

ITU Career Portal

The Challenge

International Technological University is a private reputable, well-rounded university in Santa Clara, California with over 10,000 students and faculty members. The university offers master programs like computer science, software development, MBA and first semester CPT for full time students. About 53% of current ITU students from the Computer Science Dept. participate in internships out of which more than 50% having Annual Earnings double the national average in Silicon Valley. On average, over 70% of students seek an internship during a trimester.

‘Since we have so many intelligent students from stem programs looking for internship, part time and full time positions, what if we could create a career portal and provide job opportunities for them? Recruiters can also log in to post job and schedule interviews with candidates.’

My Role

Type University Project

Role UX Designer

Tools Figma, Adobe Illustrator, Adobe Photoshop

Timespan 1 year

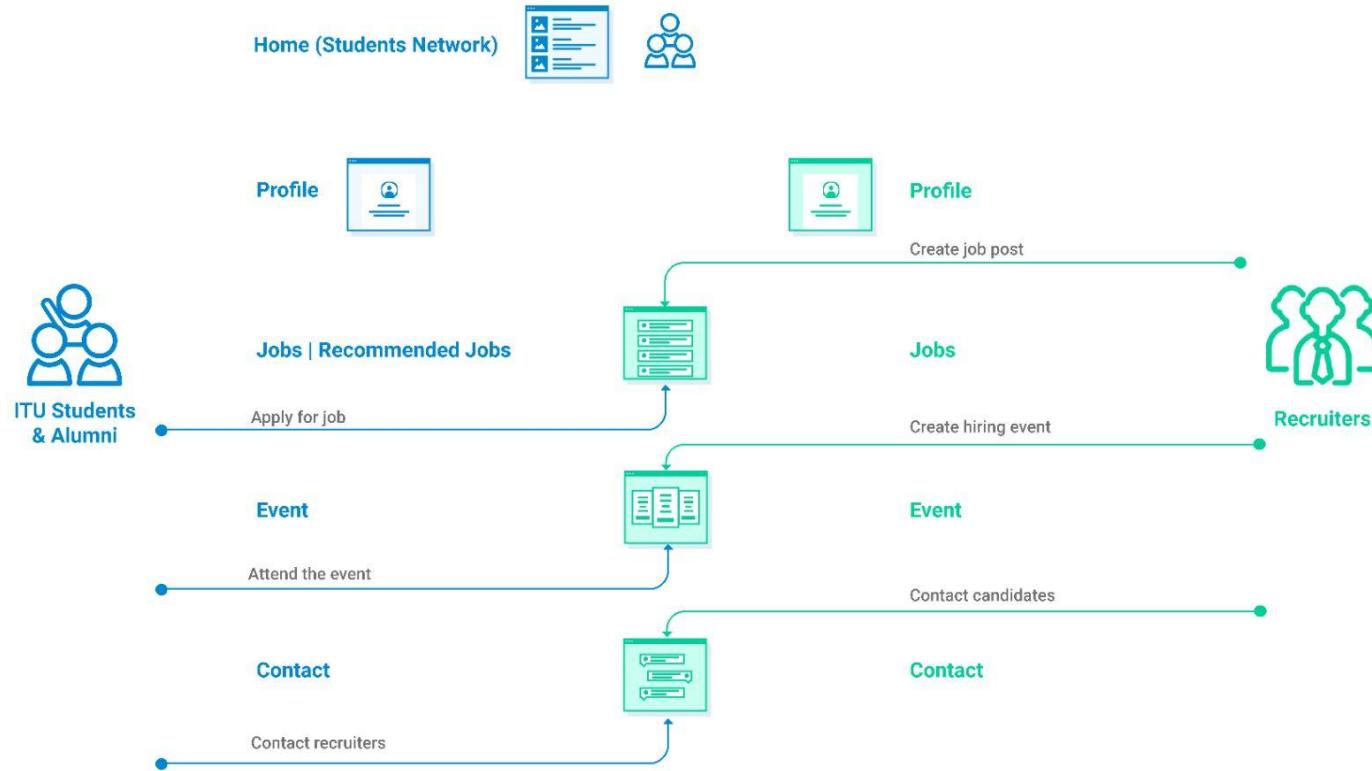


The Solution

ITU Career Portal is an **all-in-one community** for ITU students to keep abreast of career trends, latest open positions, and get involved in insightful discussions on career development, employer reviews, networking opportunities, etc.

Why this solution?

- 1) Effectiveness of job searching (internship, New graduate opportunities)
- 2) Great advantages of current students and alumni networking, sharing job openings



Design Thinking



Brainstorm

Brainstorming
Ideation through sketching
User Research
Competitive Analysis
Key Findings



Define

Scoping
Consideration of constraints
Scenarios, Storyboards,
personas
Design rationale



Design

Wireframing
Lo-fidelity
Hi-fidelity
Early evaluations



Prototype

Prototyping
Evaluation



Test

Testing

Features for ITU Students

- Create personal profile, upload resume
- Create posts and make comments (can be anonymously) under interested topics
- View customized job recommendation
- Get in touch with alumni in same field, company, or position
- Search for jobs, apply for jobs
- View exclusive career fairs and events
- Contact recruiters

Features for Recruiters

- Create job posts
- Create personal profile
- View job posts
- View candidates' profiles
- Contact candidates

Special New Features for Student Site

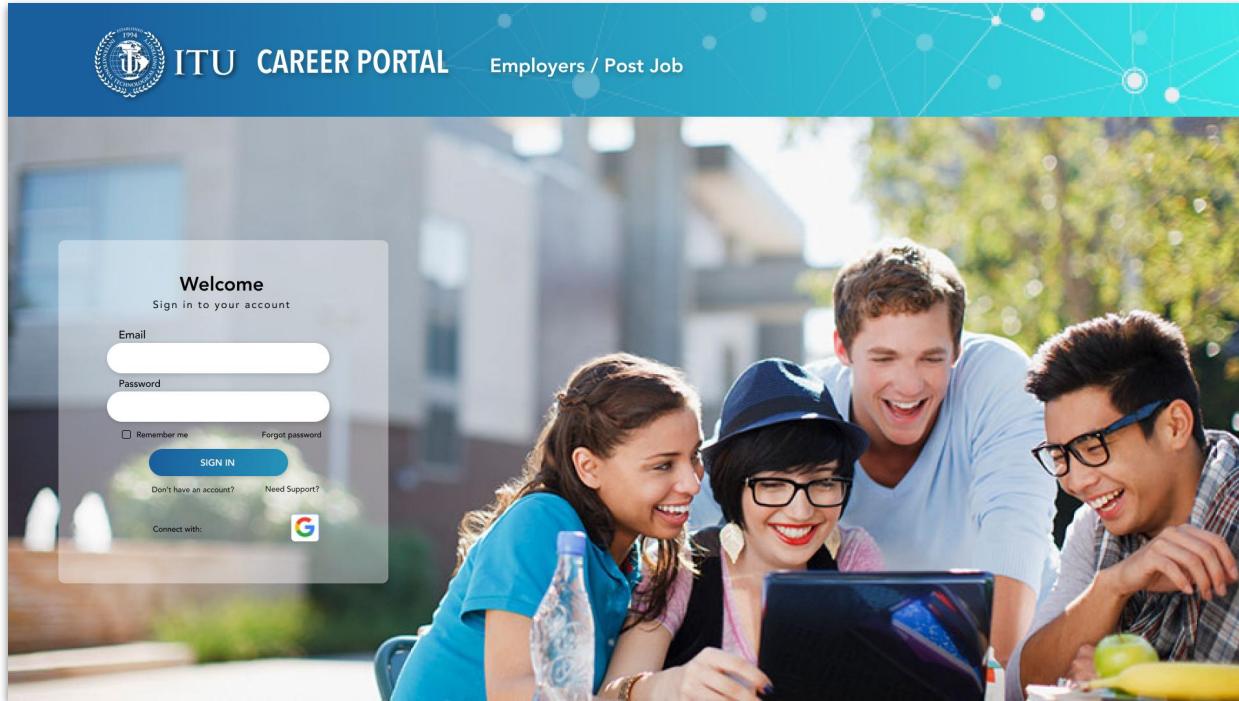
- Display students' classes or skills on the ITU career portal
- Display each of student portfolio such as design work or projects
- Contact recruiters with auto-reply AI technology

Special New Features for Employer Site

- Hold a virtual meeting to invite companies to join
- Implement zoom on the ITU career portal
- Recommended appropriate candidates
- Answer students' questions using auto-reply AI technology
- Reward any present student or recruiter to post a job

Current Design

ITU Student Login Page



ITU student can use ITU
gmail to log in

ITU Students & Alumni



Home Page



Alex Smith
Software Engineer
ITU 2019 Computer Science

Home Profile Jobs Recommended Jobs Event Contact Log Out

Start a post

Photo Video Event Write article

International Technological University (ITU)
6,810 followers
3d · 

Are you thinking about joining the ITU family? Come attend our open house to have a conversation with Jake and Kent about our University!

