

# POSITION ECOSYSTEM

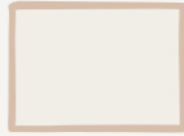
Senior Seminar

CS 195

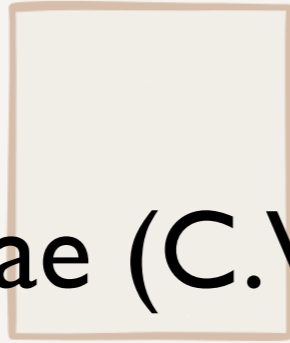
Donald J. Patterson



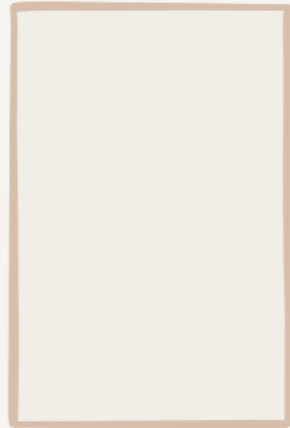
Business Cards



Resume



Curriculum Vitae (C.V.)



Digital Resume

Online Portfolio

Professional Network

Recommendations



# GETTING A POSITION

## THE APPLICANT'S PREP WORK

- What are your goals?
- How do you want to grow?
- What do you want your life to look like
  - 1 year from now?
  - 5 years from now?
  - 10 years from now?
- Why?



# GETTING A POSITION

## THE APPLICANT'S PREP WORK

- What kind of position do you want?
  - Physically where?
  - What kind of work do you want to do?
  - What do you want to produce?
  - How do you want to work with others?
  - What kind of hours do you want?
  - What do you want to spend your day doing?
  - What kind of travel are you open to?



# GETTING A POSITION

## THE APPLICANT'S PREP WORK

- How much is the kind of position you want going to pay?



# GETTING A POSITION

## WHY "POSITION"?

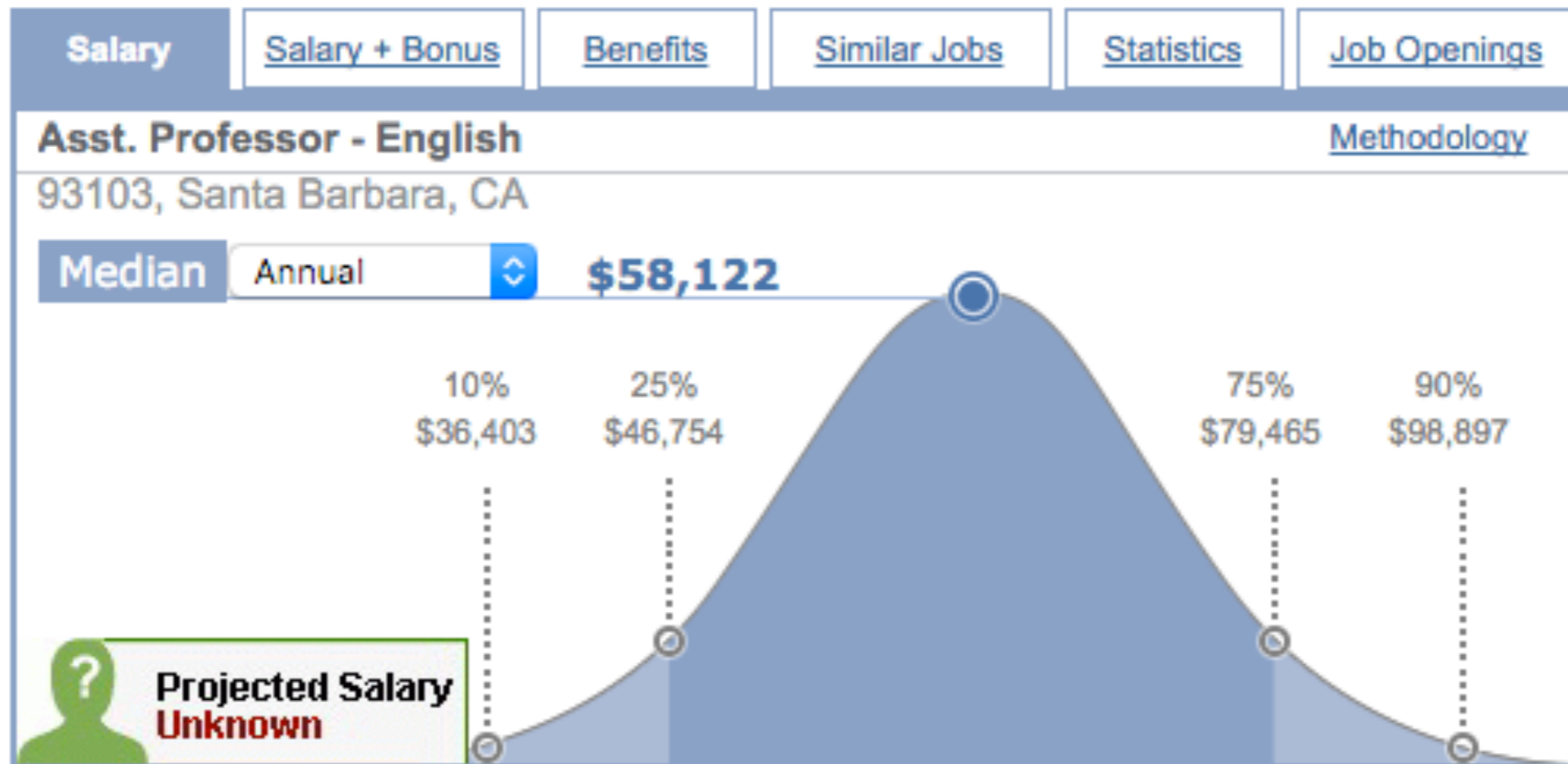
- It might be a paid job
- It might be an unpaid job
- It might be an internship
- It might be a family role
- It might be a community role



