

AI Tools & Demos in the Modern Job Market (2023–2025)

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Introduction

AI-driven job search tools have exploded in popularity, transforming everything from resume writing to interview preparation. Over the past few years, artificial intelligence has rapidly become an essential companion for job seekers. What started with the launch of ChatGPT in late 2022 has grown into a new normal where candidates regularly use AI to draft resumes, write cover letters, prepare for interviews, and even apply for jobs. Nearly half of job seekers report using ChatGPT to help write their resumes or cover letters, and those who balance AI with their own input often see strong results: higher response rates, 78% securing interviews, and nearly 60% landing offers (ResumeBuilder, 2023).

As someone who has been through the job search in the last couple of years, I wanted to understand how we got here and what we can expect moving forward. What began as a personal curiosity project turned into a deeper look at popular AI tools from 2023–2025 that are reshaping the job market. My focus is on resume and interview preparation, especially with WonsultingAI, the main tool I relied on to refine my own job search strategy. I also compare WonsultingAI with other AI platforms and highlight how these tools can be used effectively and ethically to strengthen a candidate's profile.

AI-Powered Resume Writing: Speed and Personalization

One of the first areas AI transformed was resume writing. Crafting a resume can be stressful, and many job seekers struggle with describing their accomplishments in a clear and competitive way. AI has simplified that process.

- ChatGPT and generative AI. With a simple prompt, ChatGPT can rewrite bullet points, highlight skills, or even generate a draft resume. Most users report the drafts require little editing and are high quality, with the main advantage being speed and convenience (ResumeBuilder, 2023).

- Wonsulting's ResumAI. ResumAI is designed specifically for job seekers. It generates ATS-friendly content tailored to a target role, then provides resume scoring and coaching-style feedback (Wonsulting, n.d.-a). For example, it suggests quantifying achievements or adding keywords. By blending AI with recruiter-informed insights, ResumAI helps ensure the resume is strategically aligned.

Other resume platforms. ResumeWorded, Kickresume, and Enhancv offer diagnostics and keyword alignment tools. These platforms often highlight missing action verbs or vague summaries, giving candidates concrete ways to improve (JobCopilot, 2025).

Key takeaway: AI saves time and raises the quality of resumes, but candidates must personalize and review content to keep it authentic. Overreliance can lead to “ghost confidence” - polished but generic applications that recruiters can spot (ACAMS Today, 2024).

Emerging Trend: AI for Interview Preparation

While resumes open the door, interviews determine the outcome. In recent years, AI interview prep tools have become one of the fastest-growing trends among younger job seekers, especially on social media platforms where people share success stories and product demos. Tools like LockedIn AI, Cluely, Teal, and Final Round AI stand out in this space.

- **Cluely.** Cluely takes a controversial approach. It is designed as an invisible overlay that listens to meetings and provides context-aware prompts. The product made headlines after its founder was reportedly expelled from Columbia University for acing an Amazon interview using Cluely to generate responses. That story, whether seen as innovation or dishonesty, sparked debate about whether real-time AI assistance should be considered cheating or simply the new reality of interviews. Despite the controversy, the tool has grown in popularity among Gen Z job seekers who are curious about using every available edge.

- **LockedIn AI.** Marketed as a professional copilot, LockedIn provides live coaching during interviews. It can suggest answers in real time, support technical coding tests, and even help refine resumes. This appeals to candidates who want structured practice as well as an assistant during the actual conversation.
- **Teal:** Teal is positioned less as an interview “shortcut” and more as a career management hub. It provides AI-powered resume tailoring, job application tracking, and interview prep prompts. For younger job seekers, Teal has gained traction on LinkedIn and TikTok for its easy-to-use dashboards and ability to keep all job applications organized. Its strength is preparation and organization rather than live coaching.
- **Final Round AI.** This tool is built specifically for realistic mock interviews. It simulates behavioral and technical questions based on role and industry, then provides feedback on clarity, content, and delivery. Many users, especially students and early-career professionals, use it to practice before high-stakes interviews. Unlike Cluely, it does not intervene during a real interview but focuses on preparation through repeated practice.

