

BASIC JOB APPLICATION SKILLS

BEST PRACTICES FOR AN EFFECTIVE
COVER LETTER, RÉSUMÉ, AND CV

Andrea Lee

(416) 555 5000
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andreelee.com

July 17th, 2017

Mr. Chris Torgue
Director, CircleSquare Gallery
1234 Deerbourn Rd.
Toronto, Ontario M5D 1T3

Dear Mr. Torgue,

Please accept the following application for the position of part-time Gallery Assistant, CircleSquare Gallery as posted on Akimbo. CircleSquare Gallery has a rich history as an exhibition venue committed to supporting and facilitating the work of emerging female artists working in a variety of disciplines including illustration and digital technologies. Its reputation as a leader in this field is nationally celebrated. It is within this energetic and forward-thinking environment that I wish to continue my work in the creative sector.

As a woman working in illustration, and a recent graduate from OCAD University's Illustration program, I am interested in the possibilities offered by mediums such as drawing, painting, photography and digital technologies. As a practicing illustrator and artist, my experience in working with various types of practices can offer a diverse foundation for communicating with artists and clients about their work and needs.

In 2012, I was a Gallery Intern at the Living Arts Centre located in the thriving cultural center of Mississauga. In this role, I worked on the development and implementation of the LAC's newly launched website, which saw the gallery transition many of its resources and communications to an online format. In addition, I worked on day-to-day administration, including partner/membership emails as well as corresponding with exhibiting artists.

As a result of my work with the LAC, I was fortunate to have the opportunity to work with Artbarn School as their Youth Workshop Leader. There I worked with youth and adults to support multi-disciplinary approaches to art making. This role offered the invaluable experience of communicating the value of creative thinking and problem-solving to individuals without art or design backgrounds.

In today's diverse and cross-disciplinary culture it is important to keep an open and considerate mind when discussing art. My experience working in various settings would benefit a gallery such as yours - one that promotes creativity and experimentation within the work of women artists. In closing, I believe my commitment to art and design aligns with the vision of CircleSquare Gallery, and I look forward to the opportunity to speak with you further regarding this opportunity.

Sincerely,



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Sincerely,



THE (TRADITIONAL) COVER LETTER



- 1 Your personal brand should align with the design features found on your résumé. However, the cover letter is predominantly business oriented and formal.
- 2 Keep your contact information clearly visible and near the top. Make it easy to contact you!
- 3 Include the complete address and title of the person* you are writing to.

*If you're unsure about the person you are addressing, write "Dear Hiring Committee"

- 4 Establish the reason you are writing to the organization, the role you are applying for and how you heard about this job/opportunity.

- Acknowledge the organization and what they do well
- Create a link between the organization and yourself, as it relates to your core values and experience
- Ensure there is an effective lead-in to the next paragraph




- 5 Connect your work, volunteer and professional experience to the organization and/or job description.

Create a narrative:

Expand on how your skills and insights have helped you improve as a designer, artist and/or creative worker. Here, you create a memorable, compelling story that directly connects your experience to the needs of the organization.

- 6 Re-establish your enthusiasm and fit for the role, request the opportunity to elaborate further in-person, and sign-off formally.

Andrea Lee

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STATEMENT OF INTENT

I am an emerging designer with experience in the creative sector and training from OCAD University. I am an innovative, adaptable problem-solver with strong communication skills, both visual and interpersonal. I am skilled at producing attractive information resources for print or online, with tight deadlines. I am an engaged, participatory and self-driven designer who draws upon my professional experiences and education to create unique works that add value to a project.

EDUCATION

Ontario College of Art & Design (OCAD) University 2013-17
Bachelor of Design: Illustration

RELEVANT EXPERIENCE

Artbarn School, Toronto 2013-14
Part-Time Workshop Leader

- Delivered creative workshops for children and adult learners
- Created a specialized workshop on using multimedia techniques
- Group facilitation, classroom management and presentation skills

Frank Li Architectural Graphics, Toronto 2012-13
Freelance Graphic Designer/Illustrator/Photographer

- Shot stock photos, archived photos, modernized promo materials
- Contributed to success of growing architectural firm
- Graphic design, basic html coding, photography, archiving

Living Arts Centre, Mississauga 2012
Gallery Intern

- Assisted with day-to-day operations, exhibitions and special events
- Involved in the high-profile re-development of gallery website
- Writing, marketing and strong organizational skills