# GETTING A POSITION

## THE APPLICANT'S PREP WORK

- How much is the kind of position you want going to pay?





# GETTING A POSITION

## THE APPLICANT'S PREP WORK

- Without figuring out what you are looking for the information flood will drown you





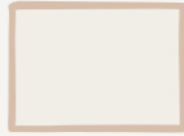
# GETTING A POSITION

## THE APPLICANT'S PREP WORK

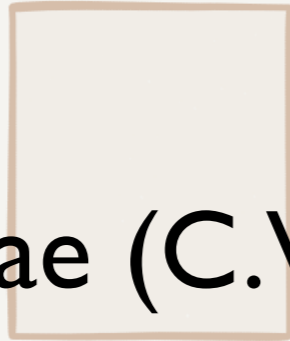
- You are going to use a lot of people's time in the job search process
  - So don't waste it
  - Don't take it for granted



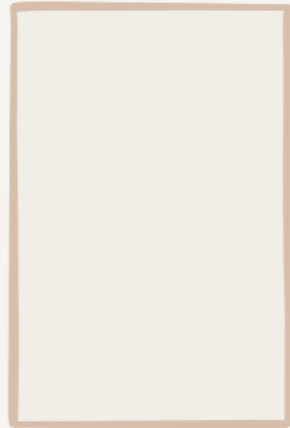
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# BRANDING YOURSELF

## YOU NEED TO START THINKING OF YOURSELF AS A BRAND

- Most people are going to have many jobs in their career
- A “Brand” is an idea about who you are professionally that spans multiple jobs
  - It is reflected in your resume
  - It is captured in the narrative of your career
  - It is reflected in all the #sidejobs that you will probably be hustling



# BRANDING YOURSELF

## DON'T OVERDO IT

- With any piece of your brand you can over do it
  - Business card with an embedded USB stick
  - A resume on paper with wildflower seeds in it
  - An online portfolio with a movie trailer about you



# BRANDING YOURSELF

## DON'T UNDERDO IT

- Make sure it looks good - aesthetically -visually
- Make sure it works digitally
  - keywords
- Make sure your spelling and grammar are 100% correct
- Make sure the details are done well
  - e.g. the HTML title tag in your webpage, the favicon



