

# GA PROFILES

### Last time, on Outcomes . . .

- 1.) **Make or clone my about-me repo, and edit the readme to include:**
- 2.) **What you did before GA, What kind of support you'd like from Outcomes, Your Day 1 Goals**
- 2.) **Link to your LinkedIn Profile**
- 3.) **What kind of company you'd like to work for (i.e. Agency, Startup, etc)**
- 4.) **What kind of role you're leaning towards (i.e. Frontend, Backend, etc)**
- 5.) **Add your resume into your repo as a PDF**
- 6.) **Add in a link to your Portfolio Website**

### **LEARNING OBJECTIVES**

- Navigate the GA Profiles site.
- Identify the characteristics of a well-constructed Profile.
- Demonstrate knowledge of the Job Board and how to respond correctly and professionally.
- Develop a professional GA Profile that reflects your newly acquired skills and your professional goals, and that aligns with your personal brand.

## **GA PROFILES**

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# **WHAT IS GA PROFILES?**

### GA PROFILES IS...

- A platform GA created for employers to reach out directly to you.
- A job board where you can apply directly to roles around the world.
- Your chance to showcase your brand, newly acquired skills and professional goals.
- A **job seeker requirement**, so you will need to have your Profile completed and approved before the Developer Showcase.

# WHAT IS GA PROFILES?

6

Employer view:

The screenshot shows the GA Profiles employer view interface. At the top, there's a navigation bar with the 'Profiles' logo, tabs for 'Graduates', 'Jobs', and a 'Post a Job' button. Below the navigation bar, a blue banner contains the text: 'Hey Jale, see the profiles below? That could be you, but you have to finish your profile first. Click [here](#) to finish up.' Below this is a search bar with the placeholder text 'Search by name' and a 'go' button. The main content area is divided into two columns. The left column contains filter sections: 'Job Role' (with a dropdown arrow), 'Tech' (with checkboxes for Front-end Web Developer, Back-end Web Developer, Full-stack Web Developer, Android Developer, and iOS Developer), 'Design' (with checkboxes for UI Designer, Information Architect, and UX Researcher), 'Business' (with a checkbox for Product Manager), and 'Coding' (with a dropdown arrow). The right column displays a profile for 'LESLEY YING' from 'SAN FRANCISCO, CA'. The profile includes a circular profile picture, a title 'User Generated/UX/UI - Creatively Driven - Political Junkie', and a list of previous roles: 'Previously: Regional P&B Events Assistant (Contract-based) at Van Cleef & Arduis' and 'M.A. in Fashion e-Commerce from: Istituto Maraini'. Below the profile information are several skill tags: 'UX/UI Design', 'UX Research', 'Marketing and Communications', 'Photoshop', 'Adobe Creative Suite', 'Concept Generation', 'Information Architecture', 'Problem Solving', 'Marketing', and 'HTML/CSS'. At the bottom right, there's a blue button that says 'How can we help?'.

Profiles

Graduates Jobs Post a Job JC

Hey Jale, see the profiles below? That could be you, but you have to finish your profile first. Click [here](#) to finish up.

Search by name go

**Job Role** -

**Tech**

- ☐ Front-end Web Developer
- ☐ Back-end Web Developer
- ☐ Full-stack Web Developer
- ☐ Android Developer
- ☐ iOS Developer

**Design**

- ☐ UI Designer
- ☐ Information Architect
- ☐ UX Researcher

**Business**

- ☐ Product Manager

**Coding** -

- ☐ Full Time
- ☐ Freelance

No active filters, displaying all results

LESLEY YING

SAN FRANCISCO, CA

User Generated/UX/UI - Creatively Driven - Political Junkie

Previously: Regional P&B Events Assistant (Contract-based) at Van Cleef & Arduis

M.A. in Fashion e-Commerce from: Istituto Maraini

UX/UI Design UX Research Marketing and Communications Photoshop

Adobe Creative Suite Concept Generation Information Architecture Problem Solving

Marketing HTML/CSS

Updated about 1 hour ago

How can we help?

# WHAT IS GA PROFILES?

7



## FARHANA BEGUM

NEW YORK, NY

UX Design | Strategy | Information Architecture

Previously a **Case Manager** at **Samaritas Village**

M.A. in Counseling for Mental Health and Wellness from **New York University: Steinhardt School of Culture, Education, and Human Development**

User Research and Interface Design Strategy Information Architecture  
Facilitation and Team Management User Empathy Content and Design Strategy  
Mobile First and Responsive Web Design Presentation Sketch Principle for Mac



## DAN MCQUILLAN

LOS ANGELES, CA

Full Stack Web Developer | Engineer | Creative Problem Solver

Previously a **Manufacturing Engineer** at **TSI Inc.**

B.S. in **Mechanical Engineering** from **University of St. Thomas**

JavaScript AngularJS NodeJS MongoDB HTML5 / CSS3 jQuery APIs  
Ruby on Rails Mobile Responsive Design Project Management



## GUY BENJAMIN BROWN

NEW YORK, NY

Front End Developer | Former Teacher | Ozarkian

Previously a **3rd grade Special Education Teacher** at **New York City Public Schools**

M.S.T in **Elementary Special Education** from **Fordham University**


JavaScript/jQuery HTML5 / CSS3 Ruby on Rails Ruby SASS Git M.E.A.N Stack  
Adobe Creative Suite Wordpress Wireframing

## WHAT IS GA PROFILES?

Example profile:

— “ —

Educator turned web developer, I'm passionate about the arts and social impact.  
My goal on every project is to make systems better for the people who use them.



