

# Resume & Cover Letter Guide



**SVA Career  
Development**

**SVA CAREER DEVELOPMENT**  
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## GUIDELINES FOR PROFESSIONAL RESUME WRITING

The good news for artists or individuals pursuing work in creative industries is that there is not a “standard” resume. It is a chance to promote your individuality and style. However, here are some general guidelines for a more effective resume.

1. The resume should be a **one-page**, concise listing of your education, employment history and accomplishments. Make all your text additions and edits first, on a “master” resume then edit down to one page by removing unnecessary information and/or reformatting.
2. Consider including a “Summary” or “Profile” statement as your first section. See below for details.
3. Do NOT include an “Objective.” This is no longer used and focuses on you and your needs.
4. **Don’t over design.** Keep it simple, organized and only in black text or minimal use of one other color. Some resumes are so over-designed that they become difficult to read, and readability is the key, especially for Applicant Tracking Systems (ATS). See #15.
  - a. Consider fonts such as Open Sans, Calibri, and Helvetica (all in Modern).
  - b. Font size should be no smaller than 10 or 11-point.
  - c. Use **bolding** and *italics* to make certain words, like job titles and company names, stand out.
5. **Never use a resume template in MS Word, Apple Pages or another program.** These limit your ability to customize your resume design, and you’ll risk having a resume that looks extremely similar to others.
6. **Make sure your resume is letter-perfect.** Misspellings and grammatical errors give a potential employer a terrible first impression. Have at least two people proofread your resume.
7. Be consistent in format and style—if you put a job before place of employment in your first entry, do the same for the rest of your experience.
8. **Use action verbs, concrete nouns, and positive modifiers** (see attached suggested list) and omit personal pronouns (i.e., “implemented procedures” rather than “I implemented procedures”).
9. Arrange your information in **reverse chronological order**; the most recent school attended and the most recent job you have held should be listed first.
10. **Test your resume for relevancy.** Everything in your resume should either support your job or career objective directly or support your character in general. If you have no definite purpose for including something, leave it out.
11. Always **attach your resume** to an emailed application **as a PDF file**, unless the posting specifies otherwise.
12. If mailing your resume, or when bringing copies to an interview, print only on high-quality resume paper.
13. Remember your resume is only a door opener. **Your goal is a personal interview.**
14. Do not include that your references are available; it is assumed that you will provide them if requested. Keep a separate list of references and make them available to potential employers **only upon request.**
15. You may be applying through a company’s portal and an **“Applicant Tracking System” (ATS)** and not sending your materials directly to a person/email. We recommend you learn more about the function of ATS’s from a career counselor and at sites such as [jobscan.co](http://jobscan.co)

## **SAMPLE RESUME FORMAT**

### **NAME/CITY, STATE/PHONE NUMBER/EMAIL/WEBSITE and LINKEDIN ADDRESSES:**

Be sure to print your name in a bold, large font size.

### **SUMMARY/PROFILE/BIO (optional):**

One or two sentences summarizing your most relevant skills and accomplishments in an action verb format.

### **EDUCATION:**

List in reverse chronological order, from the present to the past. Include institution, location, school division, degree, graduation date or expected graduation date, majors and minors. Do NOT include high school.

### **HONORS/AWARDS:**

List any honors, scholarships or awards you have received, including any received from community or civic organizations.

### **RELEVANT COURSEWORK:**

List 3 - 5 courses that are relevant to the position. Focus on electives and advanced courses that demonstrate you've gained skills relevant to your job.

### **EXPERIENCE:**

List job title, employer/organization, location of employer (city and state only), dates of employment and a brief job description. Emphasize results and accomplishments! Do not lead with "duties or responsibilities included." **Use action verbs!**

### **SKILLS:**

Include all computer, foreign language, and technical/industry skills. Characterize your level of ability (proficient, knowledge of, experience in, familiar with, etc.)

### **OPTIONAL SECTIONS: PROJECTS, ACTIVITIES, LEADERSHIP, EXHIBITIONS, VOLUNTEER EXPERIENCE**

List relevant projects to show experience; include relevant club memberships, community service, leadership roles, and/or volunteer work.