OTHER EXPERIENCE

UNICEF Charity 2012
Volunteer Design Work

- Strengthened public awareness for We Walk 4 Water
- Provided pro bono work for worthy cause
- Graphic design, marketing, creative input

SKILLS

- Advertising Illustration, Animation, Editorial Illustration, Graphic Design, Infographics, & Storyboarding
- Adobe Illustrator, InDesign, Photoshop; MS Office
- Fluent in English and skilled in French
- Familiarity collaborating with a team of creatives and leaders
- Experience working with a variety of clients

AWARDS

- 3x3 Magazine, No.10 - Illustration Competition Winner
- CMYK Publication, Issue 53 - Student Competition Winner
- Creative Quarterly, No. 42 - Honourable Mention

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THE (TRADITIONAL) RÉSUMÉ

- 1 Your personal brand should be moderately emphasized. The traditional résumé is predominantly business oriented and formal.
- 2 Keep contact information clearly visible and near the top.
- 3 Write a concise pitch that describes who you are as a designer or artist.
- 4 Display your education, including what degree or which program(s) you completed.
- 5 List the most relevant experience for the position you are applying for, in chronological order. Volunteerism and internships have a place here.

Format your experience as follows:

Place of Employment Position	Date
<ul style="list-style-type: none">• Core Responsibilities (start with an action verb)• Key Accomplishments• Skills Demonstrated or Acquired	

- 6 Include any transferable skills you have acquired through your experience. This includes interpersonal & organizational strengths or professional communication skills.
- 7 Compile other experience which may not be directly related to the position, but can still be impressive.
- 8 List any technical skills you have learned, such as software or relevant material techniques, etc.
- 9 Document any awards or publications you have seen recognition from. Entering competitions is a great way to build recognition outside of the job market!

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Volunteer Design Work

- Strengthened public awareness for We Walk 4 Water
- Provided pro bono work for worthy cause
- Graphic design, marketing, creative input

EDUCATION

Ontario College of Art & Design (OCAD) University 2013-17
Bachelor of Design, Illustration

SKILLS

Experience with client relations
 Familiarity working with a team
 Efficient workflow and fast turnaround
 Adaptable and quick to learn

TECHNICAL

Adobe Photoshop Editorial Illustration
 Adobe Illustrator Scientific Illustration
 Adobe InDesign Infographics
 Adobe Flash Layout Design
 Microsoft Office Storyboarding

LANGUAGES

Fluent in English
 Skilled in French

PUBLICATION

3x3 Magazine, No.10 - Illustration Competition Winner
CMYK Publication, Issue 53 - Student Competition Winner
Creative Quarterly, No. 42 - Honourable Mention

THE (HYBRID) RÉSUMÉ



A hybrid résumé should showcase your creative talent as well as provide a more traditional visual solution. Think of the framework of the résumé as a vehicle for potential design strategies that will highlight your strengths as a designer/artist.

Suggested Audience:

You might consider using this résumé for opportunities where creativity is seen as an asset, and the employer would benefit from knowing you have those skills. This could include roles in the cultural sector, design community or forward-thinking institutions.

5 Steps to Consider When Creating your Hybrid Resume:

- 1 Create a complimentary personal watermark or logo as a way of branding your identity.
- 2 Use a creative layout to visually boost the template of the traditional résumé.
- 3 Graphic elements should be part of a design approach that subtly showcases your creative thinking.
- 4 Will typography, scale and color make your résumé effectively stand out from the crowd?

A

Andrea Lee



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Hi, I am a designer and an art director.

Tell us a little bit about you. 🙋

As an emerging professional with early experience in the creative industry, and with a design background from OCAD University, I am an inventive and passionate problem-solver. I am an adaptable collaborator and self-starter. Time management and working under pressure are some of my specialties. Punctuality and precision are in the core of my creative process.

Where do you go to school? 📖

Ontario College of Art & Design (OCAD) University.
I am working on my Bachelor of Design in Advertising and I am expected to graduate in 2017.

Share with us any relevant experience you have. 👍

2013/09-2014/07

Artbarn School, Toronto: Part-Time Workshop Leader

I delivered creative workshops for children and adult learners, created a specialized workshop on using multimedia techniques and performed group facilitation and classroom management.

2012/04-2013/03

Frank Li Graphics, Toronto: Freelance Graphic Designer

Some of my responsibilities included shooting stock photos, archiving photos and modernizing promo materials. I also did basic html coding, illustration and graphic design.

