

# INTRODUCTION TO INDUSTRY & MARKET

# BECOMING A JOB SEEKER

In order to qualify for Outcomes support, you'll need to complete the following within two weeks of graduation. **IDEALLY, by end of the course!**

## Participation in All Outcomes Programming& Surveys

Resume

Digital  
Presence  
(LinkedIn +  
GA Profile)

Online  
Portfolio

Job Search  
Tracker  
Participation

Networking  
(2 through  
the course)

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# TODAY'S AGENDA

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## Common questions...

- How long does a GA grad stay at their first job after GA?
- How many employers attend the Developer Showcase event?
- How many grads are hired from the Developer Showcase event?

# DENVER MARKET

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# DENVER MARKET

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- Denver considered one of the most promising in digital economy (Innovation that Matters report & [tech.co](http://tech.co))
- Not just Denver - Boulder & Ft. Collins considered to be an extremely innovative tech hub
- Colorado Startup funding is growing rapidly:
  - \$461M in 2013
  - \$758M in 2014
  - \$683M in 2015
  - \$780M in 2016
- Colorado has a thriving tech scene with a multitude of company types (which is rare)

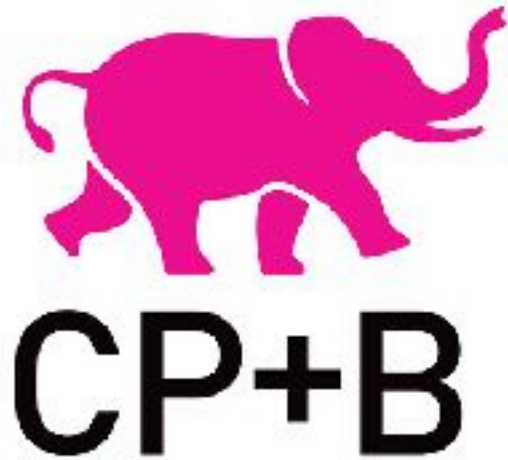
## DENVER SUCCESS STORIES: ACQUISITIONS

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# DENVER SUCCESS STORIES: LEGENDARY AGENCIES

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## DENVER SUCCESS STORIES: FORTUNE 500 COMPANIES





# DENVER SUCCESS STORIES: GROWING STARTUPS

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## BLOGS AND ONLINE RESOURCES

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- [Built In Colorado](#)
- [Denver Egotist](#)
- [Colorado Technology Association](#)
- [Denverite - Startups](#)
- [Meetup + any tech-related search word](#)
- [AngelList](#)
- [tech.co Denver](#)
- [Denver Business Journal - Tech News](#)
- [Denver Post - Tech](#)

.... These are all in the Outcomes Repo as well

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# STARTUP INCUBATORS

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- Companies that helps new and startup companies to develop by providing services such as management training or office space. Business incubators differ from research and technology parks in their dedication to startup and early-stage companies.

## DENVER & BOULDER

- [Galvanize](#)
- [Innovation Pavilion](#)
- [Boomtown Accelerator](#)
- [Techstars](#)

## NATIONAL

- [Y Combinator](#)
- [500 startups](#)
- [Angelpad](#)

# WHAT DO WDI GRADS DO?

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## WEB DEVELOPER MARKET

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- Demand for developers is at an all-time high
- 85.71% are employed full time
- 5.5% are freelance/contractor

How did they find their job?

- **28.14% referred by friend**
- 13.25% contacted by external recruiter
- 13.13% contacted by company
- 9.91% other job website
- 9.48% sought out opportunity directly

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**PREVIOUS GA GRADS**

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bluewolf viacom  
Etsy Google a



Microsoft



**Deloitte.**  
**Digital**

**Ameritrade**



# WHAT WILL MY JOB BE?

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## **WEB DEVELOPER JOB DESCRIPTIONS**

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**Web Development is a skillset, not a job title.**

**There's hundreds of roles available for someone with web development skills, in just as many work environments.**

**We're going to try to narrow down what type of work role/environment is right for you!**



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## WEB DEVELOPER JOB DESCRIPTIONS

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UX Developer (Sketch/Photoshop, HTML, CSS, some JS)

Frontend Developer (HTML, CSS, light JS)

Frontend Engineer (HTML, CSS, heavy JS)

Backend Developer (heavy JS, PHP, Ruby, .NET, etc)

Web Developer (Full Stack)

Technical Lead (HTML, CSS, JS, architecture & management)

Creative Technologist (Design + Full Stack)

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# **WEB DEVELOPER JOB DESCRIPTIONS**

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**What do other people call web developers?**

- **Webmaster**
- **Hacker**
- **Ninja**
- **Rockstar**
- **Tech person**
- **IT Professional**
- **“Web Guy”**

**Always read descriptions - job titles can be misleading.**

**WHERE AM I GOING TO  
WORK?**

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## WEB DEVELOPER COMPANY TYPES

