



# Leena Flores

## PERSONAL DETAILS

**Age:** 35

**Marital Status:** Married

**Income:** \$55,000/year

**Location:** Toronto, ON

**Job Title:** Employment Counselor at Covenant House

**Education:** Bachelor's Degree in Social Work

## TAGLINE

"Helping disadvantaged individuals find meaningful employment and reintegrate into society."

## BACKGROUND

Leena has spent the past 8 years of her life in the social service sector with the goal of providing support to marginalized groups. She works at a nonprofit where her main responsibility is to help her clients navigate the barriers faced post incarceration. Her daily tasks include meeting with clients, searching for job opportunities, and networking with local employers. She is motivated by making a positive change in her clients' lives and finds satisfaction when her clients are able to successfully reintegrate into their communities.

## KEY BEHAVIORS

- Conducts regular one-on-one counseling sessions with clients.
- Uses online job platforms to find potential employment opportunities for clients
- Relies on both paper and digital formats to keep track of client records
- Connects with local employers and organizations daily

## KEY GOALS & MOTIVATIONS

- Finding sustainable employment for clients
- Helping clients overcome stigmas associated with having a criminal record
- Encouraging businesses to be more open-minded about offering second-chance employment opportunities
- Finding access to reliable resources to make her workflow more efficient (e.g. job boards, legal information, training programs)

## KEY TASKS

- Searching for job postings relevant to ex-offenders
- Managing and tracking clients' progress on job applications
- Finding updated educational material on overcoming challenges like legal barriers and social stigma



## TECHNOLOGY USE



## SCENARIO

Leena is trying to find job opportunities for her client, David. She's frustrated by how long it takes to manually search through job platforms and confirm which employers are open to second-chance hiring. What she needs is a platform that can quickly filter jobs from willing employers and track David's applications in real time, allowing her to focus on helping him prepare for interviews rather than managing multiple systems.

## RESOURCES

<https://www.quora.com/What-are-the-challenges-that-ex-convicts-face-when-trying-to-find-work-What-types-of-jobs-are-typically-available-to-them>

<https://onlinesocialwork.vcu.edu/blog/social-workers-role-in-reducing-recidivism/>

<https://careerwise.ceric.ca/2019/07/05/resources-for-career-professionals-working-with-ex-offenders/>

## PAIN POINTS & FRUSTRATIONS

- Difficulty finding employers who are open to hiring ex-offenders
- Navigating between different job portals, paper records, and communication channels to keep track of client information

## MUST HAVES

- Organized platform
- Customizable dashboard so she can prioritize tasks or client needs
- Secure data storage
- Access to resources (e.g. legal aid, training programs, support networks for clients)

## MUST NEVER

- Over-complicated interface that slows down workflow
- Non-customizable notifications or alerts
- Software that crashes frequently or lags
- High learning curve