## **ACTION VERBS FOR RESUME WRITING:**

accelerated	developed	instructed	refocused
accomplished	devised	interpreted	reinforced
achieved	directed	launched	reorganized
adapted	discovered	lectured	researched
administered	effected	led	restructured
advocated	eliminated	maintained	revamped
analyzed	enhanced	managed	reviewed
approved	enriched	mastered	revised
assessed	ensured	monitored	scheduled
assisted	established	motivated	set up
attained	estimated	navigated	shaped
broadened	evaluated	negotiated	simplified
budgeted	exceeded	operated	solved
built	executed	organized	specialized
clarified	expanded	originated	streamlined
collaborated	expedited	oversaw	strengthened
compiled	facilitated	participated	standardized
completed	found	partnered	structured
conceived	fulfilled	performed	summarized
conceptualized	gained	planned	supervised
conducted	gathered	pinpointed	supported
consolidated	generated	pitched	surpassed
contributed	improved	prepared	sustained
controlled	incorporated	presented	targeted
created	increased	programmed	taught
cultivated	influenced	proposed	trained
defined	implemented	proved	translated
delegated	initiated	provided	utilized
demonstrated	innovated	recommended	won
designed	instituted	reduced	wrote

## **CONCRETE NOUNS AND POSITIVE MODIFIERS:**

ability	consistent	resourceful
actively	effective	substantially
capacity	pertinent	successfully
competence	proficient	versatile
competent	qualified	vigorous

# ASHLEY AARON

New York, NY | 917.555.1212  
[ashleyaaron@gmail.com](mailto:ashleyaaron@gmail.com)  
[linkedin.com/in/ashleyaaron](https://www.linkedin.com/in/ashleyaaron)  
[ashleyaaron.com](http://ashleyaaron.com)

## EDUCATION

School of Visual Arts, New York, NY  
Bachelor of Fine Arts, Design

May 2023

## SKILLS

Computer: Adobe Creative Suite (Photoshop, Illustrator, InDesign, AfterEffects), HTML, CSS  
Design: Typography, motion graphics, branding, presentations, website  
Languages: Fluent in Spanish and French

## COURSEWORK

Information Graphics - Larry Buchanan  
Communication Graphic Design – Christopher Brand  
Advertising and Branding – Debbie Millman

## WORK

Target, Inc., New York, NY  
Design Intern

Summer 2022

- Supported design team in development of brand identities, packaging, websites, motion graphics, and presentation materials

Mary Hart Photography, New York, NY  
Design and Production Assistant

Summer 2021

- Designed and produced custom wedding albums and luxury social stationery packages
- Assisted owner/photographer in design and assembly of displays for expos and pop-up shops

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## LEADERSHIP EXPERIENCE

SVA Department of Residence Life, New York, NY  
Resident Assistant

2020 - 2023

- Collaborated with Residence Life team to build community and mentor residents

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## EXHIBITIONS

BFA Design and Advertising Juried Portfolio Exhibition  
School of Visual Arts, New York, NY

2019

# Maxine Grey

## 3D Animator

New York, NY | 917-555-1212 | maxine.grey@gmail.com | maxinegrey.com

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### Education

**School of Visual Arts**, New York, NY

Expected Graduation, May 2024

Bachelor of Fine Arts, 3D Animation and Visual Effects

Coursework includes:

*Computer Animation: 3D Modeling and Animation I and II*, Serena Carpenter

*VFX and Motion Graphics I and II*, Jason King

*Python Scripting for Maya Artists*, Krista Soto

### Skills

**Software:** Maya, Nuke, After Effects, Photoshop, Illustrator, Shotgun Studio

**Programming Languages:** MEL, Python, Linux, HTML

**Animation:** 3D modeling, character development, visual effects

### Experience

**Look FX**, Brooklyn, NY

Summer 2023

Intern

- Animated particles, using a proprietary rig, to be composited
- Modeled 3D props for television sequences

**School of Visual Arts**, New York, NY

Fall 2022–Spring 2023

Computer Lab Assistant

- Assisted students check out computer stations and tutored on basic software skills
- Managed on site equipment and facility rentals
- Performed weekly technical updates on 20+ computer workstations

### Projects

**Spacebound**, New York, NY

Summer 2022

3D Animation Assistant

- Assisted animator with developing various characters for senior thesis film
- Developed customer user interfaces
- Designed animated opening credit sequence

# SANDRA JACKSON

## ILLUSTRATOR

Brooklyn, NY | 646-555-8888 | [sandra@sandrajackson.com](mailto:sandra@sandrajackson.com)  
[Sandrajacksonart.com](http://Sandrajacksonart.com)

### EDUCATION

SCHOOL OF VISUAL ARTS

**Bachelor of Fine Arts in Illustration**

Dean's List 2021 - 2023

New York, NY

Expected Graduation in 2024

### COURSEWORK

*From Fantasy to Reality: Production/Concept Design*, Elizabeth Benson

*Pop-Up: 3D Paper Engineering*, Scarlett Craig

*Advanced Workshop: Digital*, Akeelah Myers

### SKILLS

**Software:** Adobe Illustrator and InDesign (intermediate level), Photoshop (basic level)

**Art/ Design:** Sequential art, visual narrative, storyboarding; editorial illustration, portraiture, children's book illustration; hand and digital drawing and painting; silkscreen and lithography

