linkedin.com/in/baxterbearcat
baxterbearcat.designportfolio.com

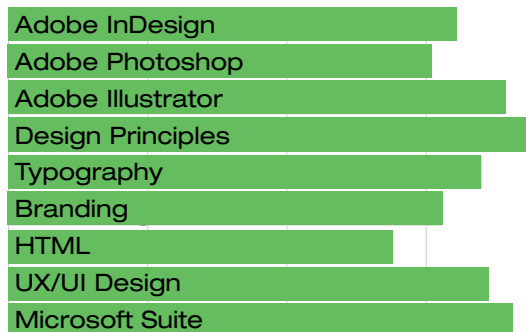
EDUCATION

Binghamton University, SUNY

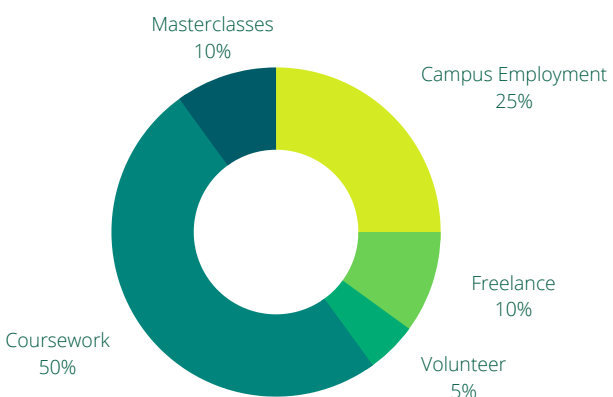
Bachelors of Art in Graphic Design
Minor in Studio Art

Expected 20XX

SKILLS



PROJECTS



Social Media Content Creator

Residential Life, Binghamton University
Aug. 20XX-Present

Freelance Designer

Baxter Bearcat Designs
July 20XX-Present

Volunteer, The Art Co-Op

Binghamton University
Sept. 20XX - May 20XX

CERTIFICATES & COURSES

Jan. 20XX	Adobe CC Masterclass, Udemy
Spring 20XX	Graphic Design Software II, Binghamton
June 20XX	Intro to Typography, LinkedIn Learning
Fall 20XX	Computer Graphics, Binghamton

EMPLOYMENT

Teaching Assistant, 2018-Present

ARTS 210 - Binghamton University

- Support 30-40 students by serving as a resource, holding virtual office house and relaying course information
- Prepare lessons on basic graphic design skills in advance for faculty professor
- Assist with grading materials and uploading content to Blackboard

Junior Design Intern, 20XX-20XX

Letter Press Design Studios

- Created graphics for print and digital layouts
- Edited photos for clients, magazines and social media posts

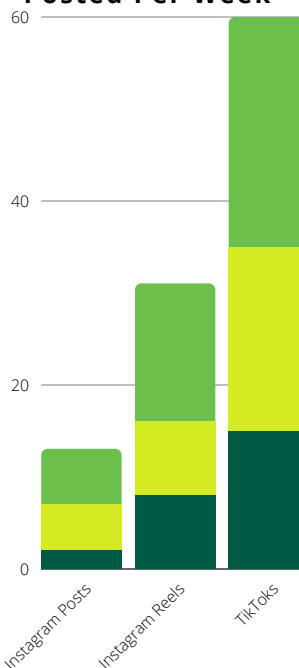
Fundraiser, 20XX- 20XX

Relay for Life, Southern Tier New York

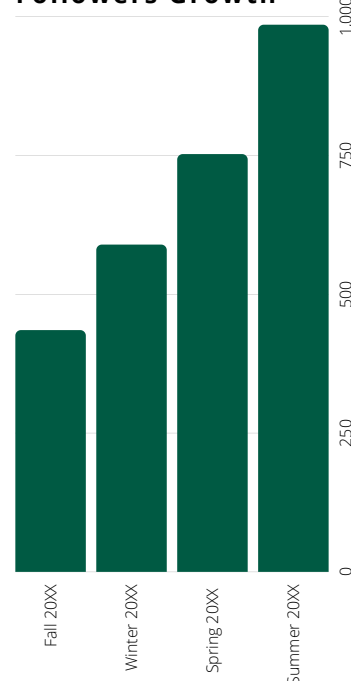
- Developed unique fundraising opportunities for 6 territories throughout the southern tier of New York

ACHIEVEMENTS

Social Media Content Types Posted Per Week



Residential Life Social Media Followers Growth



BAXTER BEARCAT

OUTDOOR PHOTOGRAPHER

Baxter's
Imagery

PHOTO GALLERIES: Families | Weddings | Seniors | Pets | Sports | Holidays | Special Occasions

PROFESSIONAL SUMMARY:

I am a creative mind that values capturing memories through photography. I specialize in outdoor scenery and have freelanced for over 50 clients for a variety of occasions. I use elements in nature to support the focal point of the photo and have won distinguished awards for the unique combinations in my photographs. I am experienced in managing all aspects of a photoshoot, including scheduling, design sets, shooting photo editing, collaborating with clients and closing add-on sales.