...see more



Like Comment

Dane Hagfeldt • 1st
Talent Professional at Blizzard Entertainment
53m • Edited • 

Hey Li Network! Who do you know?!

Hiring News

- Jobless claims lowest since March 4h ago • 11,344 readers
- Jobless claims lowest since March 4h ago • 11,344 readers
- Jobless claims lowest since March 4h ago • 11,344 readers
- Jobless claims lowest since March 4h ago • 11,344 readers
- Jobless claims lowest since March 4h ago • 11,344 readers
- Jobless claims lowest since March 4h ago • 11,344 readers

ITU student can create post and view the recent Hiring News.

Student can like and comment on others' posts

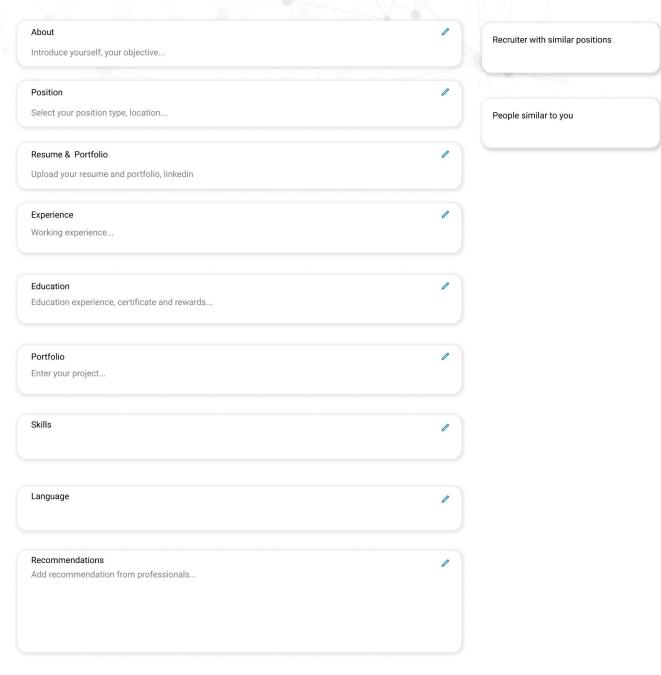
Profile Page



Alex Smith
Software Engineer
MSc 2019 Computer Science

- Home
- Profile
- Jobs
- Recommended Jobs
- Event
- Contact

Log Out



About
Introduce yourself, your objective...

Position
Select your position type, location...

Resume & Portfolio
Upload your resume and portfolio, linkedin

Experience
Working experience...

Education
Education experience, certificate and rewards...

Portfolio
Enter your project...

Skills

Language

Recommendations
Add recommendation from professionals...



Alex Smith
Software Engineer
MSc 2019 Computer Science

- Home
- Profile
- Jobs
- Recommended Jobs
- Event
- Contact

About
I am a software engineer. I am looking for Fall 2020 internship

Position
Software Engineer, Web Developer, Data Scientist, Interning, California, 1-2 years experience

Resume & Portfolio
Resume.pdf Download Portfolio Link: <https://alexproject.webflow.io/>

Experience
Web Developer
Demola - May 2019 - May 2020 - 1 yr 1 mo
Tampere, Finland
Built upon the Demola.net website using Drupal as a Content Management System and LAMP stack.
DraupiLinuxPHPMySQL web developer and acting Community Manager at the Nokis... [see more](#)

Education
International Technological University (ITU)
2019
Bachelor of Computer Science, Computer Science, Unix 3.6
Algorithmic Studies
Computer Architecture and Development
Computer Networks and Protocols
Data Structure
Digital Logic
Front and Web Architecture
Operating Systems
Data Analysis

Portfolio
Mastodon
See my profile - 2 hrs
San Francisco Bay Area
Mobile application to keep track of your social media accounts using React Native and Expo.
[View Project](#) [MVP](#)

DropInPlans
See my profile - 2 hrs
San Francisco Bay Area
Full stack web application for a weekly planner that plans weekly tasks and a place to store them. It uses React.js, Node.js, Express.js, PostgreSQL, Redis, Docker, Docker Compose, Heroku, a database, MongoDB, MySQL, Redis,...

Skillshare
See my profile - 2 hrs
San Francisco Bay Area
Full stack web application for a weekly planner that plans weekly tasks and a place to store them. It uses React.js, Node.js, Express.js, PostgreSQL, Redis, Docker, Docker Compose, Heroku, a database, MongoDB, MySQL, Redis,...

Skills
Java, Python, React, SQL, Node.js

Language
English, Spanish

Recommendations
Joseph E. O'Conor, PhD, PE
Assistant Professor of Electrical Engineering
December 20, 2019, viewed 10 times

ITU student can add profile, upload resume, view recruiters with similar positions, and view other students with similar backgrounds.

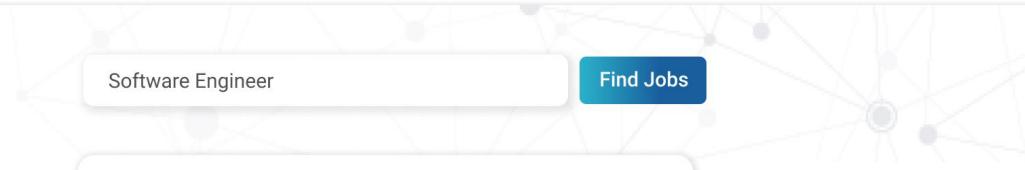
Jobs Page



Alex Smith
Software Engineer
ITU 2019 Computer Science

- [Home](#)
- [Profile](#)
- [Jobs](#)
- [Recommended Jobs](#)
- [Event](#)
- [Contact](#)

[Log Out](#)



Software Engineer [Find Jobs](#)

Software Engineer, Front-End
LVIS Corporation
Palo Alto, CA 94303 • Temporarily remote
\$104,527 - \$192,448 a year

Requirements
Relevant: 3 years
Javascript: 4 years
Bachelor's

- 5+ years of experience in practical software development.
- Implement general user interface for web-based software product.
- Temporarily due to COVID-19.

Software Engineer, Front-End
LVIS Corporation
Palo Alto, CA 94303 • Temporarily remote

ITU student can search recent jobs

Recommended Jobs



Alex Smith
Software Engineer
ITU 2019 Computer Science

- Home
- Profile
- Jobs
- Recommended Jobs
- Event
- Contact

Log Out

Jobs Recommended For You

Software Engineer, Front-End Promoted

DoorDash
San Francisco, CA, US
\$125K – \$200K

You have a preferred skill badge

1 week ago · [Easy Apply](#)

Front-End Web Developer Promoted

Apple
Cupertino, CA, US

 5 connections work here

1 week ago

Web Developer Promoted

Confluent
Mountain View, CA, US

You have a preferred skill badge

3 weeks ago

Software Engineer, Full-Stack

Calm
San Francisco, California
\$84K – \$195K - Medical, Vision, Dental, 401(k), +2 benefits

 Your profile matches this job

1 month ago

Software Engineer

Figma
San Francisco, CA, US
\$118K – \$195K - 1 benefit

Software Engineer, Front-End

DoorDash - San Francisco, CA, US

Posted 1 week ago · 928 views

[In Easy Apply](#) [Save](#)

See how you compare to 252 applicants
[Try Premium Free for 1 Month](#)

Job	Company	Connections
• 252 applicants	• 1,001-5,000 employees	• 20 alumni
• Full-time	• Internet	

DoorDash is building the world's most reliable on-demand, logistics engine for delivery! We're looking for experienced engineers to help us develop and maintain a 24x7, global infrastructure system that powers DoorDash's three-sided marketplace of consumers, merchants, and dashers.