**Other:** Internet research; social media marketing; Intermediate Spanish language

### WORK EXPERIENCE

PENGUIN RANDOM HOUSE

**Design/Illustration Assistant**

- Assist in-house illustrator with research for new slate of Young Adult titles
- Attend meetings with marketing team to develop design ideas for promotional materials

New York, NY

2023 - Present

SWANN GALLERIES

**Gallery & Archiving Intern**

- Assisted director with sorting and filing hundreds of new images weekly
- Maintained entries of 2D framed works and catalog in gallery files
- Served as initial contact for phone and email inquiries
- Handled rare and fragile works on paper following strict conservator guidelines
- Accompanied director on art deliveries to clients and museums

New York, NY

2022

DaVINCI ART STORE

**Sales Associate**

- Maintained broad knowledge of large stock including over 65,000 items for arts, crafts, framing
- Assisted customers from hobbyist to student to professional in locating and determining best products and tools for their needs
- Managed cash wrap; made sales
- Assisted manager in opening and closing store

New York, NY

2020 - 2022

WHINWOOD ARTS SUMMER

**Arts Counselor**

- Taught drawing, bookmaking and fiber arts to groups of 5 - 20 children aged 6 - 12
- Handled campers' emergency situations by working with camp director and upper level staff

Clinton, NJ

2019

### OTHER ACTIVITIES

Participant in MoCCA Arts Festival, New York, NY

Participant in SPX, Bethesda, MD

Comic excerpt published in *Ink! Magazine*

2022-2023

2022

2021



# JANE ANDERSON

New York, NY, 212-685-3333, janderson@gmail.com, www.janeanderson.com

## EDUCATION

### School of Visual Arts

Bachelor of Fine Arts, *Photography and Video*

New York, NY  
2023

#### COURSEWORK

- *Advanced Black and White Printing*, Linda Peterson
- *Advanced Color Printing*, Eric Weeks
- *Studio/Location Photography*, Stacy Morrison
- *Lighting for Portraiture*, Jessica Miller
- *Digital Photography*, Justin O'Neill

## WORK EXPERIENCE

Light and Image Works

### Photography Lab Assistant

New York, NY  
2022 – Present

- Assist photography staff in all aspects of production, location scouting, packing still life objects for shoots, portfolio reviews and returns, answering phones and filing

Stardust Studios

### Freelance Photographer

New York, NY  
2021 – 2022

- Photographed various bands and celebrities for CD covers, editorials and advertisements
- Clients included: Spin, Details, Sony

303 Photographic Gallery

### Gallery Assistant

New York, NY  
2020

- Reviewed artist portfolios, handled client relations, maintained digital inventory and executed bulk mailings

## COMPUTER SKILLS

Mac/PC proficient: Adobe Photoshop, InDesign, Illustrator, Lightroom, Flash  
Capture One, ImageReady, FlexColor  
Adobe Dreamweaver and Basic HTML  
MS Word, PowerPoint, Excel

## TECHNICAL SKILLS

Cameras: Canon and Nikon DSLR systems, Hasselblad digital backs, Mamiya  
Large format: 4 x 5 and 8 x 10  
Printing/Processing: Epson digital printing, b&w printing and processing  
Retouching skills: color correction, photo retouching  
Lighting: tungsten and strobe lighting

# TRAVIS CARTER

New York, NY / 212-555-5555 / [tcarter@sva.edu](mailto:tcarter@sva.edu) / [www.travisfilms.com](http://www.travisfilms.com)

## EDUCATION

### **School of Visual Arts**

Bachelor of Fine Arts in *Film*

Dean's List 2020-2021

2022

New York, NY

## SKILLS

- Experience with scheduling cast and crew; location scouting and permits
- Familiarity with film set protocols, communications, and script supervision
- Proficient with AVID, Final Cut Pro, Apple and PC computers, Microsoft Office, Filemaker

## FILM EXPERIENCE

*Assistant to the Director*

2022

### **Requiem Pictures**

New York, NY

- Provided continuity on the set of an independent short horror film
- Maintained a comprehensive log of acceptable sound and visual takes
- Assisted with props, costumes, special effects, and make-up

*Production Assistant*

2021

### **A24**

New York, NY

- Assisted in all areas of film production including gathering and managing props and preparing all shoot locations for *You Hurt My Feelings* (Dir: Nicole Holofcener)

*Assistant to the Director*

2021

### **Sydney Productions**

New York, NY

- Served as liaison between the director and both crew and talent
- Assisted with sound, lighting, and script supervision on the set of *Underground*, an independent feature film

*Production Intern*

2019

### **Tribeca Films**

New York, NY

- Assisted with production scheduling, research, script revision process, script distribution and general office work

