

Resume Lesson

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What is a resume?

A résumé is a brief document that summarizes your education, employment history, and experiences that are relevant to your qualifications for a particular job for which you are applying.

What is the purpose of a resume?

The purpose of a résumé is to get an interview.

Research has shown that it takes an average of ten (10) interviews to receive one (1) job offer, so your résumé needs to be persuasive and perfect. Given this, your résumé must be user-centered and persuasive.

What makes a resume persuasive?



Persuasiveness is directly related to usability.

User-Centered Design



User-centered documents must be usable, so consider how the document will be used rather than just how it will be read.

User-Centered Design

Consider your audience based on:

- 1. Their expectations.*
What information do your readers expect to get? What can be provided to your readers?



User-Centered Design

2. *Their characteristics.*

Who, specifically, is reading the work? Is the audience part of the decision making process? Will stakeholders read the work? Or is the audience a mixture of decision makers, stakeholders, and shadow readers? What organizational positions does the audience hold and how might this affect document expectations?

User-Centered Design

3. *Their goals.*

What are your readers planning to accomplish?
What should be included in your documents so that your readers get the information they need?



User-Centered Design

4. *Their context.*

For what type of situation do the readers need this information?

Identify information readers will need and make that information easily accessible and understandable.

How to find out this information?

It is very important to do some research:

Find out:

General job information

Desired qualifications and skills

Key values and word

How to find out this information?

It is very important to do some research:

Look on:

Company website

Job advertisement

Any publications about the company
(magazine articles, etc.)

What should a resume look like?

A general résumé should be a brief summary of your experience, so it should be as concise as possible.

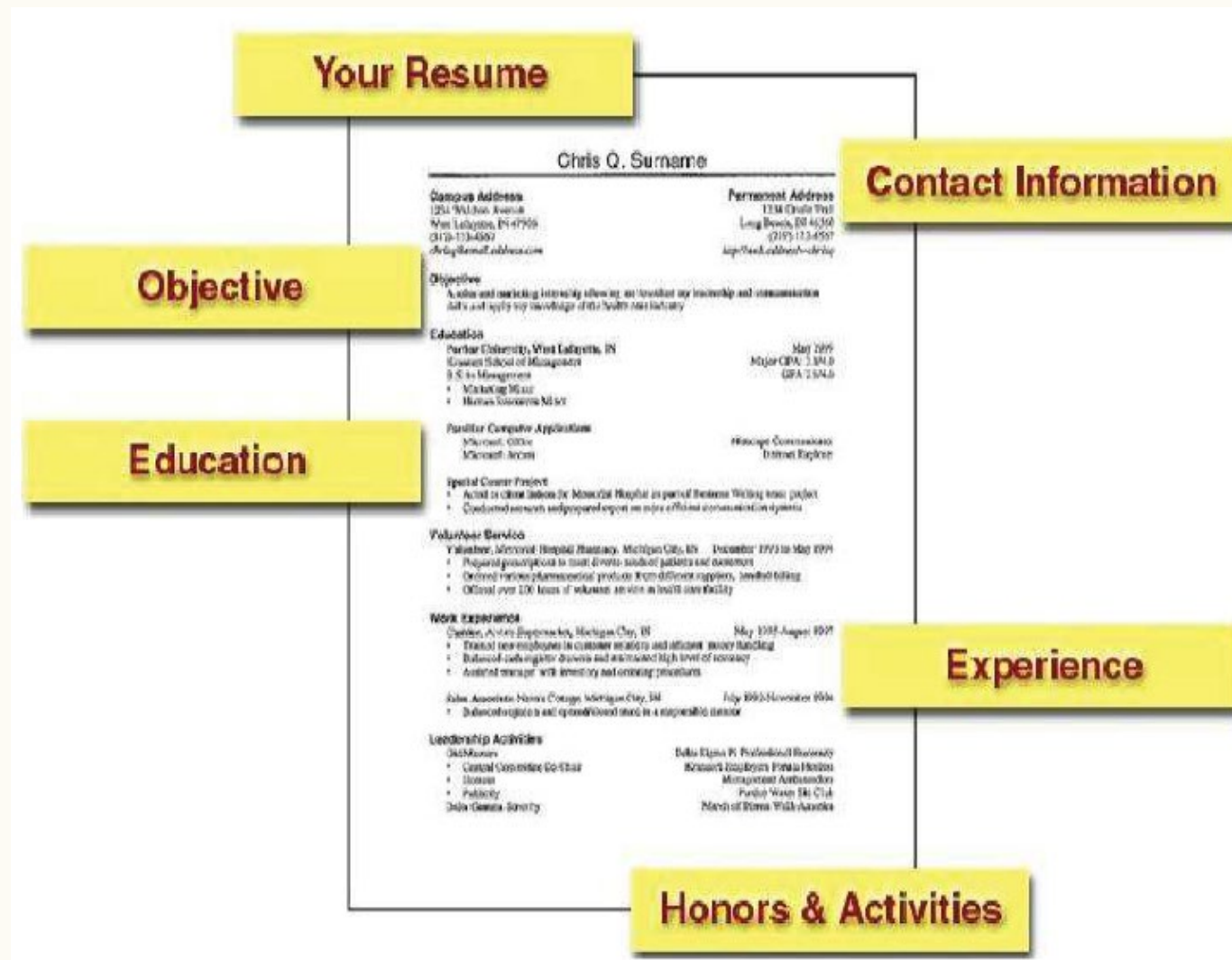
Résumés differ from letters and papers, and they are written in a concise style using bullet lists rather than long sentences and paragraphs. A résumé is designed to be skimmed quickly.

