

Cracking the Career Code

Team 2 | David Z, Betty W, Maxim I, Cristobal A

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Introducing Team 2 (highkey very cracked)

Betty Wu



David Zhou



Cristobal Alcazar



Maxim Ivanov



What Problem?

Finding

A

Good

Job!



Needfinding Through Interviews

Alexander (our first victim)

- Studies CS on the AI track
- We met at the BASES club fair stand
- He is interested in startups and is seeking to be recruited this summer
- Alex is an extreme user of social media for recruiting purposes like Twitter and LinkedIn as he has a big following and is very active.
- “Twitter is the most useful when finding jobs/internships for startups” (regarding tech space)
- “Housing for internships is especially hard”
- Alex mentioned that he doesn't consider pay an important factor when deciding where to work

Karen

- Karen is the founder of a recruiting agency for creatives
- She has worked in the recruiting space for over 20 years
- We connected with Karen over LinkedIn (a platform she relies on for her job)
- She works both with brands and clients seeking jobs
- We gained deep insights into the strategies and tools recruiters employ
- Learned more about the priorities of recruiters and their business purpose



Andrea

- She is an engineer with 10+ yrs of experience in consumer and automotive electronics
- Betty was recruiting for hardware engineering and stumbled upon Andrea during her application processes
- Andrea isn't new to the recruitment process—she is a senior staff engineer
- She is currently seeking new opportunities in the industry
- Andrea moved to the Bay Area for her education 20 years ago and now has a family in Santa Clara
- We discussed her experiences with the recruitment process for more senior positions



Additional Information

Where were the interviews conducted?

- Alex: EVGR-A huddle
- Karen: Over Zoom
- Andrea: Kennedy commons

Who was your “extreme user”?

- Alex: recruiting heavily for internships

Team member roles for each interview:

- Alex - David interviewer, Betty note taker
- Karen - Maxim interviewer, Cristobal note taker
- Andrea - Betty interviewer, David note taker

Apparatus

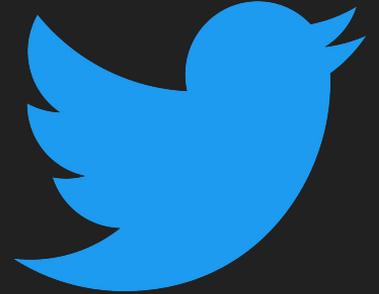
- All were transcribed via hand typed notes



(kowalski) *Analysis*

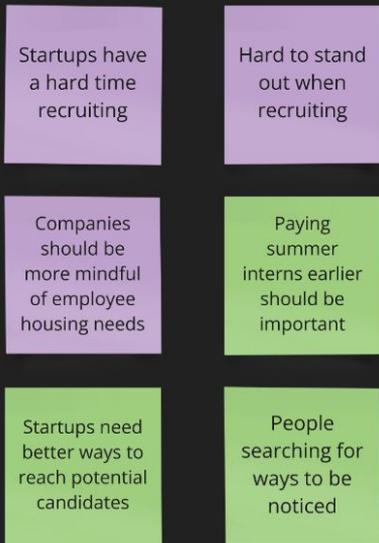
Alexander's Analysis

- Seasonal interns are in a large need of support given their niche situation
- Hiring for startups is still an unrefined process and talent search has yet to be streamlined
- Twitter and other networking platforms are essential in today's tech job-finding landscape but have challenges of their own



Alex's Empathy Map

Insights:



Karen's Analysis

- The expectation from candidates are increasing
- A CV and website is "no longer enough"
- LinkedIn is "how you show up"
- Recruiters leverage AI daily and are looking for optimization services
- Market is flooded with lackluster recruiter tools
- Friction between remote workers and company in-person demand
- Finding the right culture fit is very important and often looked over!!



Andrea's Analysis

- Too much information on social media like LinkedIn, making it difficult to identify the most relevant and helpful content
- Challenging to assess skills and team dynamics in early interviews rounds; cultural fit becomes clearer in later stages.
- Life stages shape career decisions: Andrea's job search shifted from relocation as a new graduate to a preference for a 30-minute commute.
- Close connections significantly expedite the job search process by providing access to unlisted opportunities as well as direct referrals

Summary and Key Findings

1. Emphasis on personal branding and showcasing value
2. Importance of social media, especially Twitter and LinkedIn
3. Focus on meaningful work and company culture
4. Growing presence of AI and optimization tools in recruiting
5. Networking and personal connections are the bread and butter of startups
6. Leveraging data and trends to stay up to date is of great importance
7. Smaller, niche markets face a unique set of challenges and opportunities in recruiting for specialized or smaller companies.

Where do we go from here?

1. Need for a comprehensive personal branding/portfolio development tool that integrates with most major platforms.
2. Automating company and candidate matching using AI, using data like skills, personality and cultural fit.
3. Need for a platform showcasing company culture, community and meaningful work, helping startups and established companies alike to attract talent.
4. A system for tracking and analyzing industry trends for both recruiters and job seekers
5. Creating a networking tool that facilitates genuine connections between professionals, especially in niche or specialized fields.

Appendix (interviewee referrals)

- [Twitter's uncertain Future](#)
- [LinkedIn and Networking](#)

Thank you for your attention!