2015-04-19, 11:13

What do you think are your strongest skills? 🙌

Advertising illustration, Animation, Editorial illustration, Graphic Design, Infographics and Storyboarding
Adobe Illustrator, InDesign, Photoshop; MS Office

Read 11:16 AM



Thank you! 🙏



THE (CREATIVE) RÉSUMÉ



A creative résumé should showcase your learned talent and ingenuity. Think of the framework of the résumé as a design problem. How does your résumé really represent who you are as an artist and/or designer?

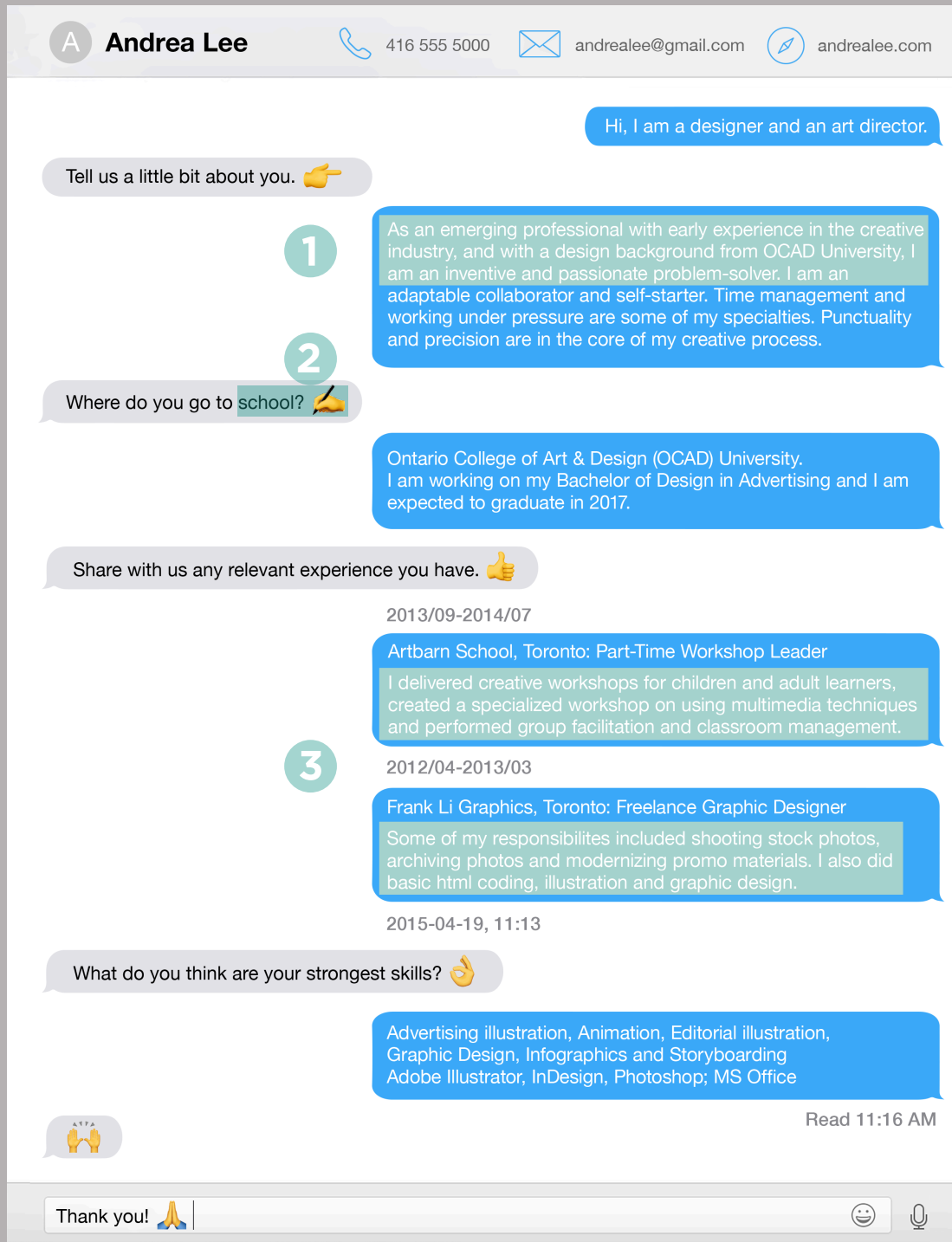
Suggested Audience:

You might consider using this resume for opportunities where creative design, data visualization or conceptual problem solving are **explicitly being sought**. This could include freelance illustration or design positions and innovative firms, agencies and/or startups.

