

Writing a Creative CV

What is a Creative CV?

As the name suggests this type of CV puts a creative spin on the traditional CV format. Designed to highlight your creative ability they are usually used to apply for jobs that focus on art, design, VFX and technology. For example:

Animator

Illustrator

Film/Video editor

Advertising, Media and Publishing roles

Graphic Designer

Fashion Designer

Web Designer

Concept Artist

VFX Artist

Game Artist

There are different types of creative CV and the one you use depends on the job you're applying for and the employer. Creative CVs can take the form of:

- written documents with additional design elements such as graphics, infographics and illustrations
- Video CVs
- online portfolios
- personal websites with a career focus
- alternative approaches such as designing your CV as a comic strip or board game or attaching a QR code containing your CV to a relevant object.

What are the Pros and Cons of a Creative CV?

Advantages:

- Some skills and competencies are hard to showcase with words alone. Creative CVs are useful to demonstrate to employers what you can do rather than just telling them about it.
- When done well they can help your CV stand out in industries where competition is fierce and speculative applications are common.
- As well as listing your skills and experience, creative CVs allow you to display your personality, giving the recruiter an idea of whether you will be a good fit for the company.

Disadvantages:

- Can be a risk and the more creative your idea the bigger the risk is. Your idea might be unique and it could be visually brilliant but if it doesn't fit the organisation's look or brand it will not impress.
- Not all employers in the creative industries welcome this approach. You will need to do some research to determine if this method of application is accepted and has been successful in the past
- May create the impression of 'style over substance'.
- Can be time consuming to create; this time could be better spent working on a portfolio.
- A lot of recruiters use an applicant tracking system (ATS) to screen candidates CVs to search for keywords that match the job description/person specification. Creative CVs may not be compatible with these systems due to their design or format meaning organisations may discard them early.

Do I need to use a Creative CV?

This all depends on the role you are applying for and what the recruiter expects, so again you'll need to do your research beforehand. Contact employees of the company on LinkedIn and ask if they submitted a creative CV, conduct some Google searches around what's typically expected in your industry and if you're still unsure call the hiring manager to enquire if a creative CV would be welcomed.

If you're confident that your traditional CV is strong, your portfolio work should tell the employer everything they need to know about your creative ability. However, if the job advert specifically asks for a designed CV or a more creative approach to your application, you'll need to follow the instruction.

Useful Websites

[Creative CV Guide](#)

[Create a great video CV](#)

[Top 7 CV mistakes](#)