## OTHER EXPERIENCE

*Sales Representative*

2018-2021

### **Barnes and Noble Booksellers**

New York, NY

- Provided excellent customer service; consistently a high performer in sales (top 20%)

# Seo Yoon Lee

212-592-2370 / hello@seoyoonlee.com / seoyoonlee.com

## EDUCATION

School of Visual Arts  
Bachelor of Fine Arts, Fine Arts  
Silas H. Rhodes Scholarship; GPA 3.8

Expected Graduation 2024  
New York, NY

### Coursework

- *Cinema 4D*, Adam Meyers
- *Visual Computing*, Tina Fong
- *Sculpture*, Steve DeFrank

Seoul National University  
Bachelor of Fine Arts, Fine Arts  
Student Ambassador 2016  
*Double degree program with School of Visual Arts*

Expected Graduation 2024  
Seoul, Korea

## SKILLS

**Art Skills:** Social Media, Graphic Design, Drawing, Painting, Sculpting, Sewing  
**Software:** Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects), Cinema 4D  
**Languages:** Korean (Fluent), Japanese (Intermediate)

## EXPERIENCE

Rough Draft Studios  
Marketing Intern, Korea Character Licensing Fair

2023  
Seoul, Korea

- Designed images for the company's booth and assisted with set up
- Developed and lead interactive event for children
- Organized merchandise for the Fair

Studio Mir  
Marketing & Design Intern

2021 & 2022  
Seoul, Korea

- Assisted Design and Marketing team to promote the company's character
- Planned and oversaw social media events, doubled the number of Facebook followers
- Proposed creative projects for new and existing products
- Designed images for web, print and social media

## PROJECTS

Reflections, Seoul Animal Shelter  
Project Leader

2021  
Seoul, Korea

- Organized design team of three for fundraising project that sells design products and donates profits to animal shelter

# Nicole Connor

917-555-1212 | [nicole.connor@gmail.com](mailto:nicole.connor@gmail.com) | [linkedin.com/in/Nicoleconnor](https://www.linkedin.com/in/Nicoleconnor)  
[www.nicoleconnor.com](http://www.nicoleconnor.com)

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## Design Strategist focused on social innovation within communities

### Education

**Master of Fine Arts, Design for Social Innovation** Expected Graduation, 2024  
 School of Visual Arts, New York, NY  
*Courses include data mapping, informal economies, human and social systems, and game design*

**Bachelor of Arts, Anthropology** 2018  
 University of Texas at Austin, Austin, TX

### Skills

**Research:** Ethnography, Interviewing, Focus Groups, Participant Observation, User Journey Mapping  
**Software:** Adobe Creative Suite (Photoshop, Illustrator, InDesign), 3D Max, Corel Draw, MS Office  
**Languages:** Fluent in Spanish, French, and Italian

### Experience

**Target, Inc., New York, NY** 2021 to 2022  
**User Experience Researcher and CSR Assistant**

- Conducted qualitative user research and derived insights into consumer behavior
- Advised design team on new user interface that increased web sales by 40% in first month
- Collaborated with corporate responsibility team to create neighborhood sustainability initiatives in Minneapolis in partnership with LEED professionals in architecture and urban planning

**HG Associates, New York NY** 2021  
**Strategy Intern**

- Wrote case studies and narratives for Fortune 500 company's sustainable strategy
- Partnered with design team to visualize data from focus groups and company meetings
- Organized and facilitated meetings during staff retreat for C-suite executives

### Recent Projects

**Astoria Foodies, Astoria, NY** 2023  
**Digital Strategist and Innovator**

- Designed a digital marketplace to connect food entrepreneurs with local farmers and customers
- Generated 2600+ page views on first day of website launch w/ 55% signing up for e-newsletter
- Managed team of six volunteers from local colleges, and facilitated trainings and meetings

**Lower East Side Storefront Project, New York, NY** 2022  
**Creator**

- Collaborated with residents, nonprofit organizations, and small businesses to rehab abandoned storefronts and turn them into reusable spaces for neighborhood artists and community groups

# Jill Brown

## Graphic Designer

jillbrown.com  
jill@jillbrown.com  
linkedin.com/jillbrown  
(310) 111-0000

## EDUCATION

**School of Visual Arts**  
BFA Graphic Design, 2021  
GPA: 3.6

**Coursework**  
Typeface Design  
Information Architecture  
Hand-lettering  
Interaction Design  
Calligraphy

## AWARDS

**Type Director's Club**  
TDC Communication Design,  
Student Award, 2022

**School of Visual Arts**  
BFA Graphic Design &  
Advertising Achievement  
Scholarship, 2020

**Graphic Communications  
Scholarship Foundation**  
Metro Creative Graphics:  
E. Richard Zimmerman  
Memorial Award, 2019

