

<b>Maria Galindo</b>	UCI email: mariatg@uci.edu	Conducted by: Samantha Applebaum 11-20-2016
TYPE	QUESTION	ANSWER
Role	What is your current occupation or area of study?	She's majoring in Informatics with a minor in Education. She thought Education skills might help her learn to manage people better as in her former life as an executive secretary she found managing people to be the most difficult task to perform.
Problem Statement	What is the most significant challenge you face in your work or studies?	Time management! She realized now why college is pushed on 20-somethings "its the time of your life when you have the least amount of responsibilities." Having to come back to school later in her life makes it more difficult for her with having to manage her own health and that of her parents in addition to completing school on a full-time basis. She really wishes that she had been able to attend college after high school, but she feels she wasn't mature enough then to handle a UC curriculum - everything happens for a reason!
Goals	What are your overall career goals?	She would love to be able to focus on information visualization like Terry Roberts of Tableau or Viegas and Wattenberg of Google, but she feels her coding skills are not the best(crap). She hopes that with practice she might eventually get there. For the immediate future she hopes to get work in UI/UX, but she's worried that most job interviews focus heavily on technical questions. She's had some anxiety dreams lately that has her rethinking her choices of UI after some unsuccessful job hunting in UI. She's starting to think project management might be the way to go.
Process	How do you plan on fulfilling these goals?	She plans to work on her interviewing skills and is trying to use online sites to help practice her coding skills. However she finds it difficult to find the time to code in her free time due to her responsibilities at home. She also dedicates a lot of time working with kids in both fieldwork for her education minor and volunteering in STEM programs and has found that they help reinforce her current coding skills.
Success	How will you measure success in attaining these goals?	She measures success in her being able to teach others the concepts involved in coding and in being able to gain employment in the field.
Obstacles	What obstacles do you see in attaining these goals?	The tech world is male-dominated, and she's afraid that her age, gender and appearance will work against her in terms of hiring and promotion practices.
Features	If you were to create portfolio/website, what are some features you think would add value to it?	A portfolio would need to show images of multiple projects in their best light. Hopefully the work would be different from each other to show range. In addition to work, the portfolio would need have some text to confer what images cannot. For example, it could contain information regarding point-of-view and goals. It could preemptively answer questions commonly asked in application and/or interviews. And, finally, it should have contact information.
Expectations	What would you expect from seeing a portfolio/website?	She expects to see images of work, the person's name and contact info. She thinks it should focus on work completed, so an image heavy site is what she expects to see.
Concerns	What concerns, if any, would you have by using portfolio/website?	She could see copying being a problem, in both plagiarism and in terms of someone wanting to copy someone else's successful site. She also thinks that having a portfolio online can make stalking easier.

<b>Catherine Tran</b>	UCI email: cathemt1@uci.edu	Conducted by: Samantha Applebaum 11-22-2016
TYPE	QUESTION	ANSWER
Role	What is your current occupation or area of study?	She is studying Informatics with a specialization in Human Computer Interaction.
Problem Statement	What is the most significant challenge you face in your work or studies?	Working on multiple group projects at the same time and balancing time between each group. It gets hard when everyone has a different schedule and we have to figure out a good time to meet and make sure that during that time, we are being as productive as possible.
Goals	What are your overall career goals?	Her career goal is to become a UX/UI Designer or Researcher. She would also like to explore project manager roles as well.
Process	How do you plan on fulfilling these goals?	Right now she plans to fulfill this goal by trying to take on side projects on her own time. In the long run, she plans to fulfill these goals by gaining as much experience as she can in the industry and making connections with people who already have experience in the industry.
Success	How will you measure success in attaining these goals?	She plans to measure success once she reaches these goals by the quality of life she has and the amount of happiness it brings her. For a long time, she just wanted a job that had a high salary that she could support herself and live on her own. Recently she has found that along with financial stability, she wants a career that she really enjoys and makes her excited to go to work every day.
Obstacles	What obstacles do you see in attaining these goals?	She thinks that dealing with bad co-workers/bosses, unexpected family obligations, and constantly comparing myself to others are some obstacles that might come up as she tries to achieve these goals.
Features	If you were to create portfolio/website, what are some features you think would add value to it?	She likes things that are simple and visually pleasing as well as scenic photography and would plan to add those to her own site. She would also have a biography as well as a place for people to contact her. Also, she would include a place to showcase projects that she has been a part of or completed herself.
Expectations	What would you expect from seeing a portfolio/website?	Bio, contact page, resume/portfolio of work, something that makes you stand out
Concerns	What concerns, if any, would you have by using portfolio/website?	The only thing she could think of that might happen would be if the site got hacked or all of the work was deleted. She also thought of like privacy concerns too, however she figures you can pick and choose what you put on the site and share with others.