As a front-end engineer at DoorDash, you'll help design and build beautiful, intuitive user interfaces for our web applications to create the best delivery experience.

What You'll Do

- Become a product owner for one of our client facing applications
- Write robust, highly tested, well-crafted code that you can be proud of.
- Fight for the best customer experience through technical and product decisions.

What We're Looking For

- Understanding of cross-browser compatibility, progressive enhancement and graceful degradation, responsive design, website performance, and

Job Portal sends students recommended jobs daily

Event Page



ITU student can view
upcoming hiring event

Contact Page

The screenshot shows a user profile for Alex Smith, a Software Engineer at ITU 2019 Computer Science. The sidebar includes links for Home, Profile, Jobs, Recommended Jobs, Event, Contact, and Log Out. The main area displays a list of messages from other users:

- Jenna Hopkins (Dec 3): Jenna: Will do, thanks for connecting with me!
- Annamaria Fausz (Dec 1): You: Hi, Annamaria. I am available from Monday to...
- Logan Hanselpacker (Nov 23): Logan: I know this is random but saw we knew a few mutua...
- Hugo Finkelstein (Nov 20): Hugo: Cool ! I'd love to chat and meet you. Please schedul...
- Danielle Olson (Nov 20): You: Ok. Let me know if you have a role.

A detailed message thread is shown between Alex Smith and Jenna Hopkins:

Alex Smith
Software Engineer
Dec 3 10AM

Hi, my name is Alex Smith from ITU. Nice to meet you, Jenna !

Jenna Hopkins
Dec 3

Hi Alex !
I hope you are doing well and staying safe! I wanted to reach out to see if you happened to have interest in new opportunities at the moment. I'm currently working with a start up in San Francisco that is quickly growing and looking for a Web Developer. Game design experience is also a plus, and I see you have some great experience there!

Would love to schedule a few minutes to chat if you have interest. Here is the description for your review.

Alex Smith

Hi Jenna, thank you for reaching out. I would like to learn more about this opportunity.

Write a message...

Send

ITU student can use chat to contact recruiters

Contact Page

The screenshot shows a user profile for Alex Smith, a Software Engineer at ITU 2019 Computer Science. The sidebar includes links for Home, Profile, Jobs, Recommended Jobs, Event, Contact, and Log Out. The main area displays a list of messages from other users:

- Jenna Hopkins (Dec 3): Jenna: Will do, thanks for connecting with me!
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- Hugo Finkelstein (Nov 20): Hugo: Cool ! I'd love to chat and meet you. Please schedul...
- Danielle Olson (Nov 20): You: Ok. Let me know if you have a role.

A modal window titled "Chat Summary" is open over the messages. It contains the following information:

Position: Junior Software Engineer
Location: San Jose
Company:
Zoox is transforming mobility-as-a-service by developing a fully autonomous, purpose-built fleet designed for AI to drive and humans to enjoy.
Job Description Link:
<https://www.careerprofiles.com/candidates/search-jobs/jobs/21214>
Online Interview options:
12/8/2020 4 pm Yes No
12/10/2020 11pm Yes No
12/12/2020 13 pm Yes No
Recruiter: Jenna from Profiles
Contact Info: Jenna.Profiles@gmail.com

At the bottom of the modal are "Cancel" and "OK" buttons.

ITU student can click summary button to view the summary of the chat

Contact Page

The image shows two screenshots of a career platform's contact feature. The left screenshot displays a list of incoming messages from various users. The right screenshot shows a detailed view of a specific message exchange between a user named Alex Smith and another user.

Left Screenshot (Contact List):

- Alex Smith (Software Engineer, ITU 2019 Computer Science) is the logged-in user.
- Recent messages:
 - Jenna Hopkins (Dec 3): Jenna: Will do, thanks for connecting with me!
 - Annamaria Fauszt (Dec 1): You: Hi, Annamaria. I am available from Monday to...
 - Logan Hanselpacker (Nov 23): Logan: I know this is random but saw we knew a few mutua...
 - Hugo Finkelstein (Nov 20): Hugo: Cool ! I'd love to chat and meet you. Please schedul...
 - Danielle Olson (Nov 20): You: Ok. Let me know if you have a role.

Right Screenshot (Detailed Message View):

This view shows a conversation between Alex Smith and another user. The interface includes a header with a network graph, notification, summary, FAQ, and auto-reply buttons.

Introduction:

Hi, my name is Alex. I am a Junior Software Engineer. I graduated from ITU in 2020 December majoring in Computer Science. My Portfolio link is <https://www.ituCareer.com/Alex-2019-005a6b11>
My resume is attached.

Resume.pdf

Question:

What's your availability for the upcoming week?

Answer:

I am available at Monday to Wednesday after 4pm PST, Thursday and Friday 12pm to 2pm PST.
[My Google Calander](#)

Question:

What's your status in US ? Are you authorized to work in US ?

Answer:

Currently I am in F1 visa. I use school CPT to work. I can apply for part time or full time CPT to work.

ITU student can use FAQ to write down the questions and answers that recruiters may ask

Contact Page

The screenshot shows the ITU Career Contact Page. On the left, there's a sidebar with a profile picture of Alex Smith, a Software Engineer from ITU 2019 Computer Science. The sidebar includes links for Home, Profile, Jobs, Recommended Jobs, Event, and Contact, with Contact being the active tab. A Log Out link is at the bottom.

The main area is titled "Contact" and shows a list of messages:

- Jenna Hopkins Dec 3: Jenna: Will do, thanks for connecting with me!
- Annamaria Fauszt Dec 1: You: Hi, Annamaria. I am available from Monday to...
- Logan Hanselpacker Nov 23: Logan: I know this is random but saw we knew a few mutua...
- Hugo Finkelstein Nov 20: Hugo: Cool ! I'd love to chat and meet you. Please schedul...
- Danielle Olson Nov 20: You: Ok. Let me know if you have a role.

A detailed message view is open for Alex Smith, Software Engineer, dated Dec 3 10AM. The message content is:

Hi, my name is Alex. I am a Junior Software Engineer. I graduated from ITU in 2020 December majoring in Computer Science. My Portfolio link is <https://www.ituCareer.com/Alex-2019-005a6b11>
My resume is attached.

Resume.pdf

The message view also shows a response from Alex:

Hi Alex!
I hope you are doing well and staying safe! I wanted to reach out to see if you happened to have interest in new opportunities at the moment. I'm currently working with a start up in San Francisco that is quickly growing and looking for a Web Developer. Game design experience is also a plus, and I see you have some great experience there!

Would love to schedule a few minutes to chat if you have interest. Here is the description for your review.

