Advice for Career Transitions in Response to Webinar #3 Chat Questions

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# Q1: Are cover letters still relevant?

**We have social media profiles, resumes/CV's as well as phone-screening applicants. Curious about the effectiveness of this practice.**

**Presenter A:** Yes, most jobs will specify that you include a cover letter. And if in doubt… it never hurts!

**Presenter B:** Really interesting question! I am leaning away from cover letters, because they haven’t seemed to be used heavily during my candidacy experience (I’m in UX). But that is an opinion, not backed by data. I just don’t see them as particularly valuable for the teams I’m trying to join!

**Presenter C:** A cover letter opens up a potential conversation with a hiring manager/team. It certainly represents more of your “voice” than a resume. If at all possible, I would include one with the job application.

**Presenter D:** I would say that they are relevant whenever employers ask for them. Some still do, and others don’t and will not look at them. Look over the job posting and if a cover letter is required or optional, I would do one. If there is no mention of a cover letter I’d go without.

**Presenter E:** Most job postings I have seen want a cover letter, or minimally a well-crafted email that covers some of the same basics as a cover letter. As Presenter C notes, cover letters are a tool for you to get the recruiter or person reading the letter to want to know more – about your experiences, your approach to work, etc.

**Q2:** Do USAJOBS, etc. want cover letters?

**Presenter A:** As a former HR (Human Resources) hiring manager in healthcare and non-profits (in addition to gov’t)… sending a cover letter can only help you - if in doubt, send a cover letter! It may be true that they aren’t as useful in some industries… but unless you know that for sure, send one!

**Attendee A:** Yes! It's one of the docs the system requires you to upload.

**Q3:** Reflecting $ or data on your resume

**If you have worked at a number of companies and don't want gaps in your work experience and responsibilities takes up most of the space on your resume, how do you balance this?**

**Presenter A:** Consider doing a skills-based resume which emphasizes what you do well on tasks or on projects. That way you can be selective about which employers or organizational experiences you want to highlight.

**Presenter B:** I agree with Presenter A. Consider a skills-based or a project-based resume that emphasizes qualifications outside of roles. You can think creatively and incorporate projects, organizations, awards, skills, technology, and goals instead of positions held to build a convincing resume.

**Presenter C:** Agreed with the above presenters. If you go with experience “Selected work experience” or “relevant experience” are ways to categorize this. If you go with skills, you emphasize what you know how to do and how you got that experience. You can fill that how in with employment, projects, leadership roles, etc.

**Attendee A:** Add volunteer work, classes you took, any projects you helped on, etc.

# Q4: Creating a one-page resume

I would like to ask how to do a one-page resume without making it look like you have gaps and are leaving things out?

**Presenter A:** Same answer as Q3: Develop a skills-based resume.

**Presenter B:** Same answer as Q3.

**Presenter C:** Since resumes are tailored for each job position you apply to, I would include experience and skills that align with the job description. A one-page resume forces you to put down quality over quantity in regards to your experience. In my opinion it is best to put down recent experience versus positions your held a very long time ago. In the objective/description part of your resume you can put down something along the lines of “I’m a project manager with 10+ years of experience...”, which opens up the conversation to talk about older work experience that might not fit on your resume. I would advise you to find examples of one-page resumes of people with varying seniority levels, so you can see how they were able to condense many years of experience into one resume.

**Presenter D:** Same as Q3

# Q5: T-Cover Letter

**Wondering if the T cover letter is applicable in academics or is there any other format that is used?**

**Presenter A:** Job postings in academia should say what they are looking for in terms of writing. I’ve seen cover letters, letter of intent and statement of purpose as examples of writing they ask for.

**Presenter B:** Fouryears ago, I applied for a management position at three universities. I included a T cover letter to show them I was qualified for the position even though I only had 2 years’ part-time experience doing similar work at a university in another state. The HR directors at all three universities contacted me within 3 weeks, and I accepted a position at one of them.

**Attendee A:** I work in staffing and 1-page resumes are important. Hiring managers do not have time to examine long documents.

# Q6: Resume formatting for automated systems

**I have read that any formatting (columns, text boxes, tables, etc.) in resumes are difficult for automated systems to read and that "boring" text is the best way to go for automation. What are thoughts on this? Also, does it matter if the resume is in chronological order?**

**Presenter A:** This is a fair question. I don’t know if there’s a clear-cut answer. If your future employer uses automated systems, perhaps the “boring” method is superior (think government systems or large organizations that have the funding to pay for these automation perks). Also, your industry will be important – tech/UX is often more design-centric. I think it’s a great idea to have two versions of your resume to use in situations like this – sometimes you can upload your “boring” resume to the system and then attach your “fun” resume to your email or cover letter.

