

# Andy Williams



Andy Williams is a fourth-year aerospace and mechanical engineering student at the University of Southern California, Viterbi School of Engineering. He is currently 22 years old (male) but will be turning 23 in a few months. Andy's most prized possession is his laptop. Andy uses his laptop for everything from doing schoolwork, online shopping, connecting with friends to keeping in touch with his family, living out of state. Andy loves hanging out with his friends whether it is studying with them on Founder's Park, prime location to study on campus on nice sunny days or attending a USC baseball game, supporting the Trojans. Friends describe Andy as friendly, caring and extremely motivated. Andy is serious about graduating with summa cum laude (minimum GPA 3.9 required to accomplish) so he can make his parents proud and get a good job. He grew up in a very challenged environment and sometimes did not have dinner, so it is important that he gets a good job to pay for all the necessities required for his family. So far, Andy's tuition fees were paid by his scholarships received by the University.

Because Andy wants to keep excelling at school, he works on his schoolwork for about 8-10 hours a day. He is also a Teaching Assistant for AME 105 (Introduction to Aerospace Engineering) which is a first-year course for aerospace engineering students. Previously, Andy has worked at SpaceX as an Engineering Intern which he got from attending a job fair at USC. Andy is going to graduate soon and is having trouble finding time to apply to jobs because due to COVID-19, campus is shut down making it is difficult to contact employment services. For someone who is on campus a lot, the transition from in person learning to online learning has also been difficult. Andy applies to about 3 jobs a day because that takes about one hour, and Andy can not waste time. Andy uses LinkedIn for almost all his job applications and can not keep track of jobs he applied to because sometimes he is having to apply on company sites. He wants to complete job applications faster so he can apply to twice as many jobs in the allocated time. Andy would like to attend job fairs again, make himself and his resume stand out from seas of applicants and have a system that can organize his upcoming interviews. He wants to keep track of his interviews separate from emails because he keeps forgetting interview dates and losing emails. Realistically, Andy intends to apply to 20 – 30 jobs a day. He is hoping to become more efficient and have a system that can automatically fill in the form fields when he applies to jobs on different company career site, because that is where he is wasting a lot of time.

# Casey Mills



Casey Mills is a 30-year-old (female) recruiting manager at Amazon's 5 Manhattan West NY office, helping Amazon recruit students to fill SDE internship and full-time positions. Casey graduated from New York University with a BS in Business and while there was a member of Washington Square News. Casey has two children, Emma who is only 1 year old and Michael who is 3 years old. She is a hard-working employee and very passionate about talent acquisition. She loves spending time with her children and volunteers for an NGO on Friday nights. She is outgoing and very punctual. Since Casey is very busy on most days, she uses social media to connect with her friends. She often has video calls with her friends and during the pandemic, she had more online meetups than ever before.

Before Covid-19 caused her office to move to online operations, Casey's typical work week would look like conducting meetings with direct junior recruiters, reviewing applications, scheduling interviews with candidates and helping with onboarding process for new hires. Now Casey works from home, and it is becoming very difficult for her to attract good candidates. She is getting mountains of applications but a very few of them are satisfactory. She is very frustrated because now she is also seeing that many people are resigning from the company which includes managers to interns. Now Casey has a greater responsibility because she needs to hire for senior level positions alongside her usual student hires. Casey wants to use an application alongside Amazon's company career site because she is starting to realize that the current online application system is too long for applicants to fill, resulting them to lose interest and forfeit the application midway. She wants to have a few seconds to get to know more about an applicant before she decides to either reject the resume or give the applicant an interview. She needs to quickly distinguish applicants that she finds highly qualified through a ranking system so her team can hire the best possible candidate. She would like to keep track of all her scheduled interviews and does not want to add a new event to google calendar every time she schedules a zoom interview with an applicant. She wants to stop writing emails to applicants notifying them about interviews. Casey feels like writing an email and scheduling interviews appropriately is tedious and long. Sometimes applicants notify her too late, and she must go back and re-organize her events on google calendar. She wants to continue hosting job fairs because job fairs are a great opportunity for her to meet university students and get to know many potential hires at a single time.

# John Smith



John Smith has recently been laid off from his job. He used to work in construction and made a good living. John has lost his job due to covid since a lot of construction sites has shut down. John is 45 years old (male) and has 3 children. His oldest daughter Britney will be starting her first year at The University of Chicago studying Biological Sciences. His youngest daughter Sophie will be starting senior year at a public high school. His son Robert is a second-year student at The University of Chicago currently pursuing a degree in Business. During the past few months, John has been learning to code. He has learnt Python and is creating a lot of interesting applications with it. He wants to work full time as a developer and is seeking python developer positions. He has been avidly using LinkedIn and Indeed to apply to developer positions. Before covid, John would care less about how computers work but now he has taken a great interest in even learning about some computer hardware. John likes taking long walks with his wife and going to the gym. John is friendly and hard working according to his coworkers, wife and children.

John has been getting few to no interviews on his submitted resume. He had experienced people on Reddit review his resume and according to them, his resume was “very good”. His main culprit is the fact that nowadays, it is impossible to stand out from other pool of applicants. So, John’s main goal now is to create such a media/video that he can send to recruiters like a demo, which will introduce him, his rich background in construction and many soft skills, which were edited out of his resume to keep it short. From his son, John was told about job fairs that are hosted at university campus. Since, John is not a student and there are very few accesses to employment services in his town, he is unable to attend these job fairs. John believes that a job fair would make a vital difference in his application process because then he will be able to introduce himself to recruiters fast. John also wants to use an application that is not very hard to navigate since he is not tech-savvy.