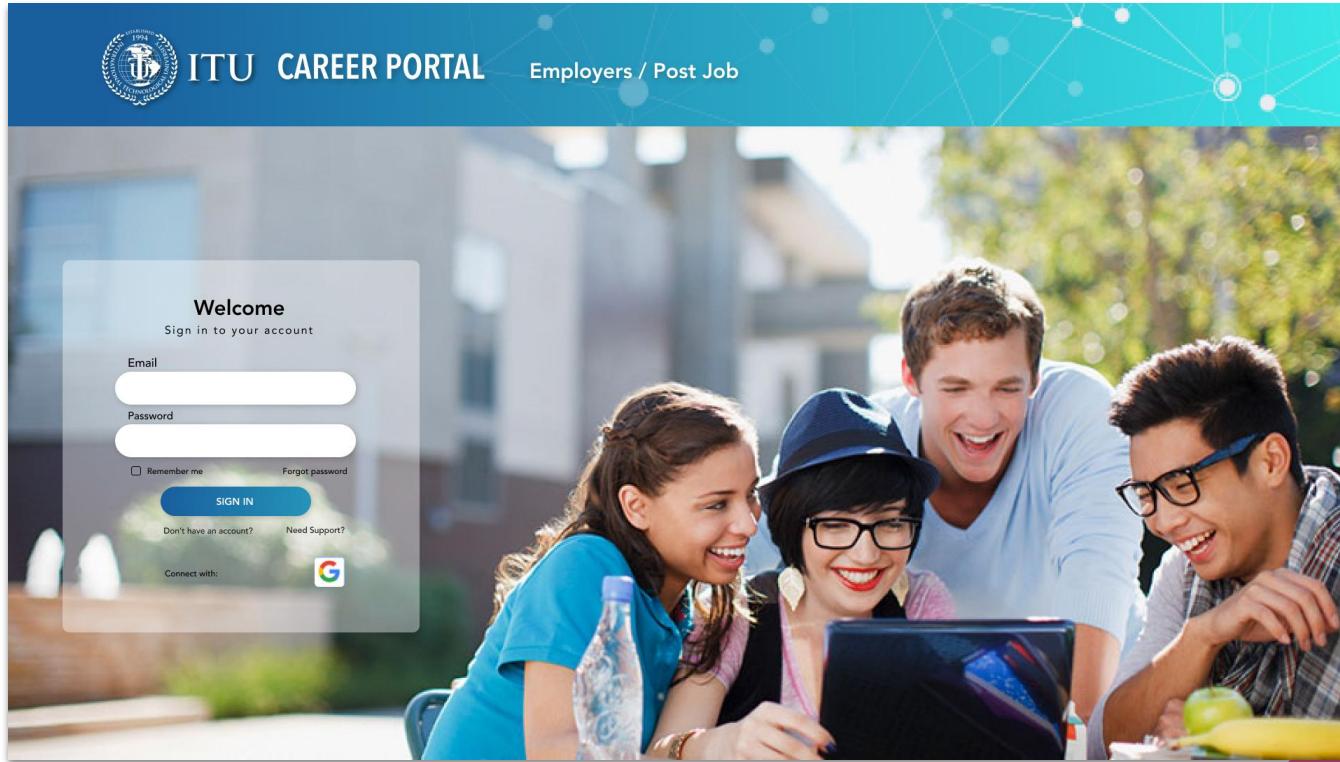
At the bottom, there's a text input field "Write a message..." and a "Send" button.

ITU student can turn on Auto-Reply. The chat system can answer recruiters' questions based on FAQ content

Recruiters

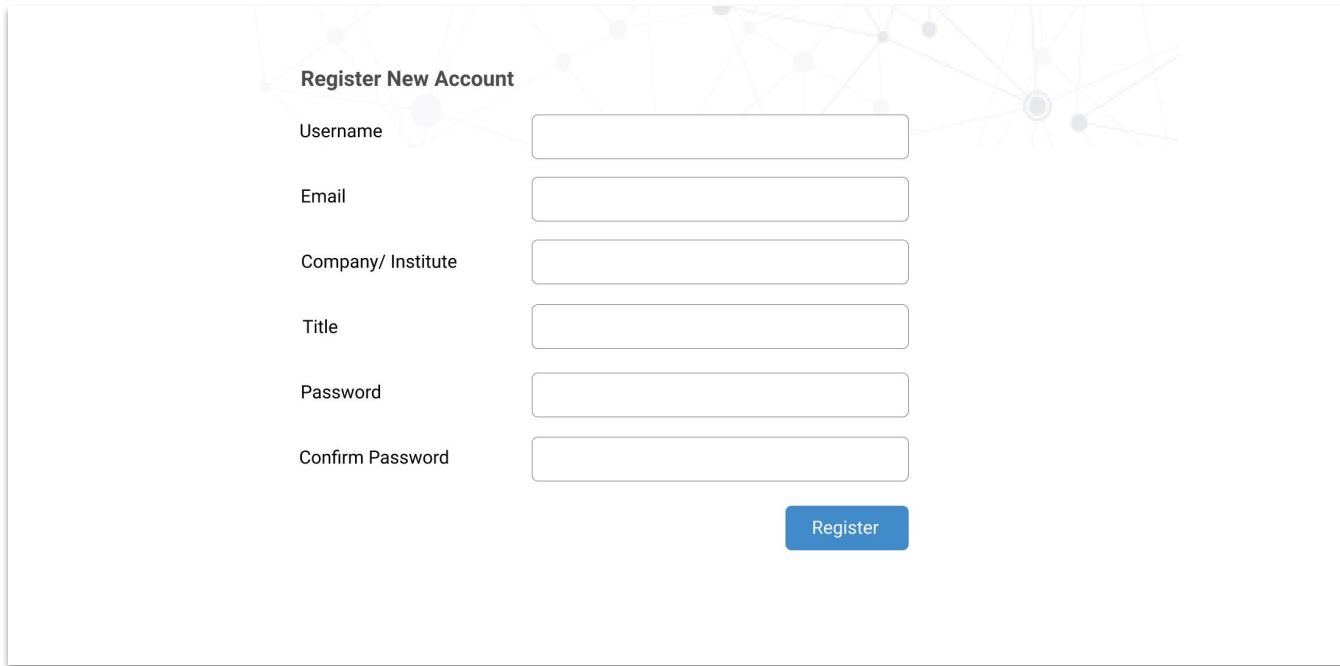


Recruiters login



Recruiters click
Employers/Post Job

Recruiter Create Account



The registration form is set against a background featuring a network of interconnected nodes and lines, symbolizing connectivity or a professional community.

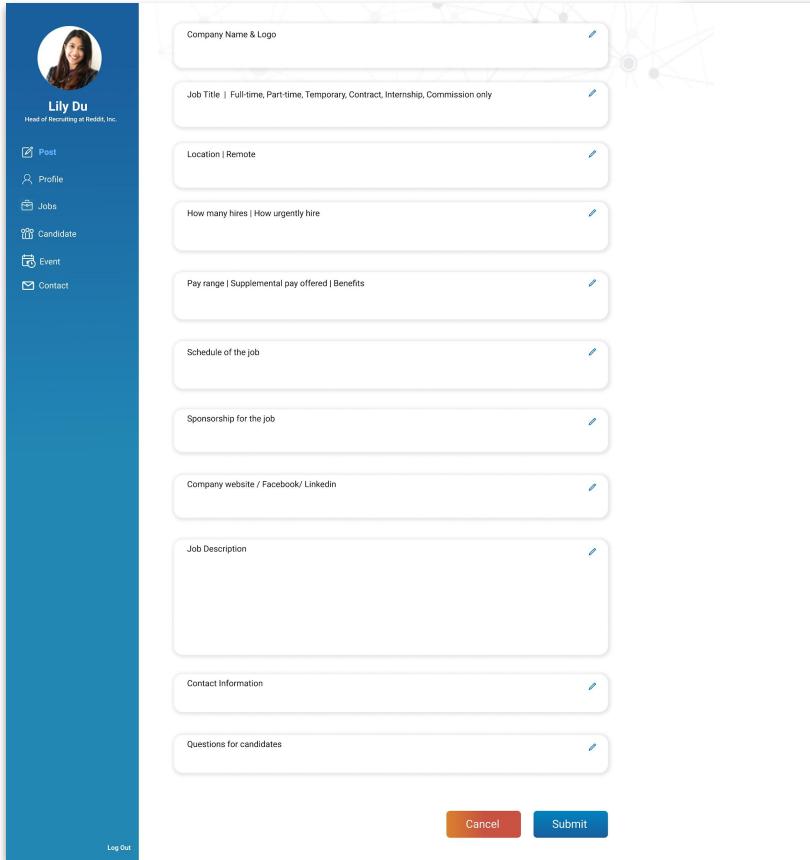
Register New Account

Username	<input type="text"/>
Email	<input type="text"/>
Company/ Institute	<input type="text"/>
Title	<input type="text"/>
Password	<input type="password"/>
Confirm Password	<input type="password"/>

Register

Recruiter creates an account

Recruiter Dashboard/Post Page



Lily Du
Head of Recruiting at Reddit, Inc.