## SKILLS

**Adobe Creative Suite**  
Illustrator, InDesign,  
Photoshop, AfterEffects  
**HTML, CSS**  
**Lettering**  
**Photography**  
**Typography**

## WORK EXPERIENCE

**Freelance Designer** May 2021–Present  
Select Clients: Behance, Esquire Magazine-Hearst, Design Space

**School of Visual Arts, New York, NY** May 2021–Present  
Assistant to the Chair of BFA Design

- Managing studio and department operations, projects and facilities
- Collaborating with a small team to produce events, lectures, exhibitions, oversee budget and support students and faculty
- Developing relationships with partners, sponsors and other guests
- Curating and producing content for internal and external department communication, including the department blog and social media accounts

**Assouline Publishing, Inc., New York, NY** Jan–Apr 2021  
Book Design & Production Assistant

- Assisted in the design and production of *Portraits of the New Architecture 2*

**Acosta Design, New York, NY** Feb 2019–Jan 2021  
Design & Production Assistant

- Promoted to staff from design internship
- Designed and produced custom wedding suites and luxury social stationery
- Assisted in the design and assembly of displays for expos and pop-up shops

**Droga 5, New York, NY** Sep–Dec 2018  
Design Intern

- Supported the design team in developing identities, packaging, websites, motion graphic sequences, and presentation materials

## PUBLICATIONS & EXHIBITIONS

**Typography 43** 2022  
Type Director's Club Annual

**68th Annual Type Directors Club Exhibition** 2022  
Traveling exhibition

**Page Magazine (Germany)** May 2022

**School of Visual Arts BFA Graphic Design  
& Advertising Juried Portfolio Exhibition** 2021  
Art Director's Club, New York

**School of Visual Arts Senior Library** 2021

# Abby Road

New York, NY

[Abby.road@gmail.com](mailto:Abby.road@gmail.com)

917-555-2389

AbbyRoad.com

## EDUCATION

SCHOOL OF VISUAL ARTS  
Bachelor of Fine Arts, Design

- Dean's List

New York, NY  
Expected Graduation 2025

## HONORS/AWARDS

Scholastic Silver Key Award for Photography

May 2021

- Selected as one of 50 students nationally and participated in awards ceremony at Carnegie Hall, New York

## COURSE WORK

*Design I*, with Arlo Fernandez

*Photography I*, with Bree Weston

*Portfolio I*, with Omari Cooper

## SKILLS

Illustrator and InDesign (Intermediate level)

Photoshop and After Effects (Basic)

Traditional art skills include Drawing, Painting, Silkscreen, Fiber Arts

Technical skills include advanced use of 35mm and medium format still cameras

## WORK EXPERIENCE

TARGET

Austin, TX

Design Intern

Summer 2022

- Assisted art director with designing new product line for home department including linens, curtains, bedding and furniture
- Launched new social media campaign for Target using Instagram and Facebook

## OTHER ACTIVITIES

NOGUCHI SCULPTURE CENTER WORKSHOP

Austin, TX

- Participated in an artists' workshop to explore careers in the arts and learn about art history, sculpture, and object conservation

Summer 2021

## GUIDELINES FOR WRITING YOUR ARTIST'S RESUME

The Artist's Resume is used for fine artists when applying to professional venues to exhibit their works, such as galleries, museums, art centers, etc., or when applying for artists' grants and residency programs, commissions, and other exhibition opportunities.

It is essential for artists to have an artist resume (also sometimes referred to as a "CV"), which is a separate document from their resume used for applying to jobs. *This document should NOT be used to apply for jobs or internships.* Note: elements of this *may* be added to your job resume if the employer requests it or it is highly relevant to the job. Meet with a [SVA Career Counselor](#) to get help with your resumes.

### General Tips:

1. **Keep it short and concise**—one page for younger or emerging artists; up to four pages for more experienced artists.
2. **Use easy-to-read font and size**, no smaller than 10.5pt.
3. **List entries within each section in reverse chronological order** (most recent first); exceptions include Collections and Gallery Affiliations, which should be listed alphabetically.
4. **List dates on the far left side** always (exceptions include Collections, Bibliography, and Publications by Author).
5. **Play to your strengths**—if you have several strong awards or honors, list those first; if you have more exhibitions and few awards, then begin with Exhibitions. If your degree is recent, you will want to list that first, but if you graduated many years ago, then you may want to list it at the end, but either way is acceptable.
6. **Do not include a headshot or image** of your work. Let the images you're submitting speak for themselves.
7. **Submit your resume exactly as requested**—some applications will require a shorter resume so you will need to trim it down accordingly. Always attach it as a PDF unless otherwise specified. This will preserve all of your formatting.
8. **List collections** holding your work only if they are high profile, public or corporate collections or very impressive private collections. Do not list friends or family who own your work.
9. **Include only highly relevant professional experience**, such as shows or performances you have curated or organized, art teaching experience, or skill-based work directly related to your art practice.
10. **Present yourself professionally**—a beautiful resume won't get you a show if your work is not strong, but a poorly-done resume may prevent you from getting one. Have two friends proofread your resume for typos, and make sure you keep personal branding the same across your resume, artist statement, other documents, and your website.