I think you have some creative liberty as far as order of projects/roles you’d like to showcase. However, there should be a self-evident overarching strategy to the order of your positions (e.g., methodology, size of study, roles relevant to the position applied for). If it’s not clear what that strategy is, stick to chronology.

**Presenter B:** Yes, it is true that automated systems often have a hard time decoding text in heavily designed resumes, especially in PDF formats. I highly suggest the use of an applicant tracking system checker to see how well these systems “read” your resume. I wouldn’t describe automation leaning toward “boring” text necessarily, the system is programmed to highlight certain keywords, phrases, or synonyms that the employer is interested in. Therefore, tailor your resume for the position you are applying for, mirroring the vocabulary of the posting by using exact keywords or similar wording. The goal is to make yourself legible to future employers, you can then demonstrate your individuality when you get called in for an interview. Unfortunately, you may not get that chance if you don’t tailor your resume and run it in an ATS checker. I agree with Molly’s answer regarding chronology.

**Presenter C:** Similar to what Presenter A notes, if the company is large, it is likely they will use an automated system. I will also say I have had the least success looking for jobs at large companies. (This isn’t to discourage you, but simply to point out that sending your resume “into the black hole” of application limbo can be stressful. If and whenever possible, and depending on your career goals, try to find different size companies and see what seems best to you. Would you like working at a giant like Facebook, or would you feel more comfortable at a mid-sized company or a small start- up? If you go for the smaller or midsized companies, it can sometimes be easier to find actual people to get in touch with, whether for a general informational interview or just to email to ask about a role. (Also be aware if companies say ‘do not contact’ on applications). I’ve had much more success when able to contact someone because it helps get your resume either through or around the automated system.

**Attendee A:** There are different ways to organize resumes. For those wanting to avoid chronology, you can create a functional resume. (Highlights skills rather than titles/positions/time range.)

**Attendee B:** I love this current info, but I have been advised to stick to ATS compliance with regards to formatting and unique elements.

Q7: I have heard the black and white resume helps go through ATS (automatic tracking system) smoothly and hence one should avoid colored or designed resume. Any thoughts on that?

**Presenter A:** Same answer as Q6.

# Q8: If bullet points confuse a system, won't columns confuse it even more?

**Presenter A:** Similar to Presenter A for Q6, you should consider the industry and size of organization when you decide how design-y you want your resume to be. Bullet points on resumes confuse government systems; prose structure is preferred. Yet, bullets make it easier for UX hiring managers to understand your points in a quick, scannable format. Think like your hiring manager/organization. What systems are in place that you will need to lean into to make your resume stand out?

**Presenter B:** Please refer to Presenter B response forQ6. It is best to follow the standard format for the field you are applying for. If the standard for government resumes is short paragraph prose, then try that. If you notice bullet points in another field, try that. Columns may not necessarily confuse systems, especially if they appear in word doc versus a PDF, so try running different versions of your resume to an ATS checker and see how well the system can read your resume.

**Presenter C:** Portfolios are increasingly common in design-centric roles, including UX research. Even if you’re not sure you’ll need one, it can be a good exercise to create a case study of a project you’ve done because this gives you practice in how to walk through a project for an interview.

# Q9: Portfolios – are they common?

**Presenter A:** Portfolios are very common for UX Designers and are getting more common for UX Researchers. If you’re interested in UX Research, I suggest leaning into this trend and using portfolios to supplement your resume. I can’t speak for other industries, though.

**Presenter B:** Totally agree with Presenter A’s response. Designers and increasingly, researchers, are expected to have a portfolio highlighting some of their projects. I don’t know if other industries have other common supplemental materials, but the best way to know it to research the field you’re interested in entering.

**Attendee A:**  They seem to be very common for UX Researchers

**Attendee B:** I have been hearing many good things about including a portfolio to supplement and explain things in more detail. Don’t know how common they are though.

# Q10: How do you recommend those researchers discuss their outcome of their research?

**Many researchers freelance and are far removed from how their research impact the service/products.**

**Presenter A:** You can always talk about what your role was on the project and the ways in which you were able to address issues, interact effectively with colleagues, study participants, and/or clients, develop insights from the field, make and implement suggestions to improve understanding of the data, and give presentations (how many? to whom?). (See also slide 16 of the slide deck from Webinar #3.)

