

EDUCATED GUESS
ASPIRATIONAL
ACTUAL

NAME Matilda Green

DESCRIPTOR A prospective employer of Lauren Malik

QUOTE
“I love my job and am looking for smart talent to join the team with me.”
“My passion is developing unique projects that people can use everyday!”



WHO IS IT ?
45 years old and a mother of 2 children
Lives in New York, NY
Works at Microsoft (5 years) as a Software Development Engineer/Recruiter
Degree: Columbia University MS Computer Science
When she isn't at work she loves to spend time with her family, going camping and skiing

WHAT GOALS?
She wants to inspire young people to pursue fields in technology and engineering. She aspires to put together a strong skilled development team to create new software for the company. She is motivated by the need to support her family and her passion for technology.

WHAT ATTITUDE?
Matilda knows how the company works and what type of new workers it needs to be the most successful. She views personal webpages such as Lauren's to try and find talent that would work well with the company. She can browse through the project portfolios and learn more about her prospective hire on a more personal level thorough the websites.

WHICH BEHAVIOUR?
She visits various portfolio websites to try and find potential candidates for a developer position at her company. Matilda closely reviews each individual's page for quality demonstrated skills and unique personality traits. She bookmarks ones that stand out or that she has received applications from so that she may reference them in the future. Anywhere she has a computer and internet she can browse sites. This may be sometimes on a plane or maybe eating lunch at a cafe. She takes her time finding pros and cons from each website and making a spreadsheet with categories for each person, ranking the individual on each category 1-5 (5 best). She needs to be able to look at sites that are straight forward, but that are also appealing in design and functionality. She must be able to formulate her ideas and opinions about individual's sites so that she may discuss them with other co-workers during potential employee candidates' hiring processes. She must make a decision in a timely manner, but if she is really torn between two qualified people she make take longer analysis of their portfolios to guarantee she chooses the best candidate for the job. Some candidates may be lacking in certain skills that would be prominent in their projects or listed on their resume. When this happens Matilda must discard their websites and them from the hiring process. She sometimes feels bad for letting people down, who she knows work hard, but she knows it is her duty to have the company's best interest in mind. She is hardworking and takes her job very serious, therefore she looks closely at many potential hire candidates personal websites.