# THE ROLE OF THE RESUME

## TWO KINDS

- Digital
  - All about keywords and accuracy
  - e.g., monster.com
- Physical
  - All about not getting screened out





# THE ROLE OF THE RESUME

## PHYSICAL

- Make sure it is 100% accurate
  - Do not embellish
    - Pinger/DPA stories
- Make sure it is focussed and relevant
- Make sure it is under 2 pages
- **This is not about you alone**
  - It is about how you can help the company/organization



# THE ROLE OF THE RESUME

## OUT OF THE ENVELOPE

- Make sure you understand the company
  - shotgun approach won't get you a job you love
- Tailor your resume for the company
- Include a cover letter that is specific
- Keep it simple in case it gets scanned
  
- Remember the company doesn't primarily care about your needs
  - It cares about its own



# THE ROLE OF THE RESUME

## HOW IT CAN WORK FOR YOU

- Stimulate employer interest
- Open the door for an interview
- Showcase your relevant qualifications, skills, experience and personal qualities that you have developed through your life/work experience
- Provide a framework to keep the interview on track

# THE ROLE OF THE RESUME

## THE CHRONOLOGICAL RESUME

- Your story matches your brand
  - Contact Information
  - Objective or Career Profile
  - Highlights of Qualifications
  - Technical Skills
  - Employment Experience
  - Education and Training
  - Career-Related Awards, Memberships, Languages, etc.

# THE ROLE OF THE RESUME

## LOOK AT EXAMPLES



University of Maryland University College

**Ken Johnson**

123 Main Street Apt. 202 ♦ MyCity, ME  
♦ Cell: 555-555-5555 ♦ ken.johnson@email.com

### BUSINESS DEVELOPMENT EXECUTIVE

Results driven business development expert with over 15 years of account management and sales experience in services and solutions. Highly accomplished selling telecom consulting services, with demonstrated ability to discover, grow and maintain major accounts worldwide. Superior communicator at all levels with excellent writing and public presentation skills. Core competencies include:

- Technology Consulting Sales
- Government Sales
- Telecommunications Experience
- Project Management
- Large Account Management
- Relationship Building
- Foreign Languages: *Spanish, French, Russian*
- Microsoft Office, Acrobat, Publisher, ACT!

### PROFESSIONAL EXPERIENCE

**Smith Associates USA – AnyCity, ME**

**January 1999-Present**

*Telecom technology research and management consultant firm that provides services to government, equipment manufacturers and telecom service provider worldwide.*

*Global Business Development Executive*

*April 2003 - present*

- Secure new business in Europe, Middle East, Africa and Asia regions.
- Implement cold-calling techniques and active prospecting to enrich sales pipe and grow new business relationships.
- Structure and draft work proposals in line with client needs and act as point of contact between the company's production team and the client as necessary.
- Represent the company at local and international trade shows, conferences and seminars, using the opportunity to enlarge research and sales prospects.
- Regularly conduct one-on-one interviews and give individual and group presentations to prospects and clients.
- Monitor and analyze program performance and reports to VP of Corporate Strategy.
- Manage sales forecasts and provide periodic target reports.
- Consistently meet and surpass assigned sales quotas.

#### **Accomplishments:**

- Increased gross sales by 35% during past 4 consecutive years
- Added over 35 new corporate clients annually
- Expanded territorial reach into Africa and Southeast Asia
- Exceeded stipulated sales quotas for last 3 years

**Research Analyst and Project Manager**

**January 1999- April 2003**

- Conducted custom research on various aspects of telecom technology.
- Provided input into company activities by proposing new information and insights gathered from client and industry sources.
- Interviewed top executives and other decision makers during the research process.
- Liaised with clients for requirements analyses.
- Edited final version of client report, gave final oral presentations.