Post Profile Jobs Candidate Event Contact Log Out

Company Name & Logo

Job Title | Full-time, Part-time, Temporary, Contract, Internship, Commission only

Location | Remote

How many hires | How urgently hire

Pay range | Supplemental pay offered | Benefits

Schedule of the job

Sponsorship for the job

Company website / Facebook / LinkedIn

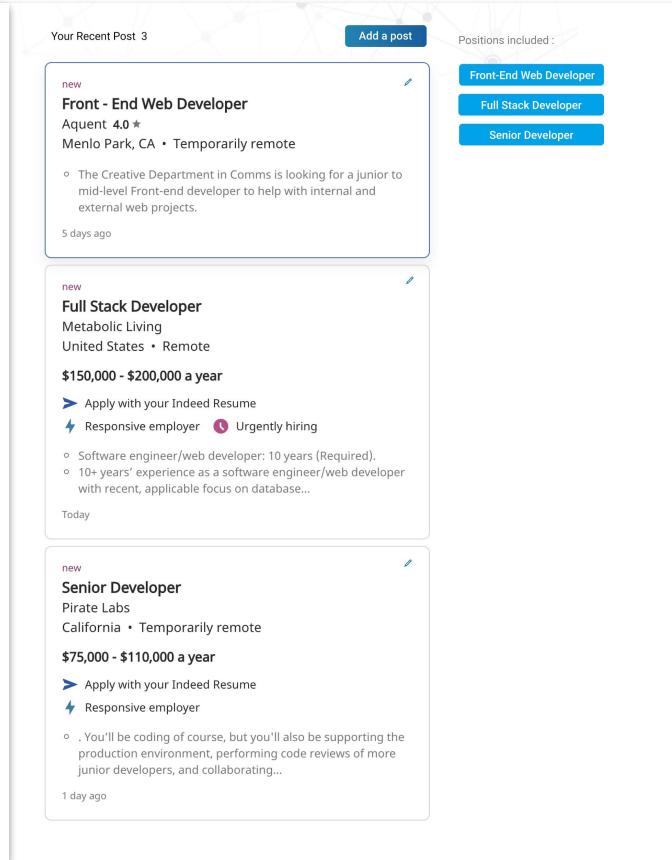
Job Description

Contact Information

Questions for candidates

Cancel Submit

This section shows the recruiter's profile and navigation menu. The main area contains fields for job posting details like company info, job type, location, schedule, pay, and contact information. Below these are sections for job description, contact info, and candidate questions. At the bottom are 'Cancel' and 'Submit' buttons.



Your Recent Post 3 Add a post

Front - End Web Developer Aquent 4.0 ★ Menlo Park, CA • Temporarily remote

The Creative Department in Comms is looking for a junior to mid-level Front-end developer to help with internal and external web projects.

5 days ago

Full Stack Developer Metabolic Living United States • Remote

\$150,000 - \$200,000 a year

Apply with your Indeed Resume Responsive employer Urgently hiring

Software engineer/web developer: 10 years (Required).
10+ years' experience as a software engineer/web developer with recent, applicable focus on database...

Today

Senior Developer Pirate Labs California • Temporarily remote

\$75,000 - \$110,000 a year

Apply with your Indeed Resume Responsive employer

You'll be coding of course, but you'll also be supporting the production environment, performing code reviews of more junior developers, and collaborating...

1 day ago

Positions included:

Front-End Web Developer
Full Stack Developer
Senior Developer

This section displays three recently posted jobs. Each job listing includes the title, company, location, salary range, application instructions, and a brief description. To the right of the posts is a sidebar titled 'Positions included' which lists the specific roles for each post.

Recruiter fills out the form and creates a job post. The system generates positions' keywords

Recruiter Dashboard/Candidate Page



Lily Du
Head of Recruiting at Reddit, Inc.

 Post

 Profile

 Jobs

 Candidate

 Event

 Contact

[Log Out](#)

Position Job title, keywords

Location City, state, zip code

Find Candidate

Date Posted ▾ Salary Estimate ▾ Job Type ▾ Experience ▾

Programming Languages & Frameworks ▾ Software Programs ▾

About 4 results

 **Xiaoya Luo** • 2nd
Graduate Student at ITU
San Francisco Bay Area
Summary: Student at ITU in Software Engineering
 Tyler Cadigan is a shared connection

 **sruti narla** • 3rd
student ITU, Animation Mentor
San Francisco Bay Area
Past: Digital Arts Student at ITU

 **Chang(Michael) Liu** • 2nd
International Technological University (ITU) - UX Designer
San Francisco Bay Area
Current: UX Designer at International Technological University (ITU)
 Xue Xu, Tom Tafolla, J.D., and 2 other shared connections

 **Stacey Houghton** • 2nd
UI/UX Designer Specialist and Instructor at International Technological University (ITU)
San Francisco Bay Area
Current: UX Design Specialist at International Technological University (ITU)
 James Gutierrez, Andrew Drabek (安德魯), and 2 other shared connections

Profile Detail

 **Xiaoya Luo**
Graduate Student at ITU 

Experience

 **Software Engineer Internship**
Pibao, Inc.
May 2017 - Present • 3 yrs 7 mos
Santa clara

User Experience Researcher
Netease Games
Jul 2015 – Apr 2016 • 10 mos
Guangzhou, Guangdong, China
- Applied latest sociological and marketing framework into Chinese online game market classification, shedding great insights upon game design.
- Designed and implemented icon attractive research by employing eye-movement approach, leading to remarkable meaning for the subsequent subjective research, such as figure ... see more

Business Development Intern
Innovation Ventures (创新工场)
Jun 2011 – Sep 2011 • 4 mos
Beijing, China
- Independently increased the Valentine's Day app download rate by 25% by means of 10 promotion articles at Tapas program.
- Exploring customer consuming and using patterns by analyzing mobile phone marketing data, and qualitative analysis, which helps to improve app design, such as layouts, function ... see more

Recruiter can view candidates' profiles

Recruiter Dashboard/Event Page

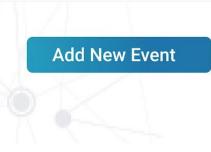


Lily Du
Head of Recruiting at Reddit, Inc.

-  Post
-  Profile
-  Jobs
-  Candidate
-  Event
-  Contact

Log Out

Event Name

Add New Event 

Event Date & Time 

Event Description 

Event Link 

Keywords 

 Delete  Cancel  Submit

Recruiter can add new hiring event

Recruiter Dashboard/Event Page



Lily Du
Head of Recruiting at Reddit, Inc.

- Post
- Profile
- Jobs
- Candidate
- Event
- Contact

[Log Out](#)



INTERNATIONAL TECHNOLOGICAL UNIVERSITY

San Jose, CA Job Hiring Event!

Dec 8, 2020 10AM - 12PM By Lily Du Head of Recruiting Reddit, Inc.

Join

As one of the largest financial institutions in the world, our client has been around for over 150 years and is continuously innovating in today's digital age. If you want to work for a company that is not only a household name, but also truly cares about satisfying customers' financial needs and helping people succeed financially, apply today.

f o in t e

Keywords:
Hiring event, career fair, employment, job, jobs, full time, part-time, full-time, part-time, student job, student jobs, specialist, security, security specialist, career, software, IT, San Jose, Cupertino, California, Bay area

Add New Event

Recruiter can preview the event

Recruiter Dashboard/Contact Page

The screenshot shows a recruiter's dashboard with a sidebar and a main contact interface.

Left Sidebar:

- Lily Du (Profile picture)
- Lily Du**
Head of Recruiting at Reddit, Inc.
- [Post](#)
- [Profile](#)
- [Jobs](#)
- [Candidate](#)
- [Event](#)
- [Contact](#)

Main Interface - Contact List:

- Kailun Zhang Oct 26, 2019
Kailun: 🌟
- Lamar Young Oct 15, 2019
InMail • How LinkedIn can change your life as an...
- Bracken Woolley Oct 7, 2019
Bracken: Hi Xiang, Okay, thanks for letting me know!...
- Anita Thakur Sep 28, 2019
You: Thanks
- Huiju Kuo Sep 22, 2019
You: I will apply, thanks
- Jamie L Sep 12, 2019

Main Interface - Detailed Conversation with Kailun Zhang:

Lily Du
Recruiter at Reddit
Dec 3 10AM

Kailun Zhang: Hi, my name is Lily from Reddit. Nice to meet you, Kailun!