**Presenter B:** Freelance/contractors often don’t get to see the long-term effect of their projects. Never fear! You can still showcase your impact. One thing is that you should be speaking with your client during the scoping of your research project to understand *why* you’re collecting data. What are they trying to decide? What don’t they know? How are they trying to evolve based on your data? By doing this, you can always conclude *Results from this study helped my client to…*. You can also always go back to the client 3, 6or 9 months later and do a quick check-in. Ask *How did our research change the way your team thinks/does/approaches this problem/product/service/idea*? This can also help your rapport with that client and perhaps gain additional work!

**Presenter C:** Following up with client’s after the fact is a great way to see what impact your research had.

# Q11: Free portfolio site examples?

**Presenter A:** You can find some real portfolios by designers/user researchers on LinkedIn profiles and online. Many times, people post links to their portfolios on their LinkedIn. Additionally, find designer/researcher websites, these often have portfolio examples embedded in the website. Try to find examples of active practitioners, since there are many portfolio examples online that oftentimes are used to sell a design scheme and are not representative of real experience.

**Presenter B:** See the resources for AAA Webinar #3 for some great examples.

**Attendee A:** WIX is a good site for free portfolio templates. My students love using it for various projects.

**Attendee B:** Wix, Squarespace, and WordPress have free web options for portfolio development. Also, if you have an Adobe Creative Cloud subscription, they have a free "My Portfolio" web template that comes with that subscription package, which is what I use for mine.

**Attendee C:** [https://alysanesociety.wordpress.com/](https://alysanesociety.wordpress.com/" \o "Alysane Society website)

**Attendee D:** My portfolio for those who are interested: [https://www.darbymorris.com](https://www.darbymorris.com/)

**Staff A:** Best free portfolio sites: [https://www.thebest10websitebuilders.com/charts/1/best-website-builders?utm\_campaign=ma\_thebest10\_us\_thebest10websitebuilders.com\_e\_cpc^69068117660&experiment\_id=1745755903^^339960738669^free%20graphic%20design%20portfolio^e&gclid=Cj0KCQjw6uT4BRD5ARIsADwJQ1\_\_y41aGxfVgYQRPaQilKp2IsJLdkiLKZdlDrcR5zl70J5EUw0lB64aAovCEALw\_wcB](https://www.thebest10websitebuilders.com/charts/1/best-website-builders?utm_campaign=ma_thebest10_us_thebest10websitebuilders.com_e_cpc%5e69068117660&experiment_id=1745755903%5e%5e339960738669%5efree%20graphic%20design%20portfolio%5ee&gclid=Cj0KCQjw6uT4BRD5ARIsADwJQ1__y41aGxfVgYQRPaQilKp2IsJLdkiLKZdlDrcR5zl70J5EUw0lB64aAovCEALw_wcB)

# Q12: How long is a case study within a portfolio? 300 words? 500?

**Presenter A:** There’s no word count, per say. I tried to get each case study to fit on one slide with a good degree of white space. My average case study is 200 words. But what is most important, I think, is being able to tell the **story of your impact** in a concise, scannable manner. If it takes 500 words to do this effectively, then use 500 words.

**Presenter B:** I agree with Presenter A. The portfolio should showcase your ability to clearly present a challenge, methods, and outcome. It should have a logical flow and tell a story.

# Q13: (Non-Disclosure Agreements)

**Many research projects are also under NDAs (Non-Disclosure Agreements) and we are not able to share much about them in a portfolio, especially not on a public website, how do we work around that?**

**Presenter A:** You can ask your project manager if there is any way to talk about your work within an NDA bound project. Sometimes there are ways to include a project and honor an NDA. If you absolutely cannot talk about any details of the project (field, research methods, analysis, broad design recommendations, etc.), you might just have to focus on showcasing other projects. See also Presenter B and C’s responses to this question.

**Presenter B:** It depends. If you are still in contact with the employer/client you can broach the subject directly. Ask if you would be able to share some of the results in a particular article, presentation, or lecture – if you were able to protect the confidentiality of the client. For instance, instead of indicating that the project was conducted for Procter & Gamble, you might ask if you would be allowed to reference the firm as “a fabric care” firm or “a home products’” firm. Having the ability to share research results largely depends on the way in which the contract was originally negotiated with the client. The ideal for an anthropologist is to “own” the data so that it can be shared. Students working on Master’s theses and PhD dissertations for clients are examples where the client agrees to have the study done and ultimately become publicly available – assuming pseudonyms are used and proprietary information is not revealed.