These tools highlight how interview prep is becoming more visible on social media. Candidates often share their experiences, screenshots, or even demos, which helps spread adoption among peers. The social media presence reflects a shift in how younger job seekers prepare, with AI tools becoming as common as traditional mock interviews or coaching sessions.

Comparison Table: Interview Prep AI Tools

Tool	Main Function	Key Strengths	Limitations	Social Media Presence/ Reputation
LockedIn AI	Real-time interview copilot	Live coaching, coding support, resume feedback	Requires constant connectivity; premium model	Popular with tech job seekers
Cluely	Invisible overlay for live calls	Context-aware prompts, fact-checks	Controversial ethics; founder expelled from Columbia after Amazon interview case	Viral on TikTok, debated online
Teal	Career management and prep	Job tracking dashboard, resume tailoring, interview prep prompts	Less focused on live coaching	Strong LinkedIn following, useful for job tracking
Final Round AI	Mock interview simulator	Role-specific behavioral and technical questions, structured feedback	No real-time support during live interviews	Gaining traction with students and recent grads
WonsultingAI	Full career suite (resume, networking, interview)	Guided workflows, ATS-ready outputs, coaching-informed	Less flexible for unique cases	Large LinkedIn presence, trusted brand

How Employers Are Responding

Employers are not blind to this trend. Initially, companies banned AI in interviews, fearing it would give unfair advantages or mask true skills. But 2025 brought a shift. Meta began piloting coding interviews that explicitly allow candidates to use AI assistants (Wired, 2025). The idea is simple: if engineers use AI tools like GitHub Copilot on the job, then interviews should reflect that reality.

This reframes the conversation. Instead of asking whether candidates use AI, employers now want to know how effectively they use it. The skill being tested is no longer memorization, but the ability to collaborate with AI, verify results, and solve problems under realistic conditions. The Cluely story highlights the risks of hiding AI use, while Meta's shift points to a future where transparency and skillful integration matter most.

WonsultingAI vs. General AI Platforms

In my own experience, WonsultingAI stood out as the best job seeker AI tool compared to its competitors.

- **Scope of features.** WonsultingAI covers resumes, cover letters, networking messages, mock interviews, and application tracking (Wonsulting, n.d.-c). ChatGPT can do all of these with the right prompts, but it requires more effort to set up.
- **Ease of use.** WonsultingAI guides you through step-by-step workflows, which lowers the learning curve for average job seekers.
- **Output quality.** Wonsulting's outputs are concise, quantified, and role specific. They often mirror what a recruiter would expect, saving time on revisions (Wonsulting, n.d.-a, n.d.-b).
- **Community and credibility.** Wonsulting pairs its tools with coaching services and shares success stories from its large online community. This credibility reassures early-career job seekers and emphasizes ethical AI use.

Compared to general AI, WonsultingAI feels like a purpose-built app, while ChatGPT is more like a multipurpose tool. Both are valuable, but the experience is different depending on whether you want guidance or flexibility.

Conclusion

AI has permanently changed the job search. What started as a niche tool is now mainstream, with candidates using AI for resumes, interview prep, and even real-time support. Platforms like WonsultingAI, LockedIn AI, Cluely, Teal, and Final Round AI represent different approaches to the same problem: helping job seekers feel more prepared and confident.

The rise of interview prep AI, fueled by younger job seekers and social media presence, shows how rapidly norms are changing. Controversies like Cluely's founder being expelled for AI use in an interview highlight the ethical tension, while Meta's decision to allow AI in coding interviews shows employers adapting to reality.

AI can help you prepare, but authenticity must come from you. Used thoughtfully, these tools boost confidence and make the process less daunting. For job seekers, the competitive edge is not hiding AI use but mastering it in a way that shows you can work effectively with the tools shaping the modern workplace

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