



Why 75% of Qualified Resumes get Rejected

(and How to Ensure Yours Doesn't)

**A Practical Guide to
Applicant Tracking Systems (ATS)**

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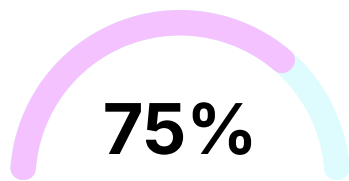
"Perfect" Resume - No Job Interviews?

Not getting calls back even when you're a "perfect fit", with a beautiful resume?

There's a simple reason: Your resume might be written and designed for the human eye, but automated systems are the first gatekeepers in most companies.

Most resumes are first evaluated by automated **Applicant Tracking Systems (ATS)** that parse, score, and rank candidates before a human ever sees them.

These systems are literal and unforgiving. A resume that is poorly structured or formatted may be discarded — even if the candidate is well qualified.



75% of qualified resumes are rejected by ATS before being seen by a human recruiter.

This often happens due to simple formatting issues like non-standard fonts, multi-column layouts, lack of exact keyword matching, or embedded graphics that parsing software can't read.



90% of job seekers don't customize their resume for each job application.

Optimizing resumes manually for each job application is tedious but essential - for example, customizing keywords to match the job description significantly boosts your chances of passing ATS filters.

Resume Formatting: What Works & What Hurts



The Impact of Graphics on ATS Readability

Including images, icons, charts, and logos often prevents resumes from clearing ATS. Because these systems typically ignore graphics and cannot extract embedded text, a visually "beautiful" resume may appear "empty" or incomplete to automated software. To ensure your qualifications are fully indexed and not truncated, avoid photos, skill rating bars, and decorative separators that hinder machine readability.



Skills and Abbreviations

ATS systems often miss abbreviations and can't read between the lines—they scan for specific, clearly stated skills, so precision with clear, direct language is key.



Layout and Columns

Single-column layouts are safest. Multi-column resumes frequently cause ATS parsing errors, reading skills out of order or detaching job titles from companies.



File Formats

Recommended formats are text-based PDF and DOCX.

If you cannot highlight and copy text from your resume, an ATS likely cannot read it properly either. Avoid scanned PDFs or image-based resumes.



Resume Length

The 'one-page rule' is outdated. ATS systems don't penalize length—they penalize irrelevance. Focus on clarity and signal density, not arbitrary page counts. 2-3 pages is fine for most professionals.



Fonts and Typography - Best practices

Use standard fonts like Arial, Calibri, Helvetica, or Times New Roman.










Avoid decorative or uncommon fonts, as ATS systems can misread them, leading to errors or dropped content.

What if There Was a Smarter Way to Optimize Your Resume?

Manually tailoring your resume for every job is exhausting, time consuming — and often ineffective. There's a better way.

Various systems exist that automate the heavy lifting so you can focus on interviews, rather than formatting resumes and creating cover letters.

A good system will help you with the following:

	ATS-Friendly Formatting		One-Click Optimization		Optimize each resume to specific job posting
	Targeted Keyword Optimization		Control of Resume Editing		All your resumes and applications in one place
	Inferred Skill Matching		Personalized Cover Letters		Various ATS optimized templates to choose from

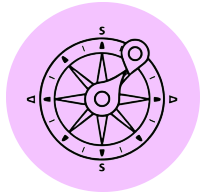
The Only Platform That Supports Every Step of Your Job Search

Hyper-personalized. AI-powered.
Built to get you noticed — and hired — faster.



One-Click Resume Optimization

UniqU automates the entire resume optimization process— from ATS-friendly formatting to keyword targeting and skill matching — so you can apply smarter, not harder.



Career Orientation

An onboarding journey that maps your personal priorities to fulfilling career paths.



Smart Job Matching

Precision tools identifying high-quality roles tailored to your specific profile and preferences.



AI Voice Coaching

Supportive, 24/7 mentors for private interview simulations that build real confidence.



Privacy-First

Built by founders from privacy-sensitive industries, we keep your data private and secure.



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