1.

Activity introduction

Effective preparation before a job interview is critical for your success. One of the ways to prepare is by thinking about how to present yourself, and your skills, in the best way to potential employers. In this activity, you'll be preparing an elevator pitch, a short description of a person or product and why it's important.

An elevator pitch should create a brief, but detailed description of who you are, and should answer the common interview question of "Tell me about yourself." The term "elevator" is used because this pitch should be brief enough that you could deliver it during an elevator ride.

After completing this activity, you'll have the opportunity to compare your work to an exemplar to check your work. The exemplar will be provided in the following course activity.

Step-by-step instructions

To complete this activity, follow the instructions below:

Step 1: Access the template

To use the template for this course item, click the link below and select "Use Template."

Link to template: successful elevator pitch template ↗.

OR

If you don't have a Google account, you can download the template directly from the attachment below.

Google UX Design Certificate - Elevator Pitch [Template]
PPTX File

ELEVATOR PITCH

Who I am

Click to add text

What I bring

Click to add text

Why I love the work

Click to add text

Why I'm interested

Click to add text

Step 2: Who I am

Start to complete the template. Under "Who I am" you should include details about your personal and professional background. Try to fit all the ideas into just one sentence. For more details about your skills, potential employers can always check out your resume or portfolio, so keep it brief!

Here's an example of a "Who I am" sentence:

I'm Carlos, and I'm a user experience (UX) designer with experience in interaction design and research gained through two externships with small and medium-sized organizations.

Step 3: What I bring

This sentence allows you to explain how you can make a contribution to the organization that you're applying to work with. Focus on creating a picture of the value that your work, knowledge, or experience has brought to past employers.

Here's an example of a "What I bring" sentence:

Through my work with Company X, I've helped organizations to improve the user experience tied to their products through planning and conducting usability studies, creating sitemaps and wireframes, and helping to improve the information architecture of the company's website.

Step 4: Why I love the work

This sentence is your chance to explain what you love about being a UX designer, and what inspires you.

Here's an example of a "Why I love the work" sentence:

I love being able to use research and interaction design insights to improve the experiences of all types of users.

Step 5: Why I'm interested

This sentence shows potential employers the link between your past experience and their values and mission. In this sentence, focus on why you want to work for them! It builds upon Step 3, where you may have already told them how you contributed to organizations or teams in the past. For this section, it's okay to divide your thoughts into two sentences.

Here's an example of "Why I'm interested" sentences:

Company Y's mission is to create a user experience for their products that focuses on equity, diversity, and inclusion. As a current user of Company Y's products and a junior-level designer, this really appeals to me.