

Infographic Resume Design — Workbook

This workbook turns the course into a finished, recruiter-ready visual resume and a matching LinkedIn banner, with an ATS-safe text version running alongside. You will decide whether a visual resume fits your target role, inventory your career as structured data, mine quantified achievements, choose honest skills and timeline visuals, lock a colour and type system, assemble the one-page grid, adapt it into a 1584 by 396 pixel banner, and export the right files for each channel. Work one section per module and finish with a complete set you could send today.

When a Visual Resume Wins, and When It Loses

Decide whether an infographic resume fits your specific role and channel, and commit to running an ATS-safe version alongside it.

Exercise: Six-Second Scan Test

Run the recruiter's eye-path test on your current resume (or a competitor template) so you know what actually gets seen before you redesign.

- Show your draft to someone for exactly six seconds, then take it away.
- Ask them to recall your name, current role, and one achievement, and note what they missed.
- Identify which element actually grabbed the eye first, and whether it should have.
- List the three must-know facts that should be unmissable, and where they currently sit on the page.

Worksheet: Fit and Channel Decision

Judge whether a visual resume helps for your real target before investing design time, and plan the two-version split.

Target role and industry (specific, not job-seeking in general)

Application channel (online portal / direct to human / both)

Does the field reward visual flair or expect conservative formatting?

Does my career story benefit from a timeline or skills visual? (yes/no, why)

Visual version planned for (which human-facing channels)

ATS-safe text version planned for (which portals)

Exercise: ATS Break-Test Audit

Check whether your current or template resume would survive an applicant tracking system before you commit to a layout.

- Open the resume PDF and try to select all the text, noting anything that is actually an image.

- Copy all the text into a blank document and read the order: does it scramble or stay clean?

- List every ATS-breaking element present: text in images, multi-column flow, text boxes, tables, headers/ footers, icons as information.

- Decide which facts must move into the ATS-safe single-column version.

Checklist: Strategy Readiness

- I have named the specific role, industry, and application channel
- I have decided a visual resume genuinely helps for this target
- I know which channels get the visual version and which get the text version
- I have run a six-second scan test and noted what the eye missed
- I have identified my three must-know facts to make unmissable
- I have committed to building and maintaining an ATS-safe companion

Mapping Your Career as Data

Inventory your history into structured fields and mine genuinely quantified achievements before any design begins.

Worksheet: Role Record

Capture one role as structured data so every field can later map to a visual element. Repeat this record for each role you might include.

Employer

Job title (in industry words, not internal jargon)

Start month/year

End month/year (or Present)

Location

One line of context (team size, scope, remit)

Skills and tools this role used

Any date gap before this role, and how to frame it

Exercise: Achievement Quantification Drill

Take one role and convert duties into measurable, defensible results using the action-plus-result formula, then mark the strongest as stat-block candidates.

- List what measurably changed because you were in this role.

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- Rewrite each as: accomplished X, as measured by Y, by doing Z.
 - Attach a money, time, scale, or quality number, or a before-and-after pair (e.g. from 71% to 58%).
 - Replace weak openers (responsible for, helped with) with a strong past-tense verb, and flag your three to five best numbers.
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Exercise: Timeline Structure Choice

Match a timeline structure to the real shape of your career so the track argues your trajectory rather than just listing jobs.

- Describe your career shape in one phrase: linear, varied, or a deliberate change.
 - Choose single-column, two-column, or horizontal to match that shape and say why.
 - Decide whether to space roles by real duration or evenly.
 - Plan how any gap or career pivot is framed on the track as intentional, not hidden.
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Checklist: Career-Data Readiness

- Every role is recorded with employer, title, dates, location, and context
- Each role lists the skills and tools it used for the skills chart
- Every date gap is flagged with a deliberate way to frame it
- I have three to five genuinely quantified, defensible achievements
- Weak openers are replaced with strong past-tense verbs
- I have chosen a timeline structure that fits my career shape

Visualising Skills Without Lying

Choose an honest skills chart, build a matched set of icon stat blocks, and lock the colour and type system that unifies the page.

Exercise: Honest Skills Chart Build

Design a skills visualisation that shows relative strength without claiming a fake percentage of mastery.