Here is a list of other sections you may also include depending on your experience. Visit [www.collegeart.org/guidelines/resume](http://www.collegeart.org/guidelines/resume) for in-depth instructions for each section and for their most up-to-date guidelines in general including a sample resume.

- Art Fairs
- Collaborations & Other Projects
- Public Art Projects
- Installations
- Reviews/Press
- Curatorial Projects
- Professional Experience
- Gallery Affiliation
- Client List
- Lectures/Visiting Artist/Workshops

# Ellen Ripley

New York, NY

ellenripley.com // info@ellenripley.com // 917-555-1111

EDUCATION	2023	<b><i>MPS in Digital Photography</i></b> School of Visual Arts, New York, NY
	2020	<b><i>BA in Art History</i></b> Tacoma College, Hillsdale, NY
GRANTS & AWARDS	2022	Second Prize, Portrait Category, Lens Culture
	2021	A.R. Canton Grant for Emerging Artists, Canton Foundation, Boston, MA
	2020	Senior Arts Travel Grant, Hillsdale, NY
SELECTED GROUP EXHIBITIONS	2023	(upcoming) <i>Graduate Thesis Exhibition</i> , SVA Chelsea Gallery, New York, NY
	2022	<i>Illustration Dept. Open Studios</i> , School of Visual Arts, New York, NY
	2020	<i>Ellen Ripley: Photographs</i> , Cuckoo Gallery, New York, NY
		<i>Endangered Species</i> , Flaxon Fine Art, New York, NY
		<i>Paper Process</i> , Museum of Contemporary Art, Jacksonville, NV
		<i>Annual Juried Exhibition</i> , Center for Contemporary Art, Whanesville, NM
		Juror: Teresa Cansonite, Curator of Paintings, MFA Boston
	2019	<i>Carbon Footprints: New Drawings</i> , College of St. Elmo, Sanan, MO
	2018	<i>New York on Paper</i> , Brooklyn Community Center, Brooklyn, NY
		<i>Member's Exhibition</i> , Institute for Painting and Drawing, Ashland, OH
RESIDENCIES	2020	Artist in Residence, Vashon Center for Artists, Cooperstown, ME
PRESS	2020	Feature Shoot featured photographer, March 3, 2019
		<i>Art Journal Monthly: The Gender Issue</i> , Saskatoon Foundation for the Arts, February 2019
	2019	"Gender Wars," Body Magazine, October 2018
		"Investigating the Body," Vision Magazine, September 2018
	2018	"Reading Art," Strangeways, May 2017
		"Open Your Eyes," Kansas City Tribune Magazine, February 2017
LECTURES & VISITING ARTIST	2020	Albatross Museum of Art, Centerville, WI
		VISITING ARTIST, Brooklyn Community Center



## GUIDELINES FOR COVER LETTER WRITING

The purpose of the cover letter is to introduce yourself to an employer. It gives you the opportunity to highlight your skills and experience as appropriate for and relevant to a particular position.

1. Type each cover letter individually, **addressing it to a specific person and company**. If you don't know the name and title of the person to whom you should address it, do some searching online to find out. This demonstrates that you've done your research, you're detail-oriented, and you're invested.
2. Include **relevant** information in each letter that specifically **connects your experience and interest with that of the company** or person to whom you are writing.
3. Cover letters should be **brief**, approximately 3 paragraphs.
4. Use a **business letter format** when typing your cover letter, always using a colon after Dear\_\_\_:
5. **Always ask others to proofread** the letter for clarity, grammar, typos, and spelling. Visit the [SVA Writing Resource Center](#) for assistance.
6. It is acceptable to **include your cover letter in the body of an email** and simply attach your resume, unless the job posting instructs you to attach the cover letter as a separate document. If attaching separately, be sure to send it as a **PDF** so that your formatting is preserved.
7. If sending by hard copy, use **good quality paper** that matches your resume paper.
8. Do not begin your letter with "My name is \_\_\_\_." Your name is in the closing, and in your letterhead; it's not necessary to state it twice.
9. Try not to focus your letter on what YOU will learn or gain from working there, but rather **what you can contribute** to the company.