**Presenter C:** As a hiring manager, I don’t care about the nitty gritty details of who your client was, what your data was, and which designs changed because of it. I am very happy with high-level overviews that include:

* Company type (e.g., tech, government, food distribution)
* Broad research question (e.g., *My client wanted to understand how older adults use their mobile phones while driving* instead of *My client wanted to understand how 70-80 year-olds used Google Maps while driving in Austin, TX)*
* General impact (e.g., *Findings were used to create 3 smaller spinoff studies that helped to change menu structures within their app* instead of showcasing the results).

The point is that I want to hear about the candidate’s research approach, how easily they talk about the process, and how they made an impact for a team. I expect to have pieces of information omitted.

Furthermore, you should feel comfortable during an interview saying that you are not at liberty to share confidential information. A diversion phrase I routinely use is “I can’t share specific details due to client confidentiality, but I can speak in broad terms about the project. For example, …”

# Q14: Case study to include in a portfolio or resume?

**I did a capstone project which was a research white paper and excel presentation. Would this be considered a case study to include in a portfolio or resume?**

**Presenter A:** Yes! In fact, Molly’s portfolio included three different cases from her Master’s program. (See slide 28 of the slide deck from Webinar #3.)

**Presenter B:** Yes! That’s exactly the type of thing you can showcase in a resume or a portfolio.

**Presenter C:** Yes! I would make sure to make the case study look less academic and more business oriented as much as possible as well.

**Attendee A:** Include anything that could be related as a case study in my portfolio, anything from as short as a 1-week project using applicable methods to my PhD.

# Q15: Internationally – the difference between a CV and a resume?

**Presenter A:** In the UK, “CV” is used to refer to the short resume you would hand in to a company… an academic CV is what Adam is currently talking about (i.e. the longer, full list of your stuff)

**Attendee A:** CV is used in the UK for job applications

**Attendee B:** In the Middle East the "CV" is the same thing as the resume

# Q16: What are the best ways for dealing with gaps in resume and mature age

**Presenter A:** For the gap question, I would second the suggestion above about using a skills-based resume rather than a chronological role-based resume.

**Presenter B:** Go with a skills-based resume for posted jobs. However, if you are networking and have a lot of experience, I suggest developing a narrative that can be shared with a prospective client/employer. (See slide 53 of the slide deck from Webinar #3.) The narrative is the general story of your career up to the present. It is a flexible tool because it can be customized – say, for a particular type of work – and can illustrate who you are through your own voice.

**Q17:**

# Can you give an example of a skills-based resume?

**What is the difference between the two of them?**

**Presenter A:** Instead of spending the majority of the space talking about companies/roles/times, spend it talking about projects, methods, and goals.

**Presenter B:** Skills-based resumes focus on what expertise you bring to the table versus where you have worked. So, focus on skills like research, design, communication, writing

**Attendee A:** Skills-based, aka “functional resume”; <https://www.indeed.com/career-advice/resumes-cover-letters/functional-resume-tips-and-examples>

# Q18: Regarding portfolio, is it advised to include photo?

**Thinking that may be problematic for BIPOC but maybe not.**

**Presenter A:** I recently received a suggestion to NOT include a photo - for a variety of reasons.

**Presenter B:** There are many reasons not to include a photo - some design or creative type jobs, it is more acceptable. But generally, the “HR” answer is no.

**Presenter C:** I wouldn’t in the United States. In other countries that might be expected so do your research. I don’t think including a photo adds anything and implicit bias could actually impact you negatively. Interestingly, I did include pictures of myself in an earlier iteration of my portfolio, but it was only pictures where I was doing research/work and it served to tell a story, it was not a headshot.

# Q19: What if you've applied for grants or fellowships but was never awarded one?

**Presenter A:** While it is always nice to get a grant or fellowship, not everyone tries or is successful. So, in your elevator pitch, your resume’s objective, or in informational or job interviews talk about who or what inspired you and how that inspiration has shaped your choices. You can also use these kinds of opportunities to expand on those aspects of your education and work life about which you are proud – how you led a successful class or field project, how you developed excellent time management skills, how you learned to persevere in difficult situations (e.g., working full time while taking graduate classes). The lesson is to emphasize *who you are*, rather than worry about who you are not!