- List six to ten skills you would genuinely defend in an interview, grouped by category.
 - Decide your message: balance (radar), comparison (bar, no percentage), or breadth (grouped list).
 - If you rate, use a small ordinal scale (three to five dots, or Expert/Proficient/Familiar), never a 0 to 100 number.
 - Cut any skill you would not want a recruiter to probe, since the chart invites questions.
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Worksheet: Stat Block Planner

Specify each icon-led achievement block so the set reads as one matched system. Fill one row per block. Achievement (the quantified result)

The single big number to feature

Short label (3 to 6 words)

Icon and its meaning (e.g. up-arrow = growth)

Icon library and style (e.g. Noun Project, all line icons)

Block shape and size (consistent across the set)

Worksheet: Colour and Type System

Lock the small, repeated system that keeps a busy page calm before you assemble anything.
Neutral / text colour (HEX)

Accent colour for emphasis (HEX)

Approx colour split (target 60-30-10 neutral / secondary / accent)

Heading typeface

Body typeface (or same family, second weight)

Hierarchy by size/weight (name / role / body sizes)

Reads clearly in greyscale? (yes/no)

Body contrast ratio meets ~4.5:1? (yes/no)

Checklist: Visual-System Readiness

- My skills chart shows relative strength, not a fake percentage
- I included only skills I can defend, six to ten, grouped by category
- I have three to five stat blocks, each a big number with a literal icon
- All icons come from one library and share one style and weight
- I use one accent colour and at most two typefaces everywhere
- Hierarchy is set by size and weight and survives in greyscale

Building, Adapting, and Exporting the Page

Assemble the one-page grid, adapt it into a LinkedIn banner, and export the right files for humans, screens, and ATS portals.

Exercise: One-Page Grid Assembly

Build the resume on a real grid so a dense page reads as calm and deliberate, kept to a single page.

- Create an A4 or US Letter document with a 12-column grid and a 12 to 15mm outer margin.
- Place the top band first: name and title largest, contact details clean and selectable.
- Build the timeline in the main column (newest first) and the skills chart and stat blocks in the secondary column.
- Align everything to the grid, protect white space, and cut the oldest or weakest content if it overflows one page.

Worksheet: LinkedIn Banner Spec

Plan a 1584 by 396 pixel banner that reuses the resume system and survives LinkedIn's cropping and avatar overlap.

Canvas size (1584 x 396 px, confirmed)

Reused palette and heading font (matches resume)

Short headline / value proposition (e.g. Senior UX Designer, Healthcare)

Key handle or contact shown (if any)

Headline placed in upper-centre-right safe zone? (yes/no)

Lower-left kept clear for the profile avatar? (yes/no)

Export format and size (PNG or JPEG, under limit)

Previewed on desktop and mobile? (yes/no)

Worksheet: Export and ATS-Safe Companion

Capture the export settings per channel and finish the parallel text version that clears the filters.

Visual resume for email/print (PDF, fonts embedded, images 300 DPI)

Visual resume for screen/portfolio (PNG/JPEG or screen PDF)

File name (Firstname-Lastname-Resume)

ATS-safe version format (.docx or text-based PDF, real text)

ATS-safe layout (single column, standard headings, common font)

Job-description keywords mirrored honestly? (yes/no)

Copy-paste test passed (text pastes in clean order)? (yes/no)

Both versions kept in sync from master data? (yes/no)

Checklist: Build and Delivery Readiness

- [] The resume is one page on a 12-column grid with protected white space
- [] Contact details on the visual version are real selectable text
- [] The banner is exactly 1584 x 396 px with a clear lower-left and centred headline
- [] The banner reuses the resume palette, font, and icons for a matched brand
- [] The visual resume is exported as a print PDF and named professionally
- [] The ATS-safe version is single column with standard headings and passes the copy-paste test
- [] Visual goes to humans and text goes to portals, both synced from one master

Your Action Plan

1. Name your target role, industry, and channel, and decide a visual resume genuinely fits
2. Build a master inventory: one structured record per role with dates, context, skills, and achievements
3. Mine three to five quantified achievements using accomplished X as measured by Y by doing Z
4. Choose a timeline structure that matches your career shape and frame any gap deliberately
5. Design an honest skills chart showing relative strength, never a fake percentage
6. Build three to five matched icon stat blocks and lock a one-accent, two-typeface system
7. Assemble a one-page A4 or US Letter layout on a 12-column grid with protected white space
8. Adapt the design into a 1584 x 396 px LinkedIn banner with a clear lower-left avatar zone
9. Export a print PDF and a screen image, named with your real name
10. Finish the ATS-safe single-column text version, mirror keywords, copy-paste-test it, and keep both in sync

