

AI is Standardising CVs and Reshaping Hiring Decisions, According to Research

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AI is transforming how Brits apply for jobs – but it’s making it harder than ever for applicants to stand out and display their individuality. According to new research from [CV-Library](#), one of the UK’s largest job boards, recruiters are reporting that CVs look more identical than ever before, making it harder to spot quality talent.

In a survey of nearly 500 recruiters, 81% said CVs have become more standardised and less distinctive due to AI, with individuality and personality disappearing. At the same time, 79% say AI-generated CVs have surged over the last year.

It’s part of an emerging ‘arms race’ as jobseekers use AI to boost their chances, but with so many look-alike CVs flooding in, it’s becoming harder than ever for candidates to stand out and recruiters to find the quality hires.

CV-Library’s findings show this loss of individuality is already having real consequences. More than a third of recruiters (35%) say they have missed out on strong candidates due to AI usage, while one in five (20%) report an overall decline in candidate quality where AI is used in the hiring process.

Lee Biggins, CEO and Founder at CV-Library said: “There is an obvious temptation to use AI tools to polish CVs in the pursuit of more professional language, especially as more recruiters use AI to help manage application volumes.

“But jobseekers need to be careful. AI can be a fantastic support, and when used properly with careful prompts, can elevate your CV. But recruiters are looking for individuality and personality, and that needs a little more time and thought in the prompts you use.”

“That’s why we’ve published a series of prompts and suggestions that can ensure AI tools are used as a CV-writing partner. Used carefully and thoughtfully, AI can help produce more individual and effective CVs which look and feel polished and professional, but don’t lose personality or individual achievements.”

CV-Library has launched an AI prompts toolkit to help jobseekers keep CVs authentic and individual.

To help make AI-assisted CVs unique, individual and maintain personality – which will help candidates stand out, and recruiters to identify the real quality – CV-Library has released a set of suggested prompts that can be used regardless of the AI tool you use.

The prompts you use, and the information you provide to an AI tool, can have a significant impact on the quality and individuality of what you get back.

Top five prompt suggestions:

1. Use a grounding prompt to prevent AI ‘hallucinating’ and making things up – “Act as a CV editor, not a writer. Only use information I provide. Do not invent achievements or responsibilities. If something is unclear, ask me questions instead.”
2. Ensure it extracts the real value you can bring and avoid bland responsibilities – “Here is my role description. Challenge me on it. Ask questions to uncover measurable outcomes, problems I solved, and what made me better than average.”
3. Turn experience into evidence – “Turn my experience into specific, evidence-based bullet points. Suggest realistic metrics I could include – but do not make them up. Ask me questions to flesh out areas where you don’t have enough information.”
4. Force uniqueness by stopping it using generic phrases – “Rewrite this section/CV so it sounds like a real person, not a template. Avoid common phrases that could appear on thousands of other CVs.”
5. Inject personality without losing professionalism – “Based on my experience, rewrite my profile summary so it reflects how I actually speak – clear, direct and human – not corporate or generic.”

You can explore the full set of AI prompts

here: <https://www.cv-library.co.uk/career-advice/cv/how-to-use-ai-effectively-to-write-your-cv/#prompt-advice>

Full report: <https://www.cv-library.co.uk/recruitment-insight/ai-in-recruitment-survey/>.