UNIVERSITY OF MARYLAND UNIVERSITY COLLEGE  
OFFICE OF CAREER SERVICES

## Jeff Reid

955 La Paz Road  
Santa Barbara, CA 93108  
805-565-6619  
E-mail: [jreid@westmont.edu](mailto:jreid@westmont.edu)

### EDUCATION:

- Bachelor of Arts - Economics and Business, May 2012  
Westmont College, Santa Barbara, CA
- Emphasis in Finance and International Business
- Cumulative GPA 3.81, Magna Cum Laude
- Phi Kappa Phi (National Academic Honor Society)
- International Business Institute, Europe Summer 2011  
Ten weeks of academics and field seminars with top multinational corporations (KLM, Nestle, Daimler Benz, Dresdner bank, Credit Suisse, Hoechst Chemical)
- Related course work  
Investments and Portfolio management, Corporate Financial management  
International Finance, Financial and Managerial Accounting, Money and Banking

### EXPERIENCE

Intern, Private Client Group Financial Consulting Firm

Spring 2011

Merrill Lynch, Institutional Financial Services and Brokerage House, Santa Barbara CA

- Created and analyzed asset allocation reports
- Supported Financial Planner as administrative assistant
- Simplified and unified multiple databases

Client Services Financial Planning Intern

Fall 2010

Mercer Global Advisors, Investment Advisory Firm, Santa Barbara CA

- Assisted director of Client Services in recreating client information gathering system
- Generated portfolios utilizing the Morningstar CD rom database
- Application and research of modern portfolio theory, CAPM, cross correlation
- Coordinated and participated in annual client meetings

Waiter

Jan 2009-Dec 2009

Onion Bar and Grill, Spokane WA

- Top salesman at \$3 million grossing restaurant with staff of 160
- Delivered exceptional customer service under tight deadlines
- Developed team work and problem solving skills

### COMPUTER SKILLS

- Thorough understanding of Windows 7, Mac OS X, Office 2012, Word 2010
- Netscape 8.0.1, Lotus 6.1
- Intermediate training in MS Excel and, MS Access 2010

### INTERESTS AND ACTIVITIES

- Varsity Collegiate Athletics  
Track and Field, Cross Country
- Recreational pursuits:  
mountaineering, rock climbing, white water rafting, mountain bike racing

# THE ROLE OF THE RESUME

## THE FUNCTIONAL RESUME

- Used when switching or starting careers
  - Focuses more on what you can do
    - rather than what you have done
  - Emphasizes your skills, capabilities and accomplishments
  - Shift emphasis away from positions and titles that do not support your job goal



# THE ROLE OF THE RESUME

## LOOK AT EXAMPLES



University of Maryland University College

**Kelvin Johnson**

123 Main Street \* Anywhere, CA 99999 \* Phone: (555) 555-5555 \* kelvinjay@email.com

### **Objective**

Obtain a position in the international business field; to use my knowledge of trade laws, strategic management, and global policies.

### **Qualifications**

- Dedicated professional with outstanding work ethics
- Exceptional administrative and organizational skills
- Demonstrated ability to meet deadlines while handling multiple projects
- Diplomatic problem solver and the ability to foster teamwork

### **Professional Skills**

#### COMMUNICATION SKILLS

- Wrote letters, memoranda, reports and other correspondence in response to inquiries from internal and external customers.
- Communicated administrative procedures and protocols to other staff members.
- Read, interpreted, and summarized written material for presentation.
- Assisted in the compilation of training manuals and employee handbooks.

#### PLANNING

- Researched, reviewed, and assisted in the selection of the awarding of contracts
- Served on the planning committee for company picnics, fundraisers and other special events
- Participated in the process of reviewing resumes and reviewing potential employee candidates
- Researched different payroll options and implemented the direct deposit program while working as an office manager.

#### MANAGERIAL AND SUPERVISORY SKILLS

- Assigned tasks to volunteers and other staff members and gave guidance and direction in the completion of those tasks.
- Coordinated break schedules for the administrative support staff while working as an executive assistant.
- Provided backup support to the manager during his absence.
- Assumed the leadership role in the completion of assigned school projects.

#### COMPUTER SKILLS

- Proficient in using Microsoft Outlook, Windows, Access, Excel, and PowerPoint, Microsoft Publisher, Microsoft Project, and QuickBooks in order to create presentations, word processing documents and electronic scheduling of meetings.
- Ability to generate reports in Access and Excel programs.
- Proficient in conducting Internet research.

