
Infographic Resume: Fostering Techniques for Job Success

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ABSTRACT

Resume has been a primary resource for the job seekers who try to grab the attention and opportunity in the employment domain. In the present competitive employment market, how can the candidates differentiate themselves from the crowd and establish their own personal brand. A simple trick is to get started designing customized infographic resume. An infographic resume is a creative way to show employers why the job seekers deserve their attention and it is the perfect choice for landing in the lane to their dream job. This research will provide valuable information regarding fostering different ways to establish a good infographic resume and concentrates on why, how and when to use infographic in a resume.

KEYWORDS: *Infographic, customized, visual, marketing tool, etc...*

Introduction:

It's difficult to get opted out and be different from others with a traditional resume in a crowded pool of job seekers. Creating an infographic resume is an effective way to stand out of crowd and to grab the opportunity of becoming a potential employer. It's challenging and time consuming to design a creative visual resume that creates a great first impression. This research draws upon the key points that bring to light the benefits of using infographic resume.

What is Information Graphic (Infographic)?

An information graphic (infographic) is a visual representation of a data set or instructive material. An infographic takes a large amount of information in text or numerical form and then condenses it into a combination of images and text, allowing viewers to quickly grasp the essential insights the data contains. - Techopedia

What is Infographic Resume?

An infographic resume is a resume in information graphic form. An infographic resume is a creative resume that presents information visually and makes your resume more engaging. Infographic resume is an attention-grabbing marketing tool that magnetizes the hiring manager, and the recruiters to get you noticed in a competitive job market using images. Diverse visuals are included to transmit a message. As the human brain is designed to respond to color schemes and visual storytelling, Infographic resumes are well suited for this utility in job market.

The principle of an infographic is to consolidate a large amount of information and present it in a likable and insightful way, making it easy and interesting to grasp. It lends a hand to Recruiters and Hiring Managers in engaging with the material and understanding the main points quickly. Moreover, it easily visualizes your personal and professional profile in a nutshell. Innovative industries and positions i.e. communications, marketing, advertising, etc.that require creativity act in positive response to infographic resumes. The best possible way to ensure viewers engaging with the content and understanding the message better is to make use of an infographic in your resume that will in turn get more positive attention and get you the job. The most

important thing is that as a job seeker, one should know the way to differentiate oneself to get that opportunity.

Why Infographic Resumes?

-) Resume operates as a marketing document to sell one's skills and emphasize significant work experience, using an infographic in resume would help job-seekers noticeable and induces an instant consideration from the busy hiring managers.
-) An infographic resume comes as a convenient solution that gives candidates a boost as to how they can stand distinct from the rest.
-) The ability to put together more information in a smaller space makes infographics an attractive tool for instruction and marketing.
-) Perhaps, well-designed infographic resume seizes the viewer's interest quickly and enhances job search.
-) Infographic projects the best inputs and supports in designing Visualized profile of the candidates. This visual presentation of texts and images in the document also serves as attention-grabbing instrument.
-) Comparatively, like traditional resume, simple infographic resume incorporates all the elements and gives a detailed account of the owner's background. The layout is easy to follow. Also, the color scheme is enthralling.
-) The Infographic provides classic and professional appeal into a resume making it is appropriate to the more digital, visual world.
-) For an employer looking for a resourceful candidate for the job, an infographic resume is the best tool to display one's designing ability, personality and creativity.
-) An infographic resume can make the applicant broadcast themselves with the use of powerful text and minimum graphics as an opportunity to grab a job.
-) An infographic resume permits you to exhibit your skills in marketing, branding, writing, presentation, and social media.
-) Highly informative and professional infographic resume with colorful graphic can be creative attention grabbing. .
-) A creative resume with more visual bring to light the most important aspects that are impressive to an employer.

Ways to foster job seekers in using this job search tool:

A picture is equivalent to a thousand words. As a job seeker, employ the power of visuals to communicate what's special about you. Allow the images do the talking. To create a persuasive infographic, use as little text as possible, and instead make your points more visual. The information communicated should be new, creative, and interesting, and the design must be clean and charismatic.

The most important thing, even more important than creativity, is that your resume should be succinct and easy to read. Keep the design simple and focused. Avoid cluttering your infographic with too much extra text and images. When structuring your resume design, like a standard resume, your infographic resume should cover all the essential elements, including:

- Header (your name, contact information and maybe a profile photo)
- Summary or short bio
- Education
- Work Experience
- Skills and strengths (areas of expertise)
- Achievements / Awards
- Certification
- Interests
- Portfolio/Blog/Links

The infographic resume design should include images and text to describe a complete profile of the job seeker. You can make your points visual with several features, including:

- A timeline
- A headshot
- Logo
- Icons
- Tag Cloud
- Headline
- Tagline
- Statistics
- Quotes / References / Testimonials

The above listed features capture work experience of candidates more artistically than a traditional resume format would. Therefore, presenting information in an innovative way with these features can be more effective to a potential employer. An elegant infographic resume should have an obvious intention of making a quick impression in a positive way. Professionalism should never be compromised for creativity.

The purpose of an infographic resume is to visually articulate the narrative of one's career and career objective in a way that shows an employer why you're the best candidate for the position. The appearance of your resume is essential and should look professional by all means so as to leave a lasting impression on the viewers. The visuals incorporated should show up the best qualities of the candidates.

Psychologically, certain color schemes support specific traits. Blue, for example, is commonly used on resumes, is associated with trust, reliability, and qualities that every recruiter looks for. Overcrowding the resume with too much color will most likely distract the viewer. So, it is highly recommended to use the right colors wisely.

Effective course of action:

Long time to go before an infographic resume could completely take over the place of black and white formatted resume (traditional resume). The job seekers still require a well-built traditional resume for specific purposes. Yet, the infographic resume is just another resource to be used for the circumstances that calls for something more innovative.

Don't make an infographic resume just because you've heard it's a popular trend. Foremost, this is the document that's invented to broadcast you and advertise your skills to a potential employer. Not all employers are open to infographic resumes. Traditions die hard. An infographic resume does not suite all jobs. Still, more number of employers expect traditional resumes. Some employers may use an Application Tracking System (ATS) that scans and looks for keywords to measure the applicant's credentials for the job. That type of scanning doesn't work with infographics, which means your resume would be taken out.

It's good to be different and creative, but always be ready to share a simplified edition of your resume. When sending a resume for a job search, always ensure to send both the infographic and traditional resume. Sending an infographic resume along with a traditional resume is an excellent approach to get the information examined by the employer as well as the bonus of seeing your creativity at work.

The candidates need not be a graphic designer to create an excellent infographic resume. The online tools will be of great assistance for such candidates in creating their own infographics. The following tools such as Vizify, Vizualize-me, LinkedIn, Re-vu, Infogram, etc...allow non-designers to quickly generate infographics from any data (for a resume or any other purpose). These templates that are free and easy to use, employ effective icons, graphics, and color schemes to aid you landing an interview for your dream job.

Conclusion:

While the infographic resume takes time to completely replace the traditional resume soon, it can be a valuable tool to help you build your network and get you more interviews. Undoubtedly, they are more

unique, informative and conspicuous which increase the chances of candidates in getting hired and also save recruiters time in viewing plenty of resume profiles.

Infographic resumes are great for job seekers in a creative industry or profession. A creative resume format is the right choice for a developer, web designer, or writer. Even, it is beneficial for job seekers in the marketing industry who demonstrate their creativity in how to market themselves to the employer. Though an infographic resume is a great way to stand out, one should think carefully about the position they are applying for and what's appropriate.

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