**Presenter B:** I don’t include any grants or fellowships in my resume at all.

# Q20: Any advice on resumes and how to encourage recruiters to work with you?

**For example, to explore contract work and part-time work (while doing courses or training)?**

**Presenter A:** For that context I would suggest trying to reach out more personally than submitting a resume (i.e., reach out to an organization you want to work with, explain your value, and share what types of work you could do to be valuable to them). In other words, translate your value explicitly.

**Presenter B:** I think it depends on how you are defining recruiters. Executive recruiters (i.e., “head hunters”) work only with organizations that are seeking to fill a senior role. (See Q7, Response A from the Webinar #2 Chat Questions.) I understand LinkedIn has “recruiters” so perhaps you are referring to them. (See Q&, Response C from the Webinar #2 Chat Questions.)

**Presenter C:** I agree with Presenter A that reaching out personally is best.

# Q21: Will Adam’s resume be considered a skill-based resume, then?

**Presenter A:** It is technically a hybrid, but yes - it is a skills-based resume. Great example!

# Q22: Can you suggest the best website for building a resume free of cost?

**Presenter A:** You don’t need a website to build a resume. Just open up a Word/Pages/Google doc and get typing! You can Google “[industry] resume examples” to get inspiration. I would avoid using an online resume builder, because you’ll likely need to create a new resume for every application (or every round of applications) and it adds an unnecessary step for edits.

**Presenter B:** I would also avoid an online resume builder, it’s not worth it and may actually not do well on applicant tracking systems. If you want to build a professional website, Wix, Weebly, Squarespace are used often. There are more, so explore what’s out there.

**Presenter C:** I would check out examples online for inspiration too – Google the kind of resume or industry you’re aiming for

**Attendee** **A:** WIX.

# Q23: Can you define difference between UX and Design anthropology?

**Presenter A:** Not much. Perhaps some different jargon, but design anthropology is synonymous with UX in my mind.

**Presenter B:** I have a lot to say about this since I included Design Anthropology in my doctoral coursework. To keep it short I would say, if you are applying to a UX position or the UX field, stick to using the term UX. In my opinion, Design Anthropology has a deeply theoretical orientation that doesn’t often match the practice-heavy world of UX. Academic jargon doesn’t do well outside of academia as I’ve experienced, unless the organization you are applying to is heavily academically oriented and even then you need to be ready to clearly articulate what Design Anthropology is. If this question is more philosophical and less oriented toward the job market, I would highly suggest you read an article/book on Design Anthropology and compare that to something similar in UX to see how each field describes itself and how what topics keep their practitioners up at night.

**Presenter D:** In my view, design anthropology is way broader than UX, because it approaches the intersection of design and anthropology more holistically. Here’s how Dori Tunstall defines them, for the yin and yang minded: **Design Anthropology**(for the Yin-minded): “How the processes and artifacts of design help to define what it means to be human.” **Design Anthropology** (for the Yang-minded): “How design translates values into tangible experiences.” Here are two podcasts where I talk about it: I was a guest on Anthro Dish and talking about my research which was based on Design Anthropology [https://thisanthrolife.org/episodes/guest-podcast-anthrodish-49-exploring-quinoa-s1!beac9](https://thisanthrolife.org/episodes/guest-podcast-anthrodish-49-exploring-quinoa-s1!beac9" \o "This Anthro Life Podcast) and the Yin and Yang of Design Anthropology with Dori Tunstall: <https://thisanthrolife.org/episodes/the-yin-and-yang-of-design-anthropology-with-dr-s1!75e37>

**Presenter E:** Anthropology is a discipline with a 100-year history and large body of literature. Anthropology as a practice has evolved to encompass many domains (including business and commercial) due to the broad interpretation of its basic question "What does it mean to be human?" In attempting to define Anthropology, Tim Ingold suggests "Let us summon up a field of study that would take upon itself to learn from as wide a range of approaches as it can; one that would seek to bring to bear, on this problem of how to live, the wisdom and experience of all the world's inhabitants, whatever their backgrounds, livelihoods, circumstances and places of abode...I shall call [this field] anthropology." (2018: 2) Within this broad definition, Anthropologists apply a range of methods, tools and techniques that build on the critical discourse of earlier studies.