# SARAH HERSH

Web developer | Educator | Writer

I'm looking for

- ✓ Full Time
- ✓ Freelance
- ✓ Apprenticeship

Let's Talk

GA Alum of **Web Development Immersive - Washington, DC**

Previously an **Educational Adviser** at **The Jack Kent Cooke Foundation**

B.A. in Art History from **Barnard College, Columbia University**

Living in **Washington, DC**  
Looking for work in **Washington, DC**

Skills

My top three

HTML / CSS   JavaScript   Ruby on Rails


Some other skills up my sleeve

jQuery   AJAX   Express   Node.js   PostgreSQL   Git   Heroku



# WHAT IS GA PROFILES?

Profile continued:



What's the best advice you've heard recently?

Inspiration usually comes during work, rather than before it.

*This quote comes from Madeline L'Eagle, and I think it's liberating to remember that inspiration is not a prerequisite to hard work, but often an outcome!*

What is your favorite analog product?

Vinyl Records

My dad has a huge collection of records that I grew up listening to, so I still have a nostalgic

## MY EXPERIENCE


**Web Development Immersive at General Assembly**  
Oct 2015 - Jan 2016 | Washington, DC

Enrolling in WDI was a complete departure from my comfort zone! I came to General Assembly hoping to learn practical programming skills that I could apply to my work in education, but came away from the experience inspired to pursue a career as a full-stack web developer. This course helped me grasp the fundamental concepts and practical skills necessary to build clean, usable digital products to enrich the lives of people who use them.

[Learn more about the course](#) 📄

**PROJECT**

**Clean Slate**  
For my second project at GA, I created a "Clean Slate" app in Ruby on Rails that allows roommates to track household expenses over the course of a month, and then use a "settle up" function to determine who owes what to whom at the end of the month. This app will make cost-sharing more organized and reduce the time and energy roommates need to devote to tallying up expenses and splitting them evenly among household members.



How can we help?

## WHAT IS GA PROFILES?

FULLTIME

NEW YORK, NY 

**ONEACCESS** is looking for a **Data Operations Analyst**

ONEaccess is the market-leading provider of aggregated corporate access events and resource tracking services to institutional investors.

Posted 22 minutes ago

FULLTIME

BOGOTÁ - BOGOTÁ, COLOMBIA 

**POLYMATH VENTURES** is looking for a **Software Developer**

Company builder, creating innovative business from scratch, using a combination of design- and business-thinking.

Posted about 2 hours ago

FULLTIME

IRVINE, CA 

**VERYS** is looking for a **Web Developer**

We build customer software to be proud of.

Posted about 2 hours ago

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**GA PROFILES**

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**EXPECTATIONS**

## **HOW EMPLOYERS USE PROFILES**

- Follow-up after Showcase, reviewing grads they did and did not talk to.
- Replacing the Showcase if employer cannot make it.
- Connecting directly with grads (the “Let’s Talk” button)
- Sharing student information with coworkers and hiring managers.
- Learning about GA before partnering with us.

## **EXPECTATIONS FOR GRADS USING PROFILES**

- It is your responsibility to ensure content is accurate and polished.
  - GA approves your profile once, but we are not proofreaders.
- Grads must respond to employer outreach within 24 - 48 hours **whether you want the job opportunity or not.**
- When you work on a new project, you should update your Profile.
- When you accept a job offer, turn off your Profile. You can turn it on again later.

*These guidelines ensure that GA Profiles is an effective hiring platform to our partners, which will help you and all your colleagues get jobs faster.*