Lily Du: Hi Lily,
My name is Kailun Zhang. I am a software engineer. I have two years experiences in web development. Currently I saw your job post on ITU Career Portal. I want to know if the position is still open. If you have the job description, can you send it to me? Thanks.

Kailun Zhang: Yes, Kailun. I have the job description. The position is still open. Here's the description. Can you also send me your resume?

Lily Du: [Job Description](#)

Bottom Input Field: Write a message...

Recruiter can chat with students

Recruiter Dashboard/Contact Page

The image shows a recruiter's dashboard with a sidebar and a main contact list. The sidebar includes a profile picture of Lily Du, Head of Recruiting at Reddit, Inc., and links for Post, Profile, Jobs, Candidate, Event, and Contact. The main area displays a list of messages from various candidates:

- Kailun Zhang - Oct 26, 2019: Kailun: 😊
- Lamar Young - Oct 15, 2019: InMail • How LinkedIn can change your life as an...
- Bracken Woolley - Oct 7, 2019: Bracken: Hi Xiang, Okay, thanks for letting me know!...
- Anita Thakur - Sep 28, 2019: You: Thanks
- Huiju Kuo - Sep 22, 2019: You: I will apply, thanks

A modal window titled "Chat Summary" is open for the message from Kailun Zhang. It contains the following information:

Interviewee: Kailun
Location: San Jose
Position:
Junior Software Engineer

Kailun's resume and portfolio
Resume.pdf
<http://kailun.com/>

Online Interview options:
12/8/2020 4 pm Yes No
12/10/2020 11pm Yes No
12/12/2020 13 pm Yes No

Interviewee tel: 415-980-789
Contact Info: kailun2020@gmail.com

Buttons at the bottom of the modal are "Cancel" (orange) and "OK" (blue).

Recruiter can click summary to view the chat content. The system will summarize the chat history.

Recruiter Dashboard/Contact Page

The screenshot displays a professional recruitment interface. On the left, a sidebar features a circular profile picture of a woman, her name "Lily Du", and her title "Head of Recruiting at Reddit, Inc.". Below this are several navigation icons: Post, Profile, Jobs, Candidate, Event, and Contact, with "Contact" being the active tab. The main content area is divided into two sections: "Contact" and "FAQ". The "Contact" section lists recent messages from candidates, each with a small profile pic, the recipient's name, the date, and a snippet of the message. The "FAQ" section shows a network graph background and includes a "Notification" icon, a "Summary" icon, a "FAQ" icon, and an "Auto Reply" icon. It also contains a "Job Description.pdf" file attached to a message and three examples of Q&A pairs.

Contact

Lily Du
Head of Recruiting at Reddit, Inc.

Post Profile Jobs Candidate Event Contact

Kailun Zhang Oct 26, 2019
Kailun: 😊

Lamar Young Oct 15, 2019
InMail • How LinkedIn can change your life as an...

Bracken Woolley Oct 7, 2019
Bracken: Hi Xiang, Okay, thanks for letting me know!...

Anita Thakur Sep 28, 2019
You: Thanks

Huiju Kuo Sep 22, 2019
You: I will apply, thanks

Jamie L Sep 12, 2019

Notification Summary FAQ Auto Reply

+ Add More Q&A ...

Introduction

Hi, my name is Lily. I am the head of recruiting at Reddit. I'm currently working with a start up in San Francisco that is quickly growing and looking for junior software engineer. Job description link is <https://www.careerprofiles.com/candidates/search-jobs/jobs/21214>
Job Description is attached.

Job Description.pdf

Question

What's your availability for the upcoming week for interview ?

Answer

I am available at Monday to Wednesday after 4pm PST, Thursday and Friday 12pm to 2pm PST.
My Google Calander

Question

Does the company sponsor H1 working visa for this position?

Answer

Yes. The company offers sponsorship for this position.

Recruiter can use FAQ to write down the common questions and answers students may ask.

Recruiter Dashboard/Contact Page



Lily Du
Head of Recruiting at Reddit, Inc.

Post
 Profile
 Jobs
 Candidate
 Event
 Contact

Contact

Search message

Kailun Zhang Oct 26, 2019
Kailun: 

Lamar Young Oct 15, 2019
InMail • How LinkedIn can change your life as an...

Bracken Woolley Oct 7, 2019
Bracken: Hi Xiang, Okay, thanks for letting me know!...

Anita Thakur Sep 28, 2019
You: Thanks

Huiju Kuo Sep 22, 2019
You: I will apply, thanks

Jamie L Sep 12, 2019

Lily Du
Recruiter at Reddit

Dec 3 10AM

Notification Summary FAQ Auto Reply

Hi, my name is Lily. I am the head of recruiting at Reddit. I'm currently working with a start up in San Francisco that is quickly growing and looking for junior software engineer. Job description link is <https://www.careerprofiles.com/candidates/search-jobs/jobs/21214>. Job Description is attached. [Job Description.pdf](#)

Hi Lily !

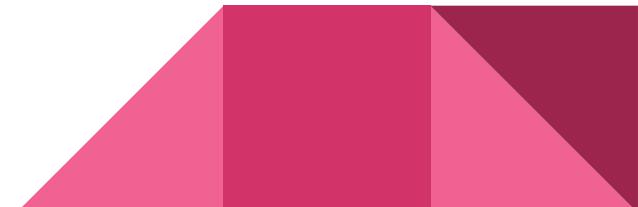
My name is Kailun Zhang, I am a software engineer. I have two years experiences in web development. Currently I saw your job post on ITU Career Portal. I am quite interested in this position. Here is my resume file and my portfolio link. Let me know if you have any questions. [Resume.pdf](#)

Write a message...

Recruiter can turn on Auto-Reply to answer students' common questions.

Website Prototype

[Link](#)



Mobile Platform

Students

The collage illustrates the ITU Career mobile application's interface across five main sections:

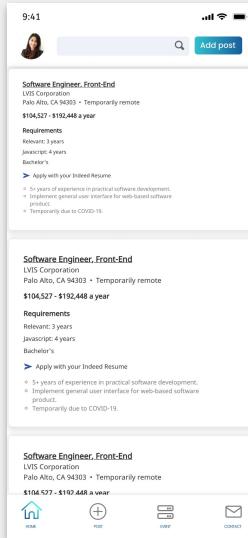
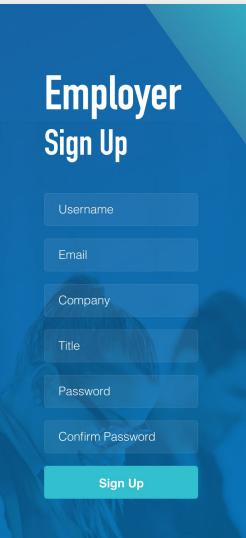
- Log In:** Shows the login screen with the ITU logo, "ITU CAREER" text, and "Employer" and "Student" buttons.
- Network:** Shows the "Student Sign In" screen with a yellow gradient background, followed by two job listing cards:
 - Software Engineer, Front-End** at LVIS Corporation, Palo Alto, CA \$104,527 - \$192,448 a year.
 - Software Engineer, Front-End** at LVIS Corporation, Palo Alto, CA \$104,527 - \$192,448 a year.
- Job:** Shows a "Start Post" screen where a user can write a post, followed by another job listing card:
 - Software Engineer, Front-End** at LVIS Corporation, Palo Alto, CA \$104,527 - \$192,448 a year.
- Event:** Shows an "Upcoming Event For You" screen featuring a "San Jose, CA Job Hiring Event" card.
- Contact:** Shows a "Messages" screen with a list of recent conversations, including messages from Jenna Hopkins, Annamaria Fauszt, Logan Hanselipacker, Hugo Finkelstein, Danielle Olson, Alex Galasso, Lixian Bai, Nikita @ LinkedIn Learning, Julia Voronina, and Kelly Spencer.