Due to its prominent - and largely non-generic - features, this type of résumé should be used very selectively.

5 Steps to Consider When Creating your Creative Resume:

- 1 Create a highly distinctive personal statement or logo as a way of branding your identity.
 - Your design aesthetic should be demonstrated throughout. Consider this résumé as a genuine portfolio piece.
- 2 Graphic elements offer countless alternative ways to present the standard information found in a résumé. The information still needs to be legible, but how we access it is up to you.
 - Will your use of typography, scale and color make your résumé effectively stand out from the crowd?
- 3 How can you use key words to describe your work experience and skills to add legitimacy to your skills?



ANDREA LEE

GRAPHIC DESIGNER & ILLUSTRATOR

PROFILE

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CONTACT



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WORK EXPERIENCE

Part-Time Workshop Leader

Artbarn School, Toronto
2013-14

Freelance Graphic Designer/ Illustrator/Photographer

Frank Li Graphics, Toronto
2012-13

Gallery Intern

Living Arts Centre, Mississauga
2012 (summer internship)

EDUCATION

Ontario College of Art & Design

(OCAD) University, Toronto ON

Bachelor of Design: Illustration (June, 2017)

Activities:

- Member of OCAD Student Union: **2015 - 2016**
Redesigned announcement posters to improve event engagement
- Peer Mentor: **2014 - 2015**
Assisted first-year students with their transition to OCAD U

Awards:

- 3x3 Magazine, No.10 - Illustration Competition Winner **2014**
- CMYK Publication, Issue 53 - Student Competition Winner **2013**

SKILLS SUMMARY

TECHNICAL AND CREATIVE

- Proficient in Adobe Photoshop, Illustrator and InDesign;
Advanced in Adobe Premier and AfterEffects
- Experienced with web design, HTML and JavaScript
- Managed the art direction and copywriting on numerous design projects
- Deep understanding of typography, photography and social media
- Created logos and digital campaigns for several brands (Frank Li Graphics)
- Able to find creative design solutions to various problems and topics
(3x3 Magazine)

ORGANISATIONAL

- Established clear goals and objectives while inspiring team spirit and achievement
- Efficiently managed time as demonstrated by ability to coordinate a number of schedules
- Encouraged new ideas and active participation from team members, which led to exceptionally strong final group presentation (Artbarn School)
- Oversaw scheduling, planning, ordering and booking (OCAD Student Union)

COMMUNICATION

- Comfortable and confident presenting to small and large audiences
- Communicated effectively at multiple levels using appropriate language and style
- Able to write comprehensive and effective reports and business communications
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THE (FUNCTIONAL) RÉSUMÉ



When to use:

A “functional” or “skills based” resume is a useful format for those who have minimal work experience, previous experience not directly related to a new career opportunity or skills acquired from a very diverse range of experiences, such as work, school, and volunteerism. Its goal is to emphasise your skills over your work history so that you can quickly attract the attention of the employer.

Functional resumes are highly aligned with the actual job posting which you are applying to, making them more relevant and meaningful to the employer. This format frees you from the ridged structure of a chronological order and provides an opportunity to include skills and experiences that wouldn't have a place in the traditional resume format.

Steps to consider:

- 1 Write a concise narrative that describes who you are, where you're coming from, and where you're going as a designer or artist.
- 2 To demonstrate the level of your engagement, list any clubs, school organisations or other activities that you have been a part of as a student, as well as awards and accomplishments that you may have received.
- 3 List, in great detail, the key skills that you possess. These should be your biggest strengths. Ideally, they are highly aligned to the opportunity that you are applying to. Start with the one that is most transferable and related to the position you are seeking. List various skills and work experiences under each sub-heading and be sure to back them up with successful outcomes and achievements.

*TIP - Select category titles for your *Skills Summary* using words and terms found in the job posting.

- 4 List the most relevant experience for the position you are applying for, in chronological order.
- 5 In some instances you may choose to state where exactly you demonstrated a skill or accomplishments; thus helping the reader to connect it to a particular experience (work, volunteer or other).