What should a resume look like?

Font: Arial or Times New Roman
Between 10-12 point font

Paper: Use 8 1/2" x 11" 20 lb paper
White, light cream, or grey

What should a resume look like?



What should it include?

There are several sections that almost every résumé must have:

3. Contact information
4. Objective
5. Education
6. Work experience.

Contact Information

The Contact Information Section should include all methods of getting in touch with you. Make sure all information is accurate and current. It is in your best interest to make sure your potential employers can contact you.

Contact Information

At the minimum, your contact information should include the following:

- Current address
- Telephone number

Contact Information

Often, people also include the following extra contact points:

- Cell phone numbers
- E-mail addresses

What does it look like?

Cameo Bohnino

227 Harrison, Apt. 5

West Lafayette, IN 47906

765.410.6283

cbohnino@purdue.edu

Contact Information

If you are a student, you might need to include your school address and your permanent address. However, if you do so, it is beneficial to include what dates you will be at each address.

What does it look like?

Cameo Bohnino

Campus Address:

227 Harrison, Apt. 5

West Lafayette, IN 47906

765.410.6283

cbohnino@purdue.edu

Cell: 765.410.6283

Permanent Address:

5226 Buckbridge

Fort Wayne, IN 46815

260.482.670

Objective

The objective should be short and concise, but it must also be user-centered. User-centered objectives are tailored to the specific organization and position.

Objective

User-centered objectives state the organization's name and the specific position title, and they briefly outline *how the applicant will help the organization* achieve its goals:

Objective: Help ABC Aerospace achieve its mission of designing tomorrow's technology today by joining the Navigation Software Development Team as a programmer.

Objective

Creating a user-centered objective is important because you don't want to sound like you're using the organization selfishly to further your own career:

Objective: Expand my skills in programming in the software development field.

Objective

Notice how this objective does not mention the specific organization or job, and it does not discuss how the applicant plans to help the company.

Education

In the Education Section, you typically discuss the highest degree you earned. It should include the following:

- Name of the institution where you earned your highest degree
- City and state of the institution
- When you graduated or received the degree
- What specific degree was earned
- Any minors and/or double majors.

Education

Bachelor of Science in Management

December 2007

Purdue University, Krannert School of Management, West Lafayette, IN

Minor: Marketing

Current Overall GPA: 3.5/4.0

Work Experience

The Work Experience Section is the place for detailing your previous employment information.

This section can be called Work Experience, Work History, Employment History, Employment Experience, Relevant Experience, or whatever else indicates the type of information that is included.

Work Experience

This section typically includes the following:

- Names of the companies you worked for
- City and state for each company
- Titles/positions you held
- Your employment dates for each job
- Duties you performed

Work Experience

Detailing the duties you performed, though, is perhaps the most important part of the Work Experience Section. You must be not only accurate and concise but also highlight those duties that are most relevant to the position you are seeking.

Work Experience

Server

May 2003-June 2006

The Blu Tomato, Fort Wayne, Indiana

- Provided customers with superior service and ensure their comfort in an upscale restaurant environment
- Achieved net sales averaging between \$400 and \$750 a night

Swim Coach

Summers 2004-2005

Blackhawk Swim Team, Fort Wayne, Indiana

- Improved the swimming skills of children ages 4-18 while encouraging the children to stay on task
- Constructed line-ups for a competitive advantage at swim meets

Work Experience

If you choose to create a bulleted list, be aware that each bullet must be in parallel form (which means that each item must be grammatically formatted the same).