Mobile Platform

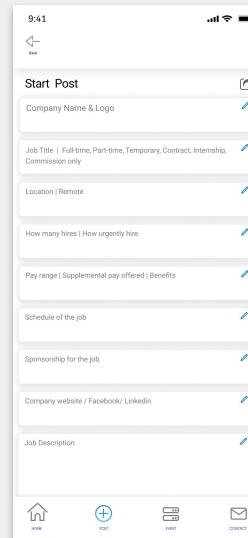
Recruiters



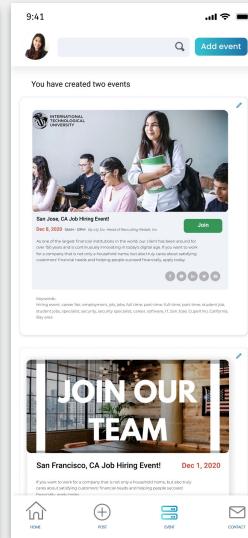
Sign Up



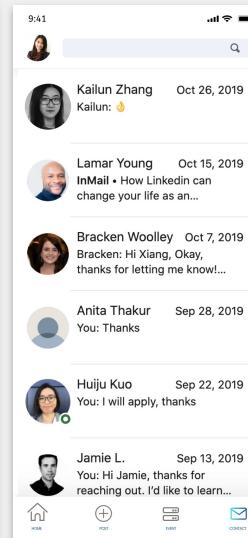
Job



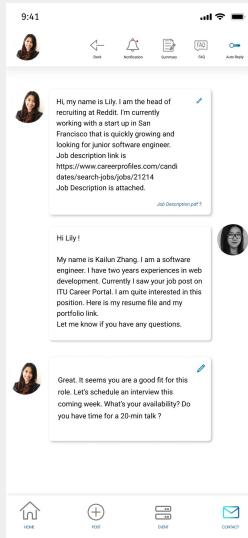
Post



Event



Contact



Great! It seems you are a good fit for this role. Let's schedule an interview this coming week. What's your availability? Do you have time for a 20-min talk?

Mobile Prototype

[Link](#)

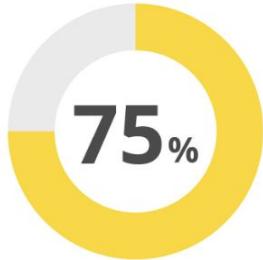
User Research

User Research: Survey & User Interviews

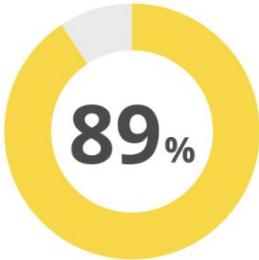
I initially designed survey with 30+ questions, and narrowed it down to less than 10 key questions. After, I conducted interviews with 4 users.

I conducted online survey with 60+ ITU students & alumni

Key Findings



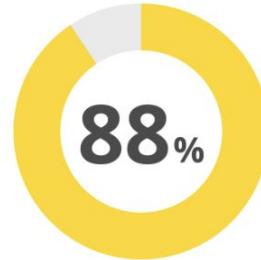
answered that they would like to find an internship or part time job during school year in ITU



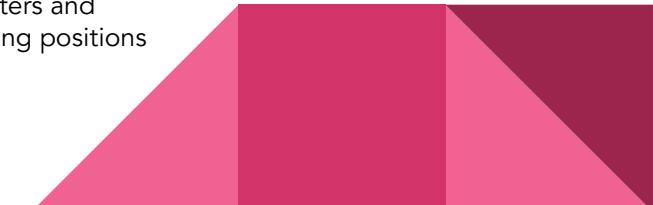
found school recommended positions is more helpful than online job seeking using Indeed, LinkedIn, glassdoor



would be willing to apply for the internship their classmates recommended



would be willing to use AI to find recommended candidates, recruiters and opening positions



Users have hard time in ...

1. Finding a right position based on their education background and experience
2. Finding a right recruiter
3. Finding a right platform to discuss job openings with classmates and alumni

Target Audience

ITU students including alumni

Majors included:

Business Administration, Computer Science, Digital Arts

Electrical and Computer Engineering, Engineering Management

Persona One

BACKGROUND

Status: Currently a full-time student at ITU studying MBA. Will graduate in December 2021.

Education: Previously obtained a MS in Accounting.

Location: Local San Jose.

Level: Junior. One year experience working at an accounting firm before going to ITU.

NEEDS

Looking for an off-campus internship for trimesters in 2021.

Also seeking for a full-time job starting in 2022 with VISA sponsorship.

Prefers Bay Area position.



Persona Two

BACKGROUND

Status: Currently a student at ITU studying Engineering Management. Will finish the program by the end of August 2021.

Education: Previously obtained an MBA degree.

Location: Los Altos.

Level: Three-year experience working at a tech start-up.

NEEDS

Looking for a full-time job that can start in fall 2021 in west coast cities of the U.S.

Open to relocation.

VISA sponsorship needed.



Persona Three

BACKGROUND

Status: To start studying in ITU in Spring 2021.

Education: Previously obtained a MS in EE.

Location: Texas.

Level: Three-year experience working at a tech company.

NEEDS

Looking for an internship for Summer 2021.

Open to relocating to Bay Area.



Competitive Analysis

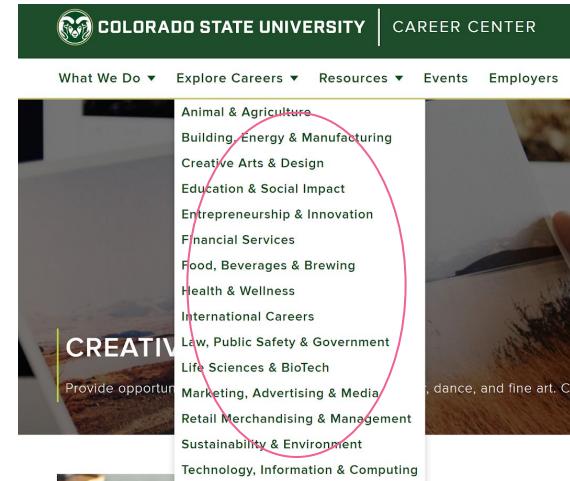
A Peek at Existing Campus Career Sites

#1 Colorado State University

Link: <https://career.colostate.edu/jobs/>

Highlights:

1. Sub-pages for career opportunities in different fields
2. “Success Stories” section to inspire student job seekers



A Peek at Existing Campus Career Sites

#2 University of Southern California

Link: <https://careers.usc.edu/>

Highlights:

A platform specifically designed for USC alumni networking and job seeking. Feeling of belonging.

Log in to connectSC

Whether you are a student, alum, or employer, connectSC is your one-stop shop for finding and posting jobs and internships!

connectSC



A Peek at Existing Campus Career Sites

#3 University of Houston

Link: <https://www.uh.edu/ucs/>

Highlights:

Uses a system called **Cougar Pathway** to assist students with the following:

- Schedule one on one career counseling appointment
- Search for full-time and part-time jobs
- Apply for jobs
- Review resumes and cover letters for open positions
- Submit interview requests
- RSVP for workshops, info sessions and career fairs

LinkedIn Feature Highlights

1. Job recommendation that is customized based on the profile.
2. Trending discussion for interested topics.

Based on your profile

Communications Associate,
Community Products
Facebook
Menlo Park, CA, US

2 connections

3 hours ago

Promoted
Strategic Cyber Fraud Analyst
Amazon Web Services (AWS)
Seattle, WA, US

143 alumni

3 weeks ago

Promoted
Arbitrage Rebate Analyst
Hawkins Delafield & Wood LLP
Portland, Oregon Metropolitan Area

Actively recruiting

1 week ago | Easy Apply

Promoted
Senior Public Relations
Specialist
Qualys
Foster City, CA, US

Actively recruiting

3 weeks ago • 17 applicants

Today's most viewed courses

1. **The Six Morning Habits of High Performance**
Pete Mockaitis | How to Be Awesome at Your Job
2. **Unconscious Bias**
Stacey Gordon
3. **Time Management for Busy People**
Madecraft and Samantha Bennett

Show more on LinkedIn Learning

#graphicdesigner
49,577 followers

Follow

Start a post

Sort by: Top

Janet (v) M. • 3rd+
Small Business Owner at Designs by Janet Louise
10h •

Who can help? 😊🙏

Zeinab Shendi • 3rd+
Bursting with Creativity with an Eye for Details | Graphic Designer
11h • Edited •

Please share and like this video and help me find a job that fits my skills.