### SAMPLE COVER LETTER FORMAT

Date

Person's name

Person's title

Organization

Address

Dear Mr./Ms. (Sir/Madam or Hiring Manager, if you are unable to confirm a contact name):

**FIRST PARAGRAPH:** Introduce yourself and explain which position you are applying for, and where you saw the posting. If someone referred you to the job, give the name of the person and mention how you know them. Attract the employer's attention by focusing the letter on his or her needs or interests. Include one sentence sharing why you want to work there, demonstrating your knowledge about the company.

**SECOND PARAGRAPH:** Explain how your abilities, background, and qualifications will enable you to contribute to the organization. Highlight strengths relevant to the position using specific examples. The cover letter supplements your resume, highlighting your special qualities and strengths that might help persuade an employer to contact you. Choose one or two specific examples from a previous job or school project that clearly illustrate relevant skills and experiences. Use the S.T.A.R.S method explained in this guide to help you write about your accomplishments.

**FINAL PARAGRAPH:** Reiterate your interest and ask for an interview. Thank the employer for his/her time and consideration. Include a link to your online portfolio or website, and your telephone number and email address.

Sincerely,

*First Name Last Name*

April 14, 2023  
Lisa Smith  
Director of Photography  
Photography Gallery, Inc.  
4436 East 82<sup>nd</sup> Street  
New York, NY 10013

Dear Ms. Smith:

I am writing in response to the advertisement for a Studio Assistant, listed on the School of Visual Arts online job board. I have been following your gallery for years and am very impressed with your exceptional roster of artists. After reviewing my resume, I am confident you will find that my education and experience will make me an asset to Photography Gallery, Inc.

Currently, I am a junior attending the BFA Photography program at SVA. During my studies, I have gained both knowledge and technical proficiency in a wide variety of photographic practices. I am familiar with most lighting packages including strobe and tungsten and have a strong familiarity with most camera formats; digital film, medium and large format. I have focused my studies in digital photography and am very well-versed in basic scanning, retouching and digital output. In addition, I have recently completed an internship within the photography department at *Saturday Night Live*. My responsibilities included the set-up of lighting/camera equipment for still shoots, assisting staff photographers as needed and basic administrative tasks. I believe I will be an excellent addition as a Studio Assistant to Photography Gallery, Inc.

Thank you for your time and consideration. You can view my portfolio online at [janeanderson.com](http://janeanderson.com). I look forward to meeting you to further discuss my qualifications and the available position. I can be reached at 212-685-3333 or [janderson@gmail.com](mailto:janderson@gmail.com).

Sincerely,

Jane Anderson

**Hyperakt** is looking for a Junior Designer with 1-2 years of experience who is looking to hone their design skills in both branding and digital work.

This designer will assist with all things design, including using design to solve problems and execute on our collective visions. We're a small studio, so while this is a junior role, you'll be tasked with working cross-functionally with all members of our team, including strategists, creative directors, producers, developers, and fellow designers.

**Responsibilities include:**

- Collaborating with strategy and design teams to understand clients' unique problems and goals
- Assisting in the design and production of brand, print, and digital deliverables
- Attending project kickoffs and some client meetings throughout the duration of a project
- Addressing client feedback in a timely manner

**Who you are:**

- You have an understanding of how to manage time effectively and of which priorities take precedence
- A self-starter who takes their work seriously
- You can quickly generate a variety of designs across many mediums
- You're motivated and have a sustained enthusiasm for social impact work
- You have good vibes
- You have a bachelor degree and experience in a work setting, such as an internship
- You're highly competent in Adobe Creative Suite products. Sketch and InVision are pluses.
- You're fluent in the ever-changing digital landscape, including best practices across web design platforms
- You have a strong knowledge of typography, hierarchy of information, color, and layout
- You're extremely organized, have great attention to detail, and require little oversight to complete tasks
- You are driven by curiosity and a desire to always improve and do better
- You believe that design is a force for good
- You have an excellent portfolio that showcases your work as well as the thought behind it

**Culture:**

We have a beautiful, two-story studio in Gowanus with a full kitchen, ping-pong, group birthday lunches, optional yoga every other week, and Lunch Talks – intimate conversations with some of the best and brightest in the industry – hosted at our studio every month.

**About Hyperakt:**

Hyperakt is a Brooklyn-based social impact design agency. We build brand identities and digital experiences for leading social impact organizations. Our clients are humanitarian organizations, philanthropies, tech innovators, universities, and social enterprises that tackle the toughest challenges of our time and champion those who have been left behind – Ford Foundation, Google, Spotify, Amnesty International, the City of New York, and more.

We are a small team of passionate designers, strategists, producers, developers, and all-around storytellers. We love Monday morning bagels, team lunches, cracking open a beer at the end of the day, going bowling, and exploring the city's cultural institutions. We come from diverse backgrounds, walks of life, and continents across the world, and are excited to welcome another Hyperaktivist into the fold.