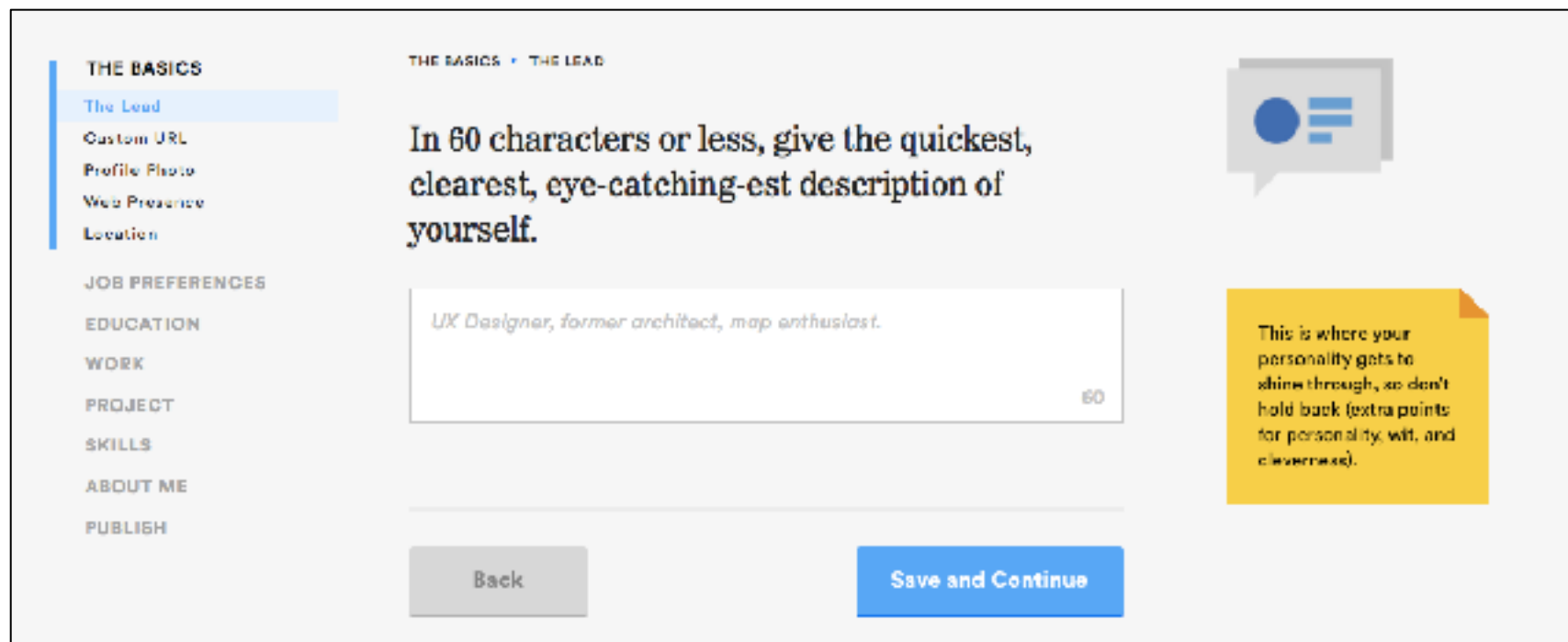
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**GA PROFILES**

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# CREATING YOUR PROFILE

► Go to: [profiles.ga.co/profiles/new](https://profiles.ga.co/profiles/new)



The screenshot shows a web form for creating a profile. On the left is a sidebar with navigation links. The main area is titled 'THE BASICS' with a sub-tab 'THE LEAD'. The instruction reads: 'In 60 characters or less, give the quickest, clearest, eye-catching-est description of yourself.' Below this is a text input field containing the placeholder text 'UX Designer, former architect, map enthusiast.' and a character count of '60'. At the bottom are 'Back' and 'Save and Continue' buttons. A yellow callout box on the right explains the purpose of the 'The Lead' section.

**THE BASICS**

- The Lead
- Custom URL
- Profile Photo
- Web Presence
- Location

**JOB PREFERENCES**

**EDUCATION**

**WORK**

**PROJECT**

**SKILLS**

**ABOUT ME**

**PUBLISH**

**THE BASICS** • **THE LEAD**

In 60 characters or less, give the quickest, clearest, eye-catching-est description of yourself.

UX Designer, former architect, map enthusiast. 60

Back Save and Continue

This is where your personality gets to shine through, so don't hold back (extra points for personality, wit, and cleverness).

# GA PROFILE REQUIREMENTS

### ☐ THE BASICS:

- ☐ *Lead*: 3 short descriptors
- ☐ *Web Presence*: LinkedIn, resume, portfolio, and Github (for WDI)
- ☐ *Location*: Denver

### ☐ JOB PREFERENCES:

- ☐ *Work Status*: Yes\*
- ☐ *Job Role*: Check all that apply

### ☐ PROJECT:

- ☐ Description & links for your favorite projects

### ☐ SKILLS:

- ☐ 3 primary skills and 3-10 secondary skills

### ☐ ABOUT ME:

- ☐ Summary
- ☐ At least 2 Q&A

*\*Change to “No” when job search is completed*



**THAT'S IT!**

**Me and Becca can see your profiles and  
approve them, so no need to send us a link.**

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**GA PROFILES**

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# OUTCOMES ASSIGNMENTS

**Until next time . . .**

- 1.) Make or clone my about-me repo, and edit the readme to include:**
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- 3.) What kind of company you'd like to work for (i.e. Agency, Startup, etc)**
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- 6.) Add in a link to your Portfolio Website**

**SERIOUSLY -**

Start working on your  
Outcomes Assignments

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# **FINAL OUTCOMES WORKSHOPS – What do you want to know?**

# Q&A

**THE END!**