

## Aligning Yourself: Job Description

In any job or internship application, you need to show the employer how your skills and specific experience meet their needs.

The job description gives insight into what you should share in both your resume and cover letter. (See **Resume Guide** and **Cover Letter**)

### OVERVIEW

#### First

- Start by highlighting key words in the job description. Look for skills, specific software or other tools, general qualifications, and specific job responsibilities. (See page 2).

#### Second

- Create a page with two columns. On the left, list keywords from the job description. You can combine related words/ideas. On the right, list specific experience you have that matches the words on the left. Consider classroom projects and experience, sponsored projects, DesignStorms, study away experiences, previous jobs/internships, even volunteer work and campus engagement. Whenever possible, focus on one or two experiences that most directly relate to the specific position. (See page 3).

#### Third

- Now that you have the content flushed out, decide if it is most fitting to include in your resume, cover letter or both. Remember your resume only has room for short but descriptive bullet points, whereas your cover letter gives you the space to elaborate more on these points and provide a narrative.

### TIPS

Employers receive huge numbers of applications. Many use computerized Applicant Tracking Systems (ATS) to filter resumes and help manage the hiring process. This software scans your application for specific keywords from the job description, qualifications, education, etc. before it is seen by a human...if it ever is. To increase your chances of your resume being passed on for an in-person review

- Tailor your resume and cover letter to the specific position you are applying to
- Keep your formatting simple so the ATS can accurately read it
- Use the job description to understand what key skills and qualifications are being sought

Websites such as **zipjob.com** and **jobscan.co** provide feedback on how well your materials match the job you are applying to. Be aware that some of these sites' functionality may require payment.

**SAMPLE JOB DESCRIPTION**

**DESIGN INTERN**

As an intern, you will work with senior design staff on a variety of projects in and related to brand identity, across print, digital and interactive experiences. You should be creative, motivated, highly articulate and bring self-initiative to projects and daily routine. We're looking for someone who is passionate and excited about our company's work and impact.

To be successful in this role you should be a strong conceptual designer bringing to the table solid strategic design suggestions. Your interest and aptitude for identity design and large complex visual systems should be evident. You should demonstrate experience with InDesign, Illustrator and Photoshop. Experience with motion and interaction design software such as AfterEffects is a plus.

Responsibilities include:

- Participate in conceptualization and with assistance, develop preliminary concepts in to refined comprehensive design solutions
- Individually and as part of a team, work on logo designs, visual systems, guidelines and presentations
- Assist in producing and coordinating design audits
- Conduct background research on identity and create mood boards for projects
- Bring to life brand stories through print, digital interaction, animation and motion design
- Assist in producing client presentations
- Assist in gathering materials for case studies

DESIGN SKILLS & PROCESSES

Qualifications:

- Demonstrated creative ability through a strong design portfolio across a range of static, dynamic and interactive media
- Demonstrate high quality/accuracy in design standards
- Ability to apply basic educational principles to creative work
- Strong technical abilities in InDesign, Illustrator and Photoshop
- Proficiency in motion/film editing software such as After Effects and Cinema 4D a plus.
- Strong organizational skills and an ability to set priorities and manage time
- Strong verbal and written communication skills with the ability to clearly articulate ideas
- Ability to constructively participate as part of a project team
- Demonstrate a true passion for design and branding
- Desire to proactively seek constructive feedback
- Willingness and enthusiasm toward extending knowledge about technology/media, production process, design applications and working methods

SPECIFIC SOFTWARE

SOFT SKILLS

The internship is a full-time paid position for a period of 16 weeks (with some flexibility for students requiring a shorter internship period) beginning in October 2018. Recent graduates and current students are encouraged to apply.

Please ensure that you submit your online portfolio along with your application and clarify your availability in your application.

APPLICATION INSTRUCTIONS

**CONTENT DEVELOPMENT**

*\*This is an example of a list in process.*

<b>Qualifications/ Skills from Job Description</b>	<b>Specific Things I've Done</b>	<b>Resume and/or Cover Letter Language</b>
<b>InDesign, Illustrator, Photoshop, After Effects</b>	Use InDesign to create posters and booklets and After Effects to make an opening title sequence for a project.	Created Posters and Booklets using InDesign.
<b>Self-initiative</b>	Structured an independent study project to create an immersive environment piece since there weren't any classes offered.	
<b>Identity Design</b>	Created a new identity for a local museum for my branding class.	
<b>Research</b>	Worked as a freelance designer to create a logo for an upcoming artist.	
<b>Work on a team and individually</b>	Was part of a sponsored project where we had to re-brand a organization. My group (4 people) and I worked together during the research phase then worked independently to complete different areas of the project. I was in charge of creating a new logo.	
<b>Conceptualization</b>		
<b>Strategic Design suggestions (design strategy)</b>		
<b>Static, dynamic, interactive media</b>		