## KAILA WALKER

212-555-4000 | [email@gmail.com](mailto:email@gmail.com) | [linkedin.com/in/kailawalker](https://www.linkedin.com/in/kailawalker)  
[www.website.com](http://www.website.com)

May 18, 2023

Hiring Manager  
Hyperakt  
400 3<sup>rd</sup> Avenue, #3  
Brooklyn, NY 11215

Dear Hiring Manager:

I would like to express my interest in the Junior Designer position with Hyperakt, listed on the company website. I recently met with senior designer, Jill Brown, at the School of Visual Art's Virtual Career Fair and had attended one of your great Lunch Talks prior to the pandemic. I appreciate Hyperakt's high-level social visionary work and focus on social impact design projects. With my design education and understanding of the fluid digital landscape, I would be a valuable addition to your team.

Having just completed an MFA in Product Design at SVA, I am seeking a challenging position in a design agency where I can utilize and improve my branding and digital skills in a collaborative environment. My work on numerous projects in branding, digital and service design, both in the classroom and directly with clients, has provided me with a great foundation of both project development and time management. On one project in particular, I was part of a team of six that shared responsibilities based on our strengths. We engaged in frequent interactions with the external client to understand and build upon their needs. In the final stage of the product design project, I created clear and engaging mock-ups for the client using InVision. I would welcome the opportunity to contribute my design skills and knowledge of brand and digital work and join your team of Hyperaktivists.

Thank you for your time and consideration. I look forward to meeting with you to discuss the position and my qualifications further. I can be reached at 212-555-4000 and [email@gmail.com](mailto:email@gmail.com). In the meantime, please explore my portfolio: [www.website.com](http://www.website.com).

Sincerely,

Kaila Walker

## YOUR NAME

*Note: For consistency, use the same look and style for your “header” across all of your application materials.  
City, State, Telephone Number, Email Address, Website*

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## REFERENCES

1. Name, Job Title  
Organization/Company Name  
Address Line 1  
Address Line 2  
Telephone Number  
Email Address  
*Your relationship with the reference.* (Italicizing the font is optional.)
  
2. Name, Job Title  
Organization/Company Name  
Address Line 1  
Address Line 2  
Telephone Number  
Email Address  
*Your relationship with the reference.*
  
3. Name, Job Title  
Organization/Company Name  
Address Line 1  
Address Line 2  
Telephone Number  
Email Address  
*Your relationship with the reference.*

# S.T.A.R.S.

STARS is a technique to help you think and write about your experiences and accomplishments.

Your STAR statements can be used in your resume, cover letter, pitch and interview practice. It will help you realize how important your experience really is!

Situation—Task—Action—Result—Skills/Attributes

Why is this exercise useful?

- People freeze up and/or become blocked. STARS facilitates flow.
- People often undersell themselves because they don't know how valuable or relevant their experience is.
- People forget things. STARS helps to stimulate the memory.
- Seeing all the great things you have done (that you may not have realized) builds confidence and helps you speak/write more effectively about yourself.

How to use STARS:

- Think of setting a scene and telling a story.
- Keeping in mind the requirements and language of the job(s) you want, let your mind drift in that direction when filling in the STARS.
- BE SLOPPY AND INCLUSIVE!! Make a mess. Jot down whatever comes to mind. You'll pull out the good stuff later. Do one STARS sheet for each accomplishment you want to highlight.
- The "stories" of your accomplishments will illustrate skills and qualities that will be valued by your prospective employer.
- Use LOTS of numbers.
- The skills are implied, demonstrated by the story.

# S.T.A.R.S. Worksheet

S

(SITUATION: Describe the company; it's climate; how big, interesting or otherwise impressive; timing; interpersonal situations, "This is what was happening—this was the situation where I worked...")

T

(TASK: The objective, assignment or problem to be solved)

A

(ACTION: How YOU accomplished the task)

R

(RESULTS: Use numbers, what the result means for the company or for you)

(S)

(Skills/Attributes illustrated)

## **Worksheet: Using STARS in Your Resume – List your Accomplishments using STARS statements.**

Use this worksheet to create the content for a tailored resume for each job you apply for.

STARS means – Situation/Task/Action/Results/(Skills Illustrated). Quantify (add #'s) wherever you can, so the employer knows exactly what you did, why you did it, and what for.

First Job title you are interested in: \_\_\_\_\_

List of skills needed for that job:

- a.
- b.
- c.

List examples of your accomplishments using the above skills as STAR statements.

- a.
- b.
- c.

Second Job title you are interested in: \_\_\_\_\_

List of skills needed for that job:

- a.
- b.
- c.

List examples of your accomplishments using the above skills as STAR statements.

- a.
- b.
- c.