<b>Warren Applebaum</b>	Company: Weedmaps	Conducted by: Samantha Applebaum 11-22-2016
TYPE	QUESTION	ANSWER
Role	What is your current occupation or area of study?	Mobile Engineering Director
Problem Statement	What is the most significant challenge you face in your work or studies?	Ensuring that we maximize his companies teams velocity. Ensuring that they are tracking the metrics that enable the company to make informatice decisions about their mobile platform. And ultimately ensuring that they both, stick to their process and that their process yield these metrics.
Goals	What are your overall career goals?	He hopes to always be driving innovation in user facing technologies. Whether that is in an ownership, venture, product, or development capacity, he can't get enough of the infinite ways technology impacts human beings. And hopefully retire after earning an ownership stake in the various products, and companies he works with along the way.
Process	How do you plan on fulfilling these goals?	Always be learning. Always stay busy. Communication is key. He finds that no matter what he does, staying abreast of the changes in the field is essential to evolving his career. Whether that is investing countless hours in industry events and online content, or working on weekends on projects that help solidify his skills, He finds keeping his mind sharp and the material fresh is key. One of the best ways he has found to do this is to find various meet ups centered around mentorship of new developers. By volunteering to teach and mentor these new dev, it helped both solidify the concepts and improved his skills as a communicator.
Success	How will you measure success in attaining these goals?	He currently measures his (expertise in his work) + (salary) + (stock portfolio/savings/401k) + (future prospects) as his internal compass for if he's making the right choices. And if he's on a positive path. He finds that if he sees one of those areas suffering he needs to course correct. It is paramount for him to build a nest. He sees his career as both an opportunity to enjoy what he does and make the world better, but more importantly, He aims to support a family and retirement.
Obstacles	What obstacles do you see in attaining these goals?	Age, location, drive, economy. One of his biggest fears is age. It's the idea that as we get older we are competing with cheaper and in some cases brighter candidates that any company would be besides themselves to not hire. On the flip side, age brings the experience of knowing what not to do. Which is cruicial for young companies who are one mistake away from going under. Location. The destiny of Developer and Technology resources in San Francisco, LA, and NYC are next to none. He believes that if he is going to be successful at achieving his goals in technology, he must be located in one of those places. Otherwise it's going to be an uphill battle trying to stay current with the industry.
Features	If you were to create portfolio/website, what are some features you think would add value to it?	<b>Blog posts:</b> Articles, or though experiments where you discuss concepts in tech. Could be sociobiology (how people use tech). Could be programming based (talking about a pattern, language, developer you admire). Could be HCI based (discussing UI in the wild you love, c <b>Github Links to Code Samples:</b> When hiring, we love to see links to github projects. <b>Links to Projects or Screenshots of Projects in the Wild that You've worked On.</b> Most importantly as someone who is looking to hire, it is important to understand what kind of experience the candiate has. How long and to what degress that are experienced in a language or platform is cruicial.
Expectations	What would you expect from seeing a portfolio/website?	A clear timeline of the persons skills visualized however neccessary. After seeing this portfolio he should have a clear understanding of who this developer is and how they got to be where they are.
Concerns	What concerns, if any, would you have by using portfolio/website?	To make sure it does a good job at showing off who you are and what kind of technology to build and like to build. He has found that one of the pitfalls with this format is often that it's hard to tell what piece of a project the candidate worked on. Additionally he finds that some time the information is too nested and so a clear picture is tough to achieve.

<b>Benjamin Berlin</b>	Company: Activision	Conducted by: Samantha Applebaum 11-22-2016
<b>TYPE</b>	<b>QUESTION</b>	<b>ANSWER</b>
Role	What is your current occupation or area of study?	Front End Web Developer
Problem Statement	What is the most significant challenge you face in your work or studies?	One is keeping up with how fast technology, especially front end web technologies, change. If you don't learn and keep up with the technology you won't be able to deliver the latest and most efficient code. Another is when there are unreasonable expectations from stakeholders that don't understand how code works.
Goals	What are your overall career goals?	While he feels that his career so far has been very good to him, his goals now are to gain a senior developer title and do more front end architecture for larger sites.
Process	How do you plan on fulfilling these goals?	He plans to continue doing his best work he can and volunteer for more projects where he is able to showcase his architecture and development skills.
Success	How will you measure success in attaining these goals?	When he gets the promotion or attains a senior development title.
Obstacles	What obstacles do you see in attaining these goals?	Oftentimes, the title and promotion are depending on more than just his skills and worthiness. It may depend on budgets, where the company is, and the overall makeup of the team.
Features	If you were to create portfolio/website, what are some features you think would add value to it?	He has a portfolio: <a href="http://www.benberlinfrontend.com">http://www.benberlinfrontend.com</a> It has a summary of his resume, skills, and work history, as well as other projects that he is not able to list on resume.
Expectations	What would you expect from seeing a portfolio/website?	He would expect to get a summary of the person's experience and skills with a short glance at their website. If he spends more than a few minutes with it, he would expect to see a full list of their expertise. If the person has a programming background, He expects the code of the website itself to showcase their skills.
Concerns	What concerns, if any, would you have by using portfolio/website?	Since he doesn't always have time to keep his portfolio up-to-date, he worries that it might not represent all the technologies he is capable of, or use out-of-date libraries.