UX has been around forever in different guises (think Feng Shui). The term UX was coined by Don Norman in 1999. In its contemporary form it's a field of design practice that is rooted in the product and commercial domain. Norman, a cognitive scientist and UX architect, described UX as encompassing "all aspects of the end-user’s interaction with the company, its services, and its products." Walt Disney has been noted as one of the first UX designers directing his staff and "imagineers" to "know your audience, wear your guest’s shoes, communicate with color, shape, form and texture..." UX designers do not conduct ethnography, but they certainly have drawn on the signature methodologies of Anthropology in crafting their practice. This is why the field attracts traditionally trained anthropologists. However, the resemblance to Anthropology is very thin. Working in the UX world is primarily about making a product or service appealing, usable and "sticky", a design principle and method for increasing the recognition, recall, and unsolicited sharing of an idea or expression (*Universal Principles of Design*, 2010).

Also, because people seem to see these as related fields it would also be helpful for people to know the difference between UX (User Experience) and UI (User Interaction). I referenced this website which you can include in the chat:

<https://careerfoundry.com/en/blog/ux-design/the-difference-between-ux-and-ui-design-a-laymans-guide/>

# Q24: Are there similar firms in Canada?

**Presenter A:** I googled Canadian user experience firms and look what popped up: https://themanifest.com/ca/user-experience/agencies

**Presenter B:** User experience is really big globally, and Canada is no exception.

**Presenter C:** Yes [MotivBase](http://www.motivbase.com/) is based on Toronto, and [Fresh Squeezed Ideas](https://www.freshsqueezedideas.com/) is also based in Canada

# Q25: Is it a plus to have a personalised CV or is it better to keep it as standard?

**Presenter A:**  I keep a(n academic) CV that is personalized to a certain degree. For example, since I am a practitioner-scholar, I bridge the academic and practice worlds and participate in both. Therefore, I list my education, work experience, publications, presentations, and awards in keeping with academic expectations. However, I also include categories such as key leadership roles, professional skills, and pro bono work – for academic institutions and the wider community.

**Presenter B:** I keep a big CV that is actually a running list of everything I’ve done and then I tailor resumes or other materials from that. I have not had to submit a CV anywhere except to academic positions. You do have to hustle, but that’s all a part of it.

**Presenter C:** If you’re just getting started making one, I’d encourage you to start with a standard frame and then note if anything feels missing. If so, then add in more personalized sections.

# Q26: Does this series fill anyone else with overwhelming despair?

**Presenter A:** Everyone is different. Just think about the resume as a step-by-step process. Start small and build.

**Presenter B:** That is why we are doing these career seminars. Those of us involved in the series have a genuine interest in supporting anthropologists in the job market! I know it is a lot of info, but this is just a starting point. :) And yes, this is all doable. :) (And) For the love of Pop-Tarts, please everyone spell check and proofread your resumes!!! :)

**Presenter C:** I really hope this webinar was hopeful rather than discouraging! If you only took away one message, I hope it would be that you can start small and then build from there. You don’t need a fancy website, a fancy portfolio, or necessarily a fancy resume. You just need to start somewhere and then build it over time (this could be days, weeks, months, years). The field is ever-changing so we all need to be consistent about updating our application materials - whether or not we’re in the job market.

**Presenter D:** Don’t despair! Come on, now...you’re an anthropologist! Use your anthro skills to be more strategic in your job search, to learn about the fields you’re interested in, and follow the advice from the seminars and you will have greatly increased your chances in the job market.

**Presenter E:** I hear you, and I’ll let you know I felt that way a few years ago too. It is hard to see so many ‘put together’ ideas at one time. But I promise it is all entirely doable. It is about small steps. One place to start is to grab a resume template and start filling it in with you. If you feel stuck, look up example resumes. Literally just keep looking around and even borrow phrases or ideas you find inspiring and adapt them to you. It’s literally about just starting to make things, externalize your ideas and thoughts. Write things down. It will feel like an accomplishment because it is. Having something externalized you can look at, reflect on gives you something you can build on, push against, and improve.

**Attendee A:** No. You just have to take it a step at time and learn as you go. You will find the right fit if it is the right place to work in.

**Attendee B:** It seems like every job search round ends up with a totally different set of rules for resumes and cover letters!