Andrea Lee

Phone: (416) 555 5000
Email: andrea.lee@gmail.com
Website: www.andrealee.com

Education:

Ontario College of Art & Design University, *Bachelor of Design: Illustration*, 2017

Solo Exhibitions:

On my Own, Singles Gallery Chicago, USA, 2014
Hit or Miss, Spirit in the Room Gallery, Toronto, Canada, 2012
Strange Things Did Trouble Me, Praise & Blame Gallery, Toronto, Canada, 2010
Didn't It Rain, Praise & Blame Gallery, Toronto, Canada, 2010

Group Exhibitions:

Burning Hell, Praise & Blame Gallery, Toronto, Canada, 2014
Take Me Back to the Party, 24 hours Gallery, Toronto, Canada, 2013
Stoned in Love, Singles Gallery, Chicago, USA, 2010

Clients:

Artbarn, TD Canada Trust, Living Arts Centre, OCAD University, Fresh Design, Greenpeace, Aamagine Service Industries, Norm Li Architectural Graphics & Illustrations, Unicef Canada, Wilfred Laurier University

Press:

Dick, Terence. *Portrait Of The Artist As A Young Fake*. The Globe and Mail Sept. 16 2006, p. M5
Whyte, Murray. *Hommage To A Man's Faux Life*. Toronto Star. Sept. 16 2006, p. A25

Awards:

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CMYK Publication, Issue 53 - Student Competition Winner
Creative Quarterly, No. 42 - Honourable Mention

Professional Experience:

Part-Time Workshop Leader, Artbarn School, Toronto, Canada, 2014
Gallery Intern, Living Arts Centre, Mississauga, Canada, 2013-14
Graphic Designer/Photographer, Frank Li Architectural Graphics and Illustrations, Toronto, Canada, 2012
Volunteer Design Work, Unicef Canada, Mississauga, Canada, 2013-14

THE CURRICULUM VITAE (CV)



The CV is not the place to demonstrate your marketable skills or interest in a traditional job opportunity. Rather its function is as a formal document cataloging your professional experience and accomplishments in the creative, cultural or academic sectors, including:

- Exhibitions or Screenings
- Notable Clients
- Competitions (Finalist)
- Press (Others writing about you)
- Publications (Your writing or work)
- Awards / Grants
- Residencies
- Teaching Appointments

Important: Certain jobs in the cultural or creative sectors may ask to see listed within your resume certain evidence of activities usually found on a CV.

- 1 An exceptionally clean and polished aesthetic is the norm with a CV.
- 2 Keep your contact information clearly visible and right at the top.
- 3 Display your education, including what degree or which program(s) you completed.
- 4 Determine the appropriate way to cite exhibitions, publications or awards based on MLA guidelines, award acknowledgment letters or gallery publications/event listings.
- 5 Compile a list of *all* your related professional roles. CVs are not often a compilation of demonstrable skills, in the way that a résumé is. As well, a CV is often longer than one page.

1

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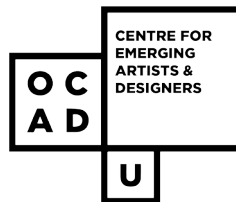
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The CEAD Online:

www.ocadu.ca/careerdevelopment
www.ocadu.ca/explearning

Online References for Students:

www.cead.format.com

Contact Us:

416 977 6000 x2855
careerdevelopment@ocadu.ca
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SAMPLE ACTION VERBS

The following can be used to augment your range of vocabulary when writing about skills accomplishments, and creative value.

Adapted	Fabricated	Performed
Administered	Facilitated	Planned
Advanced	Focused	Prepared
Analyzed	Formed	Presented
Approved	Fostered	Produced
Arranged	Founded	Provided
Assisted		Publicized
	Generated	
Balanced	Guided	Redefined
Broadened		Redesigned
Budgeted	Helped	Rendered
Built		Reported
	Illustrated	Represented
Categorized	Improved	Reproduced
Centralized	Increased	Researched
Collaborated	Informed	Resolved
Complied	Installed	Restored
Composed	Instructed	Revised
Constructed	Introduced	Rewrote
Contributed		
Coordinated	Launched	Scheduled
Created	Led	Served
Critiqued		Shaped
	Maintained	Showed
Delegated	Managed	Solved
Designed	Marketed	Streamlined
Developed	Mentored	Strengthened
Directed	Modeled	Studied
Drafted	Modified	Supported
	Molded	
Edited	Monitored	Taught
Educated	Motivated	Tutored
Encouraged		
Enhanced	Operated	Updated
Established	Orchestrated	
Executed	Organized	Volunteered
Explored	Oversaw	
Expressed		Wrote