

Writing Strong Resume Bullet Points: User Experience (UX), User Interface (UI), and Web Design 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 improved usability, enhanced accessibility, or stronger conversion rates. Overall, this handout will help you write strong accomplishment statements for roles in UX, UI, web design, or other digital experiences.

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:

- Assisted with website design and user research

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

- Redesigned a university service portal using usability testing feedback from 25 students, reducing average task completion time by 28%

How the SAR Method was implemented:

ACTION: Redesigned

SITUATION: a university service portal using usability testing feedback from 25 students,

RESULT: reducing average task completion time by 28%

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., Innovation & Collaboration, Digital Literacy, or Research & Analysis) • UX/Web activities (e.g., web development, prototyping, user testing) • Digital products (e.g., websites, portals, e-commerce, mobile apps)	• How did usability change? (e.g., fewer navigation errors, better task completion, faster workflows, lower abandonment) • How did accessibility change? (e.g., fewer barriers, stronger WCAG compliance) • What skills did you strengthen? (e.g., Figma, HTML/CSS, information architecture)

Website Redesign Course: Redesigned a non-profit website using Figma and accessibility testing, reducing navigation errors by 35% and improving task completion

UX Design Competition Member: Developed an accessible mobile app prototype for campus navigation, identifying 12 usability barriers and earning a top-three finish among 30 teams

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

Considerations for the Situation	Questions to Help Frame the Result
• Digital products or initiatives (e.g., website redesigns, platform modernization, mobile app improvements) • Design challenges (e.g., conversion barriers, abandonment, scalability) • Cross-functional teams (e.g., developers, researchers, content specialists)	• How did adoption change? (e.g., increased registrations, utilization, repeat usage) • What business impact resulted? (e.g., higher conversion, revenue, retention) • What operations improved? (e.g., faster loading, fewer support requests)

Senior UX Designer: Led the redesign of an online banking platform used by 500K customers, reducing application abandonment rates by 24% and increasing successful registrations

User Researcher: Assessed patient-facing healthcare applications by identifying screen reader navigation barriers, informing accessibility improvements that increased compliance scores by 25%

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

- **Scope** (e.g., approximate # of usability tests, prototypes, webpages): Conducted 35+ user interviews and tests, informing improvements to key product features
- **Scale** (e.g., approximate # of users, teams): Partnered with developers and content specialists to launch digital solutions, improving usability for 100K+ users
- **Quality Improvements** (e.g., navigation, design consistency): Reorganized website content and navigation, enhancing information access and reducing support requests

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