**Attendee C:** Follow up with hiring managers and HR and ask questions.

# Q27: About job title on resume

**Should your “title” on your resume, be the job you are applying for or something that describes your past experience, ie “Applied Anthropologist”?**

**Presenter A:** Great question! I would not put a completely new title if you’ve never had that title or done that role. BUT You can use multiple titles if you’d like: Applied Anthropologist I UX Researcher I Project Manager. You can use your career goal section to describe the roles you’re pursuing.

**Presenter B:** I agree with Presenter A’s idea of using multiple titles. “Applied anthropologist” is useful in that it alludes to your background and may serve as a conversation starter during a job interview. And yes, you can use “applied anthropologist” to refer to an actual job description or how you identify as a social scientist.

**Presenter C:** I agree with above :)

**Presenter D:** Remember, employers will be verifying your work history with your previous employers at some point in the hiring process. There are only a few things, by law, people can ask of your former employer and your job title is one of them. Do not lie! It will find you out! If you put your job title was “Director of UX Research” on your resume, and they call up that company and your job title was “Secretary to the Dean of Zoology,” it is going to go really bad for you. On the other hand, some ATS platforms scan your resume for the titles. An acceptable solution (that I do on my own resume)... like Molly said, you can use multiple titles. For example, I put the more meaningful title first followed by the actual job title. The actual title can be a little fudged, but not much. From my silly example, you could say something like “UX Researcher | Secretary to the Dean,” then use the description to show how you acted in a director’s role leading UX research for the department of Zoology.

**Q28: Do small organizations use ATS (Applicant Tracking Systems) in the UK and in continental Europe?**

**Presenter A:** It is very likely. There are some cheap options for small companies - or, more likely, they outsource their entire HR (a very common practice in the UK for small companies)

**Presenter B:** It is extremely likely that they do. Here’s a great way to check. Go to the company website and click on the apply link for the job position you are interested in. When the new window opens take a look at the URL of where you are supposed to submit your application. Google the first part of the URL and see if it is a hiring/applicant tracking system or service. I would say 9/10 times it is.

**Q29: Since everyone googles everyone else these days, how does that affect these "specialized" resumes/resumes for specific jobs? I assume we should keep a (n = 1?) resume on our personal website; should this be some sort of master resume?**

**Presenter A:** Yes, I generally have a “master” resume that I keep on my personal drive (I don’t have a website). I then create copies of this master with position-specific edits. Check out the AAA Webinar #3 resources to see some examples of other anthropologists with their resume on their website.

**Presenter B:** I have a similar strategy to Presenter A.

**Presenter C:** Absolutely. Since I’ve applied to different kinds of jobs – research, production, etc. I keep copies of each kind of resume. As well every time I make a major change, like move things around or add experience I save a copy, usually with a month – year name. Resume July 2020, Resume August 2020 for example.

**Q30: How do we strike a good balance between that well-designed resume (like Adam’s) and the word/skill checking that ATS does without regard to design?**

**Presenter A:** See answers to Q3

**Presenter B:** See answers to Q3. In addition, unless you are a graphic designer you don’t need a resume that is going to be visually groundbreaking. Strive for a pleasant, easy to scan resume.

**Presenter C:** It is ok to have two versions OF THE SAME CONTENT that you send into a company. For example, you use an ATS friendly version to upload online. Once you have an email for your interviewer, you can email them a “designerly” version. Again, USE THE SAME CONTENT. In a pre-COVID world, I did this (and saw this all the time). As a hiring manager, I had a generic printed copy of the applicants resume, and they handed me a “pretty” version at the beginning of the interview. For the third time, though, IT HAS TO BE THE SAME CONTENT. Do not add anything new except color or fonts or other aesthetic formatting.

**Q31: What's the relationship between resumes and elevator pitches?**

**Presenter A:** Generally, these two tools are quite distinctive. Resumes are written and elevator pitches are verbal. Resumes contain lots of information while elevator pitches are short, clear, and narrowly-focused. Resumes typically reflect your work experience and skills; elevator pitches emphasize an approach or orientation you have toward work. That said, the two tools work together in complementary ways, each supporting the other.

**Presenter B:** Yep, I agree with Presenter A. I likened the resume to the elevator pitch ONLY in regards to its goal: to get someone to want to learn more about you. The content and formats are generally different, and they exist in different contexts.

**Presenter C:** Here’s an article I wrote with a colleague on elevator pitches and value propositions: <https://www.anthropology-news.org/index.php/2020/07/15/articulating-anthropologys-value-to-business/?utm_source=rss&utm_medium=rss&utm_campaign=articulating-anthropologys-value-to-business>