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There are lots of web dev environments, each with their own unique pros and cons:

<i>Type</i>	<i>Pros</i>	<i>Cons</i>
• <b>Agency</b>	Wide Knowledge	Shallow Knowledge
• <b>Product</b>	Deep Knowledge	Narrow Knowledge
• <b>Contractor</b>	Sweet Freedom	No Guidance

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## WEB DEVELOPER COMPANY TYPES

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There's also lots of company types:

<i>Type</i>	<i>Pros</i>	<i>Cons</i>
• <b>Startup</b>	High Impact/Power	Low Stability/\$\$\$
• <b>Mid-size</b>	Stable w/ Freedom	No Huge Perks
• <b>Corporation</b>	High Stability/\$\$\$	Low Impact/Power

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## **PREVIOUS GA GRADS**

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**We typically see salary ranges of \$45,000 - \$75,000**

**For contract work, we've seen ranges of \$25 - \$40/hour**

**Great resources to check out market rates:**

**[Indeed](#)**

**[PayScale](#)**

**[Robert Half Technology Salary Guide](#)**

**[Simply Hired](#)**

**[Glassdoor\\*](#)**

**[Comparably](#)**

# Q&A

# ASSIGNMENTS



# ASSIGNMENTS

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## This week...

- Start researching job types - i.e. agency, product, contractor
- Start researching job roles - i.e. Frontend, backend, UX Dev
- Try to find one company in your market that looks like it could match your desired job role/type
- Put the preferences you're leaning towards into your about-me repo

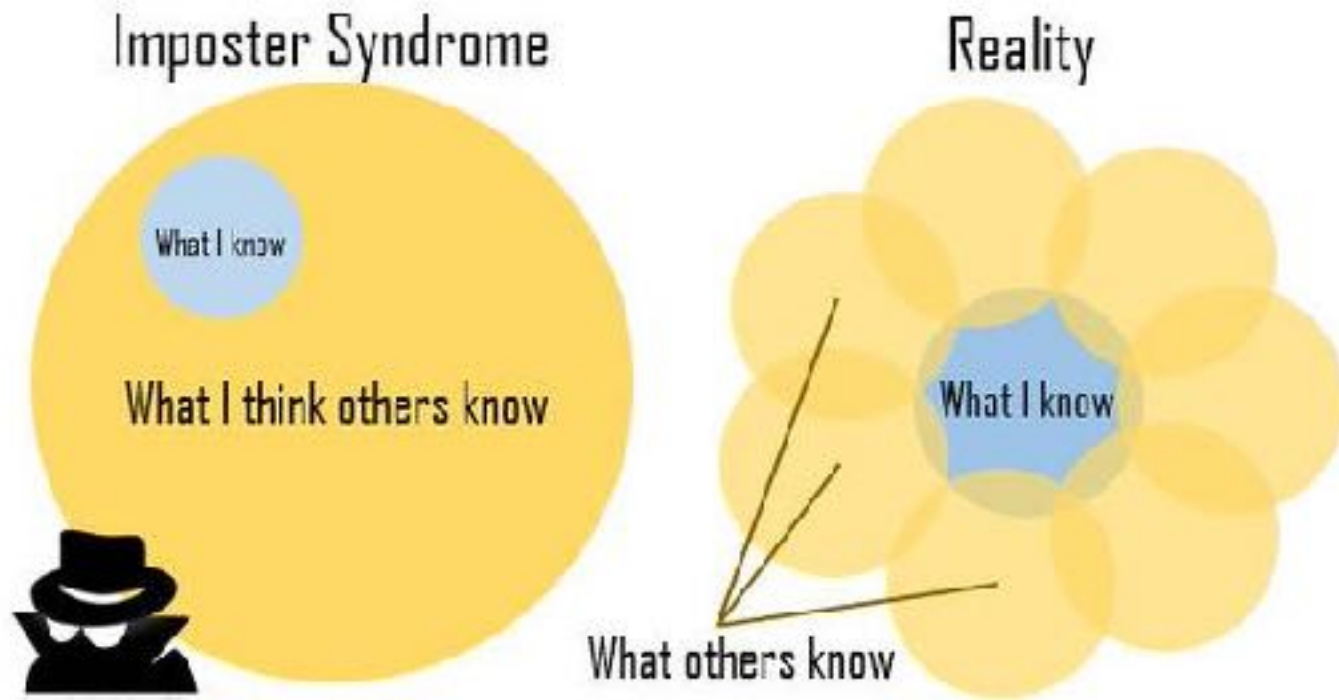
**GA OUTCOMES**

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**FINAL THOUGHTS**

# IMPOSTER SYNDROME

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# MOMENT OF ZEN

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**PROGRAMMING!**

<http://www.dailymotion.com/video/x2gp98t>