



Artificial Intelligence for Career Development

How can you ethically and effectively leverage artificial intelligence to boost your employability?

Boost your career exploration and job application resources with AI by your side.

AI systems are being developed at a phenomenal rate and, when used ethically, can help you prepare for your professional future.

With the right prompts and an ethical approach, AI can help you to...

- ✓ Brainstorm careers that align with your skills, strengths, values and goals
- ✓ Explore undiscovered career paths in more detail
- ✓ Prepare for job interviews
- ✓ Build and optimise your resume and cover letter



IMPORTANT NOTE

*This resource is crafted to guide you through the creative and responsible use of AI in exploring career opportunities and optimising your job application resources. It is **not** recommended for direct use in academic pursuits unless explicitly approved by your Course Coordinator. The use of AI in your studies may result in an academic misconduct allegation and limitations to your future practice as per the UniSQ Academic Misconduct Policy.*

What You Need to Know...

What is Artificial Intelligence?

AI is a system designed to be capable of performing tasks that typically require human intelligence.

These tasks include learning, decision-making, and problem-solving.

It operates through algorithms and analysing existing data, which enables machines to learn from patterns and the experiences of others to compile and present information.

<https://www.ibm.com/topics/artificial-intelligence>

So, what can't AI do?

- ✗ Predict the future or forecast trends in your industry
- ✗ Think for itself or create new information
- ✗ Have its own lived experiences, or know your lived experiences
- ✗ Experience emotions
- ✗ Be creative
- ✗ Check for accuracy, think critically or separate fact from fiction
- ✗ Understand context
- ✗ Make ethical decisions
- ✗ Replace human connections
- ✗ Possess consciousness or self-awareness

How is AI being used in the job market?



For employers, AI can:

Analyse a large volume of applications instantly

Identify suitable candidates to shortlist based on keywords

Potentially reduce personal biases in the candidate search process



For applicants, AI can:

Give you the opportunity to submit numerous applications quickly

Allow you to effectively tailor your resume to the requirements of different roles

Polish your resume, cover letter and interview responses

What skills do I need when using AI?



Ethical Mindset

It's important to use your moral compass, keep information truthful and accurately reflect your skills and experiences.



Critical Thinking

Use logic when analysing the suggestions offered by AI.
Are its suggestions unbiased, relevant, accurate, complying with the requirements of the job ad, and to the point?

What Should I Watch Out For?



Legal Requirements

AI is still in its infancy and regulations are still catching up. There are currently no clear laws around declaring the use of AI in the recruitment process.



Personal Information

Be cautious about sharing sensitive or personal data with AI tools. We don't yet know what AI will do with your private information.



Applicant Tracking Systems

Many employers are using AI-driven applicant tracking systems (ATS) that scan resumes for key words. If you don't extract the right key words from the job ad and reflect these in your resume, or if you use confusing formatting like graphics, the ATS might reject your resume before it ever reaches human eyes.



Copying & Pasting

Never copy and paste from AI. Software has already been developed to detect when AI has been used in your document. Seek advice from AI, and always re-write in your own words.



Fact-Checking

Remember, AI can't fact-check. Double check the validity of all information provided by AI.



Personalisation

You and the employer are both human. AI generates flowery, impersonal content with generic adjectives that don't actually capture the nuances of your personality or experiences. Always personalise your content to include human-generated, brief but succinct examples of your experiences.

Employers are becoming increasingly aware of the signs AI has been used in a resume or cover letter, and will not trust any statements that aren't backed up by real examples.



Ethical Ways to Use AI for Career Management

Suggest Career Pathways

List your top 5 skills, strengths, values, and interests.

Enter this information, with a brief overview of your qualifications and experience, into your preferred AI platform, and use the prompt:

“Suggest 10 different career pathways or roles that align with these attributes.”

The more suggestions you request, the more creative and unexpected the answers will be. The responses might give you a different perspective about the value you bring to different industries, roles, or career pathways.

Unpack a Job Advertisement

Enter a job advertisement you are interested in into your preferred AI platform with the following prompt:

“Highlight the important keywords and experiences to address in a resume for this position”

Align Your Resume with the Job Description

Step 1

Paste your resume and cover letter (with no personal details), along with the job advertisement into AI, and prompt it to identify any skill gaps between your experience and the requirements of the position.

“Review my resume and cover letter for the position description provided, and identify any skill gaps between my experience and the requirements of the position.”

Step 2

Prompt AI to suggest ways you can gain experience and build skills to cover the identified gaps.

“Based on the skill gaps identified, suggest ways I can build my experience in these areas.”



Boost Your Resume

Option 1

Prompt AI to provide a resume and/or cover letter template tailored to your industry.

“Provide a simple and professional resume and cover letter template for a graduate engineering position in Australia.”

Remember, Applicant Tracking Systems (ATS) can filter out resumes that include textboxes, colour boxes, photos and graphics. If you plan to submit your resume through a platform that uses ATS, keep your format and layout simple but professional.

Option 2

Copy and paste the job advertisement into AI and prompt it to suggest appropriate resume headings to include in an application for this position.

“Suggest the appropriate headings, in order of importance, to include in my resume for this position.”

Option 3

Submit your resume (without personal details) to AI and prompt it to professionalise the language.

“Suggest opportunities to improve my resume, including layout and professional language.”

Transform Your Career Profile

Step 1

Struggling to compose your career profile? Enter the following information into AI with the prompt:

“Generate a professional career profile for a resume using this information.”

- The position and industry you are applying to
- Your qualification level
- Your skills, strengths, values and achievements
- Your professional goals
- Why you are interested in this position

Remember to edit and personalise this statement to include specific details, and adjust this paragraph for each different position you are applying to.

Step 2

After curating your Career Profile, prompt AI to use the same information to generate different versions of it for varying purposes.

“Using the same information, generate a LinkedIn Bio, elevator pitch and response to the interview question, “tell us about yourself.”

Reflect on the suggestions provided and re-write them in your own words.

AI for Career Development: What NOT to do...

Here's some examples of 'bad' prompts, and why they are either unhelpful or outright unethical:



"Write me a professional resume for a software engineer job."

Why it's bad: Without personal context, AI will generate a generic resume filled with meaningless buzzwords like "dynamic problem solver" or "results-driven professional", with no real-life examples to back those statements up.

"Make my resume sound more impressive."

Why it's bad: This often leads to robotic, inflated language like "visionary leader" or "exceptional innovator" without substance.

"Create a resume that uses powerful action verbs and industry jargon."

Why it's bad: While action verbs are useful, overuse of jargon can make the resume sound flowery and disconnected from the person's actual experience.

"Generate a resume that will guarantee I get hired."

Why it's bad: This sets unrealistic expectations, encourages AI to use exaggerated or misleading language, and won't include your unique value.

"Write a resume that makes me sound like a top candidate in my field."

Why it's bad: This leads to vague, one-size-fits-all content that lacks relevance to specific roles or industries and doesn't communicate your unique set of skills.

"Make my resume sound smarter."

Why it's bad: This often results in overly complex or pretentious phrasing that can alienate recruiters.