### **Employment History**

2005-Present – **XYZ Corporation, USA**, Administrative Assistant

2002-2005 – **Smith & Smith, USA**, Office Manager

2000-2002 – **NonProfit Center, USA**, Executive Assistant

### **Education**

University of Maryland University College, Adelphi, MD – 2010

Bachelor of Science in Global Business and Public Policy



# THE ROLE OF THE RESUME

## RESUME STYLE

- There is no official resume format
- Use bulleted sentences
  - The screener is going to read 100's in a sitting
- Use action words
  - developed, prepared, managed, created and presented.
- Use numbers, dollars, and percentages whenever possible
  - Reflects actual accomplishments
- Lead with your strengths (BLINK!)
- Match the company language.
  - Use keywords and phrases that match the company and industry.
  - Screeners might not know anything.
  - In order to get called for the interview you must get past the gate keeper!

# THE ROLE OF THE RESUME

## READINGS

Joel on Software

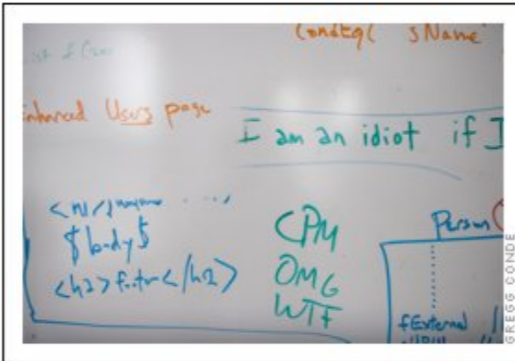
### Sorting Resumes

by Joel Spolsky

Friday, September 08, 2006

The standard job application of cover letter plus resume is a phenomenally weak way to introduce a candidate. They give you only the faintest clues as to the quality of an applicant.

Sometimes, though, a resume gives pretty strong *negative* clues which allow you to screen out applicants without going much further. Once I got a resume from someone who claimed to be an expert in Microsoft Window [sic] programming. Another time the only experience listed on the application was a job at Dunkin' Donuts. That resume did a pretty good job of following all the suggestions that high school career-guidance advisors love to give out (this guy "managed trays of donuts") but there was not a smidgen of evidence that the applicant had ever seen a computer.



Joel on Software

### The Phone Screen

by Joel Spolsky

Tuesday, October 24, 2006

It happens all the time: we get a resume that everyone thinks is really exciting. Terrific grades. All kinds of powerful-sounding jobs. Lots of experience. Speaks seventeen languages. And saved over 10,000 kittens!

*Look! kittens!*

And then I call them up, and I can't stand talking to them. Within ten minutes, I realize they are not going to make it as programmers. I've had people with great resumes tell me a pointer should fit in one byte. Sometimes they just can't answer the simplest questions, or you feel like you have to wrestle the answers out of them.

Before moving on to a full-fledged in-person interview, we usually use a phone screen to make sure that we're not wasting time and money on someone who is just seriously not smart.



# THE ROLE OF THE RESUME

## PATTERSON EXAMPLES



### Donald J. Patterson

is a professor that develops people and ideas

About

Discourse Site

Categories

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  - Presentations
  - Video
  - Writing
    - Articles
    - Book Chapters
    - Peer-Reviewed
      - Conference Papers

COURSES

### Best Practices for iOS User Interface Design

January 20, 2016



### “Best Practices for iOS User Interface Design” Launched!

Getting things out the door is the best feeling in the world because the process of creating them can be so painful. So we have just shipped the third course in an online series of 6 courses that Sam Kaufman and I are developing with UCI Distance Learning for Coursera on iOS User Interface design. We snagged the awesome URL: <https://www.coursera.org/learn/ui> for this one.

### iOS Concepts and Adaptivity

In the first chunk we look into the design documents for the iOS platform and cover the concepts that are baked into the software development kit. This involves taking a peek at some of the material in the Apple Human Interface guidelines. The reality is that user interface design today is a fragmented process as you are inevitably designing for many different devices, views, locations, languages, and use environments. So we end the first chunk with a project that utilizes the layout constraint engine that is baked into iOS. To be honest, learning more about the constraint engine was one of the things that I liked the most about putting this course together.