I am an expert graphic designer, who is talented, driven and a fast learner ...see more

(Cont.) LinkedIn Feature Highlights

3. Manage your skills & endorsements.
4. Send a message without making a connection.

A screenshot of the LinkedIn comments section for a post. The comments are:

- Julian Baker Fantastic and encouraging article.
Like
- Thomas Gonzales Learned something new here. Thank
Like
- Daniel Jacobson Good post, thanks for sharing
Like
- Mark Martinez Great post. Worth a read
Like

Below the comments is a text input field: "Reply to this conversation..."

A context menu is open over the second comment, showing options: "Reply privately" and "Report". To the right of the menu, there are timestamp indicators: "... 2h" and "... 1h".

A screenshot of the LinkedIn "Skills & Endorsements" settings page. The page includes:

- "Skills and Endorsements Settings" section with options:
 - I want to be endorsed: Yes No
 - Include me in endorsement suggestions to my connections
 - Show me suggestions to endorse my connections
 - Send me notifications via email when my connections endorse me
- "Add & Remove" and "Manage Endorsements" buttons
- A search bar: "What are your areas of expertise?" with an "Add" button
- A note: "You can still add: 33"
- A list of current skills: Strategy (99+), Marketing Strategy (99+), Start-ups (99+), Business Strategy (99+), Management (99+), CRM (88), Product Management (54), Sales (48), Team Leadership (46)

Facebook Feature Highlights

Community Pages that are dedicated to a topic or experience, letting you connect with others who share similar interests and experiences.

PRSA Silicon Valley
Public group · 1.0K members

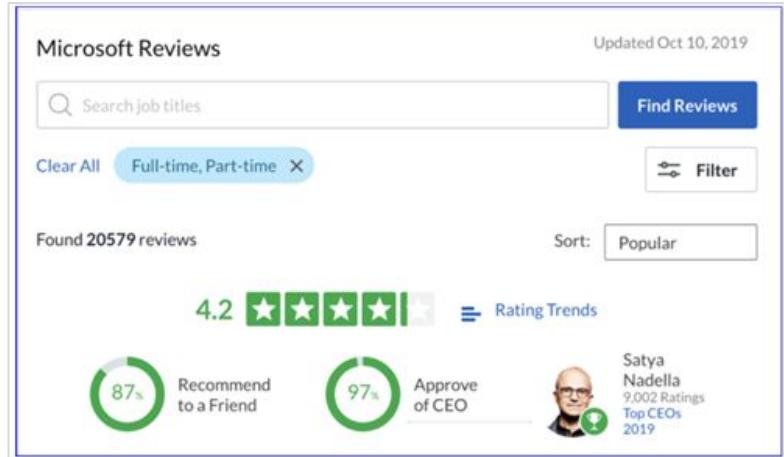
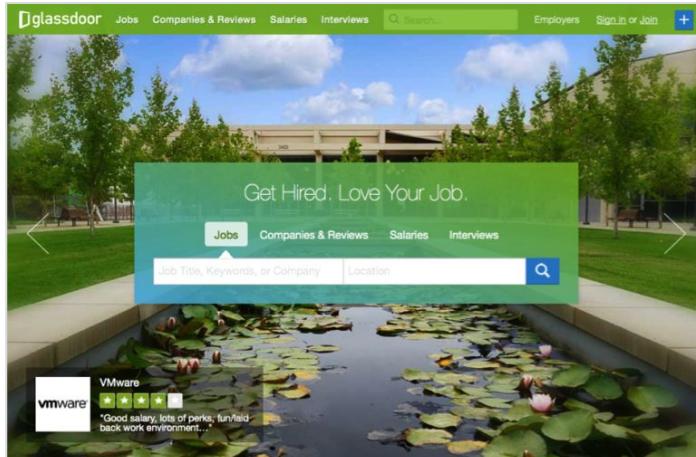
The screenshot shows the 'Discussion' tab of the PRSA Silicon Valley group page. It features a header with group photos and a '+ Invite' button. Below the header are tabs for About, Discussion, Announcements, Members, Events, and Media. A search bar and a three-dot menu are also present. On the left, there's a post from Yiqun asking 'What's on your mind?'. Below it are buttons for Photo/Video, Tag People, and Feeling/Activity. A section for 'Unread Announcements' shows one item from Shriti Sharma. At the bottom, a note about a Friday Forum replay is visible.

Nonprofit Communications Professionals
Private group · 14.3K members

The screenshot shows the 'Discussion' tab of the Nonprofit Communications Professionals group page. It has a similar layout to the first group, with a header, tabs, and a search bar. A post from Jennifer Wilson-Mathis is visible, along with a note about reading before posting. Below the post, there are sections for 'From Notifications' and 'General Group'.

Glassdoor Feature Highlights

1. Employers can sponsor the homepage background image including logo placement if they are interested.
2. Let employees provide anonymous reviews of their company for other prospective employees to read; company review, salary information; interview experience, etc.



Differentiation

BRIDGE THE GAP BETWEEN YOU AND YOUR DREAM JOB

- **ALL-IN-ONE COMMUNITY:** career trends, latest open positions, insightful discussions, networking, and more!
- **CUTTING-EDGE RECOMMENDATION ALGORITHMS:** customized content
- Combining POPULAR FEATURES OF FB, LINKEDIN, GLASSDOOR

Worldwide hot job list

1. Front-end engineer	Job satisfaction rating: 3.9	Number of job openings on Glassdoor: 13,122	Median base salary: \$105,240
2. Java developer	Job satisfaction rating: 3.9	Number of job openings on Glassdoor: 16,136	Median base salary: \$83,589
3. Data scientist	Job satisfaction rating: 4.0	Number of job openings on Glassdoor: 6,542	Median base salary: \$107,801
4. Product manager	Job satisfaction rating: 3.8	Number of job openings on Glassdoor: 12,173	Median base salary: \$117,713
5. Data engineer	Job satisfaction rating: 3.9	Number of job openings on Glassdoor: 6,941	Median base salary: \$102,472
6. Software engineer	Job satisfaction rating: 3.6	Number of job openings on Glassdoor: 50,438	Median base salary: \$105,563

User Feedbacks

I tested this prototype by assigning users various tasks to complete. When the users got stuck, I asked them to write them down immediately so I could better understand where the breakdowns were occurring.

User Feedbacks from paper prototyping:

- 1. Allow me to use social accounts to login:** Users want to have more flexibility in login experience.
- 2. Think about accessibility in your product:** One of my users who has vision impairment highlighted that I should deeply consider accessibility in my product.
- 3. Refine "auto-reply" flow:** Users want auto-reply to be more clear and more details about the content
- 4. Provide me reliable information on verification for recruiters:** Trust and safety always matter. Users want to ensure that recruiters were verified and trustworthy.
- 5. Let students have right to initiate direct communication with appropriate recruiters:** students were concerned if random recruiters just contact them without serious interest.

Reflection

This project gave me two important takeaways.

One: Design iteration based on feedbacks brings powerful results.

I iterated design more than 20 times including all small interactions and adding/subtracting contents. I tried not to miss one single feedback. I took it seriously and deeply thought about how I could translate it into my design. By iterating design processes, I can see that my solution is becoming more solid and importantly, becoming user-centered. It also helped me to deeply empathize with my users. I've learned that being open to feedbacks and analyzing it critically brings much more powerful outcomes than I expected.

Two: Designing for accessibility and social impact.

As having more and more interactions among users, I was able to further consider what and how my solution can bring positive social impact to the community for everyone regardless of their ability, context, or situation. I thought about appropriate color contrast of my whole design, adding more indicators such as text labels or patterns when showing success/error message, having clear focus indicators, etc. Through the process, I deeply felt responsible for designing for everyone, realizing the importance of inclusive design.