Bullet Builder: The Levels System

Turn class projects, freelance work, and commissions into bullets that stand out.

The five levels

WHAT — What you did. Start with a strong past-tense verb.

HOW — How you did it. The approach or the problem you solved.

TOOLS — The software or tools: Photoshop, Blender, Figma, Maya, Procreate.

METHOD — Your process: thumbnails to finals, feedback rounds, design sprints.

RESULT — The measurable outcome: numbers, awards, deadlines hit, client wins.

Heads up: *as your career grows, your bullets will naturally get longer and more detailed. For now, 1 to 2 lines per bullet is plenty.*

Before and after

Before: *"Use Adobe Creative Suite to create unique designs for various companies."*

After: **"Transformed outdated branding for 3 clients by designing product-focused visuals in Adobe Creative Suite over 2 feedback rounds, leading to a 30% increase in social media followers."**

Bullet checklist

- [ ] Starts with a strong verb (past tense, or present for your current role)
- [ ] Includes at least one number
- [ ] Names a tool or a method
- [ ] No "I," "me," or "my"
- [ ] 1 to 2 lines (for now)
- [ ] True. Estimate if you must, never fabricate.

Verb bank for artists

- Designed
- Modeled
- Storyboarded
- Art-directed
- Branded
- Led
- Delivered
- Taught
- Illustrated
- Rigged
- Concepted
- Composited
- Launched
- Streamlined
- Exhibited
- Animated
- Rendered
- Prototyped
- Retouched
- Collaborated
- Pitched
- Curated

Where to find numbers as a student

- Project hours, pieces, frames, or assets
- Awards, contests, or juried shows
- Likes, shares, views, or followers
- Deadlines hit, feedback rounds, ratings

Bullet 1

Original bullet Copy it from your resume as-is

WHAT	HOW	TOOLS	METHOD	RESULT

New bullet

Bullet 2

Original bullet Copy it from your resume as-is

WHAT	HOW	TOOLS	METHOD	RESULT

New bullet

Bullet 3

Original bullet Copy it from your resume as-is

WHAT	HOW	TOOLS	METHOD	RESULT

New bullet