### HCI Principles

AD-HOC

### Syrian Refugee Teach-In

December 11, 2015

*Give me your tired, your poor, your huddled masses.... Your Syrians?*  
A TEACH-IN on Syrian Refugees, National Security, & Fear

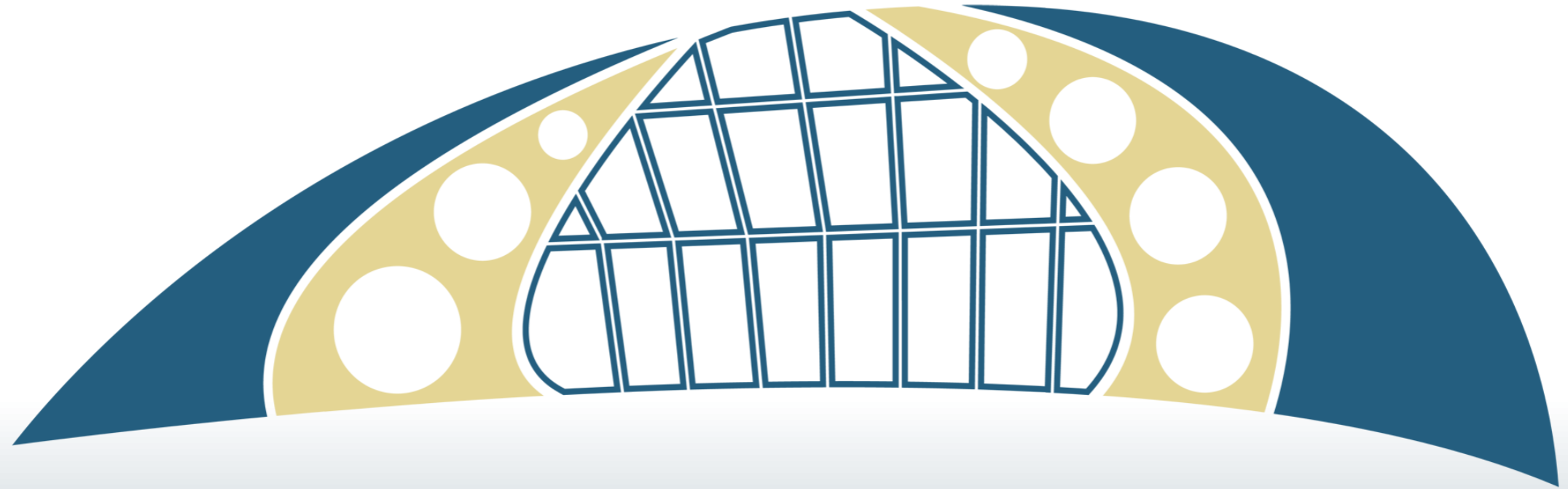
FRIDAY, DEC 11  
12- 1 PM  
DC LAWN  
(Rain? Founders Room)

Participants include:  
Alister Chapman, Deborah Dunn, Wayne Bit,  
Heather Kearney, Donald Patterson, Mitchell Thomas,  
Meredith Whitnah, Mark Sargent

TEACH-IN /təch'in/ n. a special meeting at a college/university with discussion and debate on a subject of public import

### Refugee Teach-In at Westmont College Today

There will be a one hour teach-in on the Syrian Refugee crisis today at noon on the Westmont College Dining Commons lawn (or Founder's if raining). I was asked to speak to the vetting-process/security-threat angle briefly. Between handling the immigration of my oldest son, a Top Secret clearance in the military, requesting my TSA records via a FOIA request, and enrolling in TSA Pre-Check program I've certainly seen how these kinds of processes work. I'm also informed on issues of digital privacy and big data if that comes up. This issue is so jumbled with concerns of religion, gun violence and justice. The other participating faculty and I hope to help students sort through the issues at



WESTMONT **INSPIRED**  
— COMPUTING LAB —