Work Experience

It is also a good idea that you put each item in the active voice and use powerful action verbs.

Take some time to really think over what you actually accomplished for the job, list the specific activities and duties that you were responsible for, and craft exciting and concise bulleted items representing those activities.

Action Verbs

Action Verbs give a stronger and concise definition of active roles played in a job or experience.

Was the boss of a team of six service employees

The job description below uses an action verb:

Supervised a team of six service employees

Communication Skills

Negotiated price reductions of up to 30% with key suppliers

Interpreted financial information from the company's annual report

Translated all relevant company information into three different languages

Other words: Advocated, Clarified, Corresponded, Encouraged, Interpreted, Negotiated, Persuaded, Presented, Publicized, Solicited, Spoke, Translated

Creative Skills

Created an interior design layout for a 500 square foot retail venue

Introduced a new method of navigating through the Software Program

Presented a new research project to the managers at the location

Other words: Acted, Applied, Composed, Created, Established, Founded, Improvised, Introduced, Navigated, Originated, Presented

Helping Skills

Assisted customers with choosing appropriate products

Trained new employees in the plant through demonstration techniques

Volunteered in the nursing home every weekend to serve the community

Other words: Aided, Assisted, Built, Demonstrated, Facilitated, Familiarized, Helped, Performed, Represented, Solved, Supported, Trained, Upheld, Volunteered, Worked

Researched Skills

Examined a new mechanism that may reduce sickness on the campus

Identified a major defect in a microscopic organism last month

Surveyed a group of Purdue students with regard to Product A

Other words: Analyzed, Collected, Compared, Controlled, Detected, Diagnosed, Evaluated, Examined, Gathered, Identified, Investigated, Located, Measured, Organized, Reported, Replicated, Researched, Reviewed, Searched, Surveyed, Wrote

Teaching Skills

Defined a new product strategy and discussed how it would be implemented

Instructed Department B on how to reduce inventory and raise net sales

Prepared a tutorial manual for an English class last semester

Other words: Aided, Advised, Clarified, Communicated, Defined, Developed, Encouraged, Evaluated, Facilitated, Fostered, Guided, Helped, Incorporated, Informed, Initiated, Instructed, Lectured, Prepared, Supported, Supervised, Stimulated, Taught

Optional Skills

In addition to the basic sections, you may also want to include other optional sections to provide a more accurate idea of your skills, achievements, education, etc. These can include the following:

- Computer skills
- Honors and awards
- Languages
- Certifications
- Volunteer experience
- Community service, etc.

The 20-second Test

Try having someone perform the 20-second test on your resume. What all did he or she learn about you? If your reader noticed within twenty seconds what you want employers to learn about you, then most likely you have created an effective resume. If not, try revising information or moving its position.

The Quadrant Test

Readers typically read from left to right and from top to bottom when information is "balanced" (about an equal amount of text and white space) on the page. Being able to anticipate the reader's response to a resume in this way will allow you to manipulate information according to the quadrant test.

The Quadrant Test

1

2

Chris C. Sumatra	
Current Address: 1234 Main Street Anytown, CA 90001 (916) 555-1234 ccs@sumatra.com	Permanent Address: 5678 Oak Street Long Beach, CA 90801 (562) 555-5678 ccs@sumatra.com
Objective: To offer and enhance existing knowledge and experience in the area of knowledge and skills in the area of...	
Education: Bachelor's Degree, West Lafayette, IN Eastern School of Management B.S. in Management - Marketing Major - Minor: Business Law	1982-1986 Major GPA: 3.25 GPA: 3.00
Senior Computer Applications: Microsoft Office Microsoft Access	Microsoft Microsoft Office
Professional Skills: - Solid in that area in following... - Excellent communication and project management skills	
Volunteer Service: - Volunteer, West Lafayette, Indiana... - Project management in... - Project management in... - Project management in...	
Work Experience: Teacher, West Lafayette, Indiana... - Teach and supervise in... - Manage and supervise... - Manage and supervise...	May 1988-August 1991
Other Activities: - Participate in... - Participate in...	July 1992-November 1995
Community Activities: - Member... - Member... - Member...	Member... Member... Member...

3

4

The Quadrant Test

Each one of your quadrants should have an equal amount of text and white space (empty space where there is no text). When your page is balanced, the reader will typically read anything in quadrant 1 first. So, you should put your most important information — anything you want the employer to see first — in this quadrant.

Writing Assignment

Write a resume to obtain a job after graduation. You may choose whatever job you would like to apply for. Pay attention to both form and content.

Your resume must be typed.

Due in 2 weeks.