

Writing Strong Resume Bullet Points: Graphic Design & Animation Industries

Turn experiences into impact using the SAR method

What do employers look for in these industries?

Effective resumes in these industries highlight measurable results such as increased audience engagement, stronger brand consistency, improved user experiences, or successful delivery of creative projects. Overall, this handout will help you write strong accomplishment statements for roles in graphic design and animation.

Tip: Remember to [customize your resume](#) by incorporating keywords from the job description. For additional guidance on formatting and structure, review our [Resume/CV templates](#).

SAR Method: Core Framework

- ✓ Your resume must contain concise bullet points to describe your experiences
- ✓ SAR statements effectively outline your accomplishments in a simple, informative way

What is SAR?

S = Situation: What was the context? (e.g., problems you encountered or tasks you took on)

A = Action: What did you specifically do? (e.g., use a strong past-tense [action verb](#))

R = Result: What changed because of your actions? (e.g., improvements or outcomes)

Note: When formatting a resume bullet point, the sequence should be Action + Situation + Result. Also, try to incorporate numbers, percentages, or dollar amounts to further demonstrate your impact.

A weak example for a summer internship could be:

- Created graphics for a local company

A strong example for a summer internship using the SAR method could be:

- Created branding materials for a new downtown café opening using Adobe Illustrator, securing approval for a logo featured across 15 promotional materials before launch

How the SAR Method was implemented:

ACTION: Created

SITUATION: branding materials for a new downtown café opening using Adobe Illustrator,

RESULT: securing approval for a logo featured across 15 promotional materials before launch

Note: This statement includes industry-specific context and skills, clearly communicates the result or intent of the action, and incorporates numbers to strengthen its impact.

Tip: For current students, review the [Carleton Career Competencies](#) to identify the knowledge, skills, and attributes developed through your academic journey. These reflections can help articulate your employability and write stronger SAR statements.



Impact Levels: Early Experience vs Advanced Experience

This section will help you brainstorm the context of your work (Situation) and the impact of your contributions (Result), with sample examples tailored to your level of experience.

Early Experience (e.g., co-ops, placements, internships, projects, clubs, and entry-level roles)

Considerations for the Situation	Questions to Help Frame the Result
• Carleton Career Competencies (e.g., Digital Literacy, Communication, or Innovation & Collaboration) • Design projects (e.g., branding, marketing campaigns, storyboarding, character design) • Clients or audiences supported (e.g., student clubs, local businesses, charities)	• What creative outputs were produced? (e.g., # of new logos, illustrations, animations, motion graphics, marketing materials) • What did your work help improve? (e.g., brand identity, audience engagement) • What technical skills did you develop? (e.g., Adobe Illustrator, Blender, Figma)

Design Capstone: Partnered with 4 students on a charity marketing campaign, creating a 12-piece visual identity package in Figma recognized for user-centred design

Animation Competition Team: Developed character designs for a new cartoon, producing a 90-second animated short using Blender that earned a top-five finish among 40 teams

Advanced Experience (e.g., professional experience and leadership roles)

Considerations for the Situation	Questions to Help Frame the Result
• Creative initiatives led (e.g., rebranding initiative, advertising campaign, animated series, digital content strategy) • Business challenges addressed (e.g., timelines, audience growth, accessibility) • Teams or stakeholders coordinated (e.g., designers, developers, marketers, clients)	• What deliverables were completed? (e.g., # of brand guidelines, animation sequences, design systems, promotional materials) • What client outcomes improved? (e.g., better awareness, engagement, conversions) • What production results were achieved? (e.g., faster turnaround, fewer revisions)

Senior Graphic Designer: Led a corporate rebranding initiative across 50 marketing assets, increasing campaign engagement by 18% and website traffic by 24%

Animation Manager: Directed production of a 12-episode educational animation series, increasing video completion rates by 35% and expanding digital audience reach

Other ways to show impact if you do not know exact numbers

- **Scope** (e.g., approximate # of graphics, animations, videos): Produced 25+ animated videos supporting product launches and marketing campaigns, increasing content reach
- **Scale** (e.g., multi-platforms, client portfolios): Designed marketing materials across print, web, and social media platforms, enhancing brand visibility throughout customer touchpoints
- **Quality Improvements** (e.g., visual consistency, accessibility): Refined current branding and accessibility standards, improving design consistency and audience engagement

Tip: Begin [tracking data](#) to incorporate stronger metrics into future SAR statements.