EDUCATION:

Binghamton University, State University of New York

Bachelor of Arts | Major: Arts History | GPA: 3.5

Honors: President's List (20XX-20XX), Scholar of Arts Scholarship Recipient

Expected Graduation: May 20XX

FREELANCE PHOTOGRAPHER JORDAN'S SHOT | MAY 20XX - 20XX



- Established freelance photography business and served over 50 clients utilizing several different outdoor landscapes
- Manage all equipment setup and photo editing software

PHOTOGRAPHER'S ASSISTANT ABRAHAM'S MEMORY | FALL 20XX



- Assist photographer in all aspects, such as administration, communicating with clients, organizing equipment, and editing images using adobe software
- Led 3 photoshoots for wedding ceremonies

EXHIBITIONS AND AWARDS

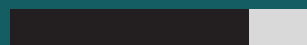
"Local Talent Exhibit," XYZ Community Exhibition, Boston, MA (June 20XX)

Award Winner, Outstanding Nature Imagery, College of Future Photographers Student Showcase, Worcester, MA (January 20XX)

CONTACT INFORMATION

Baxter Lane | Bearcat, NY 1XXXX | 123-456-7890 | baxter@email.com | BaxterBearCatImagery.com

Skills



PHOTOSHOP



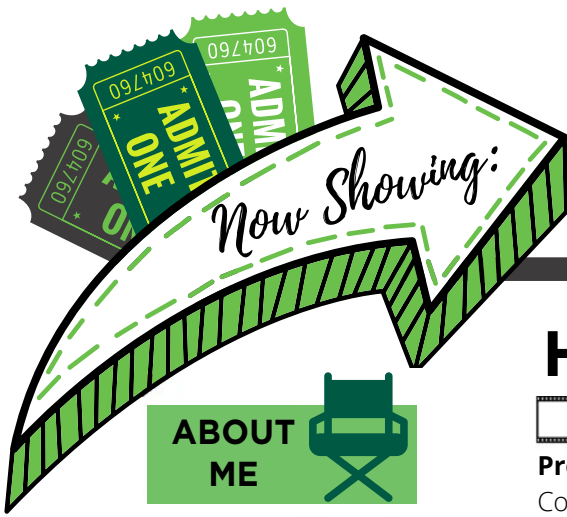
LIGHTROOM



IMOVIE



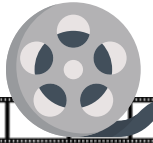
ILLUSTRATOR



Baxter Bearcat

AN ASPIRING CINEMATOGRAPHER

HIGHLIGHT REEL



Professional Summary:

Coming from a family that works in film, I have always had a deep love for the art of storytelling from a very young age. I've engaged in all aspects of film production throughout my experiences in college and have a special focus for scripting writing/editing. I thrive working with material from action, drama and comedy genres.

President, Binghamton University Drama Club

Binghamton University, August 20XX to Present

- Coordinate with 5 other EBoard members to direct 1 play per semester
- Co-host on campus auditions and call-backs for semesterly shows
- Spearhead the selection of scripts and work sets for upcoming performances

Committee Member, Binghamton University Audio-Visual Club

Binghamton University, August 20XX to Present

- Gain knowledge on proper equipment handling, technique and usage
- Managed soundboard for 4 events and trained 3 students
- Collaborated with a team of 8 to create a script and host a mini play

PHONE: (123) 567-8910

EMAIL: BEARCAT@EMAIL.COM

**BINGHAMTON UNIVERSITY
STATE UNIVERSITY OF NEW YORK**

Bachelor of Fine Arts in Cinema
Minor in English and Education
Expected May 20XX

GPA: 3.81/4.00

**BEARCAT HIGH SCHOOL
BEARCAT, NEW YORK**

Advanced Regents Diploma
Received June 20XX

GPA: 94/100

**ABOUT
ME**



TECHNICAL SKILLS



- Adobe Audition
- Audacity
- WavePad
- Sound Forge Pro
- Pro Tools
- Ocenaudio
- Hindenburg



- Adobe Premiere
- ProTools
- Final Cut Pro X
- Flatbed Editing
- iMovie
- Sony Digital Video Cameras
- Studio Floor Camera



- LED
- Fluorescent
- HMI
- Tungsten
- Fresnel
- Color Temperature
- Open Face

Director of Photography

"Life" - Digital Video Short Film
"Locked In" - Digital Video Short Film
"Unfaithful" - Digital Video Short Film

Assistant Producer

"No Hope" - 35mm Short Film

Production Sound/Sound Editor

"Working the Inner City" - Documentary
"Blast" - Student Award Winning Documentary

Writer/Director/Sound Editor

"Chronicle" - 16mm Short Film

Producer

"Resonance" - 16mm Short Film
"Swan" - HD Short Film

Director of Photography/Editor

"Uncomfortable" - 16mm Short Film
"The Journal" - 16mm Short Film



SPECIAL PROJECTS

ADDITIONAL SKILLS

Screen-play Writing
Editing
Script Writing

Scene Direction
Photography
Film Analysis

Media Literacy
Stagecraft
Set Production

Multi-Camera Production
Sound Engineering
Film Critique

