INTRODUCTION TO INDUSTRY & MARKET

OUTCOMES EXPECTATIONS

RECAP: BECOMING A JOB SEEKER

In order to set you up for success, you will need the following:

RESUME	DIGITAL PRESENCE (PROFILE + LINKEDIN)	PROFESSIONAL PROJECT/ PORTFOLIO	JOB TRACKER	ATTENDANCE & PARTICIPATION IN OUTCOMES PROGRAMMING

TODAY'S AGENDA

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?
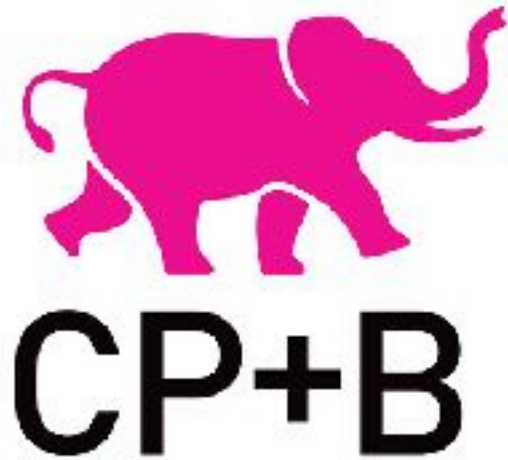
DENVER MARKET

DENVER MARKET

- Denver considered one of the most promising in digital economy (Innovation that Matters report & 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
- Colorado has a thriving tech scene with a multitude of company types (which is rare)

DENVER SUCCESS STORIES: ACQUISITIONS

DENVER SUCCESS STORIES: LEGENDARY AGENCIES

DENVER SUCCESS STORIES: FORTUNE 500 COMPANIES

DENVER SUCCESS STORIES: GROWING STARTUPS

BLOGS AND ONLINE RESOURCES

- [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

STARTUP INCUBATORS

- 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?

WEB DEVELOPER MARKET

- Demand for developers is at an all-time high
- 83.45% 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

WHAT WILL MY JOB BE?

WEB DEVELOPER JOB DESCRIPTIONS

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!

WEB DEVELOPER JOB DESCRIPTIONS

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)

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

Creative Technologist (Design + Full Stack)

WEB DEVELOPER JOB DESCRIPTIONS

What do other people call web developers?

- **Webmaster**
- **Hacker**
- **Ninja**
- **Rockstar**
- **Tech person**
- **IT Professional**

Always read descriptions - job titles can be misleading.

WHERE AM I GOING TO WORK?

WEB DEVELOPER COMPANY TYPES

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

Type	Pros	Cons
• **Agency**	**Wide Knowledge**	**Shallow Knowledge**
• **Product**	**Deep Knowledge**	**Narrow Knowledge**
• **Contractor**	**Sweet Freedom**	**No Guidance**

WEB DEVELOPER COMPANY TYPES

There's also lots of company types:

Type	Pros	Cons
• **Startup**	**High Impact/Power**	**Low Stability/$$$**
• **Mid-size**	**Stable w/ Freedom**	**No Huge Perks**
• **Corporation**	**High Stability/$$$**	**Low Impact/Power**

PREVIOUS GA GRADS

We typically see salary ranges of $50,000 - $70,000
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

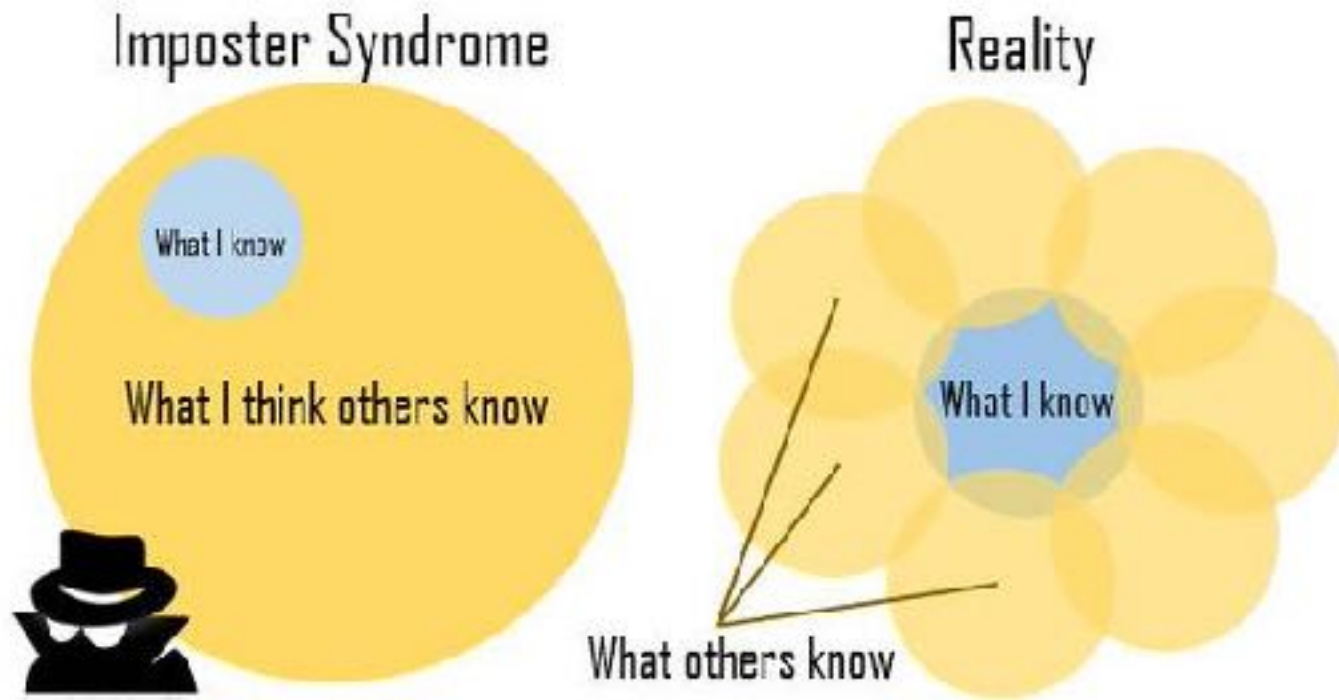# Q&A

ASSIGNMENTS

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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

FINAL THOUGHTS

IMPOSTER SYNDROME

Imposter Syndrome

What I know

What I think others know

Reality

What I know

What others know

MOMENT OF ZEN

PROGRAMMING!

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