

"The Value of a First Impression," by Greta Parks

A first impression is all about the perspective of the viewer, so do your homework. If you're applying for a job in a graphic design firm, know that your resume will be evaluated for its content and its appeal. A visual first impression is essential. Depending on the type of company, the job, and the perspective driving HR in that company, your approach could impact whether your resume is read. Explore information about the company and make adjustments to your resume when necessary. Try some of these techniques for tailoring your resume:

1. Check out the company's website and their approach to presenting information. Is it simple and straightforward? Do they use complex graphics that engage the viewer? Your resume needs to represent how you will fit in with the company.
2. Referred to a company by a friend? As to see his resume and note what worked for him.
3. Look at the company's letterhead, log, and visual advertising and make connections in your resume. Resume professionals can help you do this!

Just the act of matching the color scheme of your resume with the log color scheme for the company can be notable enough to warrant a second look at your resume. That first impression can mean everything.