Plan:
1. Discuss the DS personas
2. Explain process of job applications

Data Science Jobs: Personas

Shannon E. Ellis, Ph.D
UC San Diego

Department of Cognitive Science
sellis@ucsd.edu

"The sexiest job of the 21st century." "The best job in America." Data Scientist, a title that didn't even exist before 2008, is now the position employers can't hire enough of and job seekers strive to become. There's good reason for the hype – data science is a hugely growing field with a median salary of over $100,000 in the United States in 2017. At a good company, **data scientists enjoy a lot of autonomy and are constantly learning new things**. You use your skills to **solve significant problems**: working with doctors to analyze drug trials, helping a sports team pick their new draftees, or redesigning the pricing model for a widget business.

- Robinson & Nolis (<u>Build A Career In Data Science</u>, 2020)

Persona 1: "Typical" Undergraduate Job Applicant (According to the Career Center)

Who is Persona 1?

- Little to no relevant past job experience.
- No established professional social network in industry.
- Relevant skills acquired through taking college courses.

Persona 1 Timeline

- Year 1 (Freshman)
  - Summer 1: Relevant Minor Internship
- Year 2 (Sophomore)
  - Summer 2: Relevant Minor/Major Internship
- Year 3 (Junior)
  - Summer 3: Relevant Major Internship
- Year 4 (Senior)
  - Graduate and start job

How Persona 1 Gets Relevant Minor Internship

- Prepare a resume that several people with relevant knowledge about the industry have reviewed.
- Fill out ~100 job applications

adapted from Sean Kross

One Hundred Job Applications!?!?!

- Assume that 5% of job applications will get back to you *at all* -> this means you could get five interviews.
- Out of those interviews, hopefully 1 or 2 will result in offers.

Persona 2: The Technical Hustler

Persona #2: The Technical Hustler

- The visibility of technical jobs is *democratized* in a way that other careers are not.
- It's possible, easy, and expected to openly share artifacts from your work.

Who is Persona 2?

- Little to no relevant past job experience.
- <u>Working to establish</u> a professional social network in industry.
- Relevant skills acquired through taking college courses, <u>learning independently, and sharing their learning process</u>.

Persona 2 ~~Timeline~~ Goals

- ## Establish a Web Presence
  - ### Share technical projects
  - ### Write about experiences creating projects
  - ### Talk about it on Twitter under the right hashtags
  - ### Help others online in forums and Q&A sites

- ## Attend Meetups and Conferences
  - ### Talk to others about the work that you do and the work that you're interested in.

Persona 1

vs

Persona 2

What domain to choose?

Breadth of Knowledge

Depth of Knowledge

Classic researcher:
T-shaped

Domain Specialty

Modern researcher:
Pi-shaped

Domain Specialty

Stats/Computing