

# Welcome!

Find your table

:D

# Announcements

- Final Projects due tonight at 11:59pm! (we're going to close the form, so please don't be late)
- Final Presentations this Wednesday!
  - Prizes :')
  - But you're all winners
- Last Lecture rn!
- **Mental Health Resources – Stressful & Demanding Times**
  - Drop-In Counseling @ Cesar Chavez Center
  - UHS Emergency/Crisis Resources

Week 12

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# Next Steps: The Design Industry & Getting a Job

**My last lecture :) (as instructor)**

# Today's Agenda

1. Industry Overview
2. How to get a ... Job
  - a. Recruiting Structure
  - b. Talking to Recruiter & Designers
3. Wrap up & AMA (again)

(thank you to Ryan Rodriguez and Faye Han, prev WDD alum BI alum for creating the foundations of this lecture)

# Part 1: The Design in Industry

# What you can do

Interaction  
Designer

Front End  
Developer

Early in Process



Later in Process

UX  
Researcher

Visual  
Designer

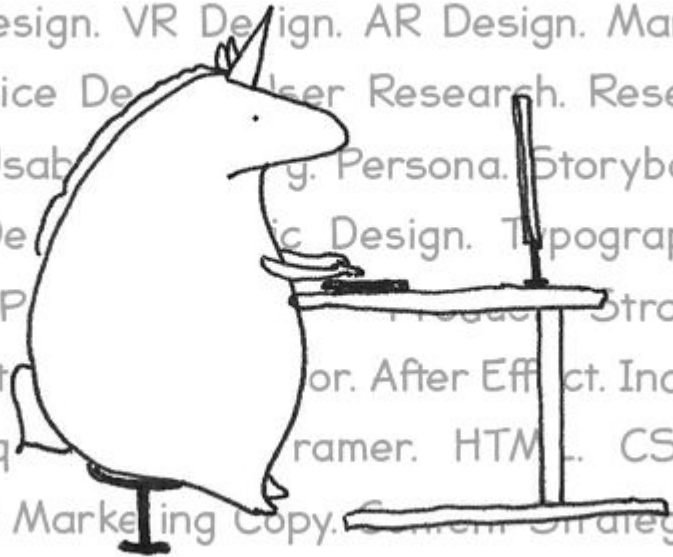
See also: Product Designer, Product Manager



**Or, why not both? / Porque no los dos?**



Interaction Design. Animation Design. Visual Design. Responsive Design. Mobile Design. VR Design. AR Design. Marketing Design. Brand Design. Voice Design. User Research. Research Analysis. User Interview. Usability Testing. Persona. Storyboarding. Speed Dating. Survey Design. Information Design. Typography. Sketching. UI/UX Design. Product Strategy. Product Management. Photography. After Effects. Indesign. Invision. Sketch. Balsamiq. Programmer. HTML. CSS. Javascript. JQuery. UX Copy. Marketing Copy. Content Strategy. Make Really Good Beef Stew Soup. Fly. Regenerative Healing. Immortality.



Eric Yi 2017

Web Design DeCal Spring 2019

# Where you can work

## Tech Company (in-house design team)

- Big
  - Facebook, Google, Adobe, etc.
- Unicorn Startups/Mid-sized
  - Airbnb, Slack, etc.
- Startup
  - Blend, Medium, anything

## Design Agency/Firm

- IDEO
- Uneo
- Frog Design
- Instrument
- ... etc. etc.

## Part 2: Getting the Job

## **Reminder**

*You are more than your job, GPA, salary, and role!*

# General Recruitment Structure



## Oa. Decide on what you want

*Figure out your interests, have genuine interest  
(hopefully)*

**this is where i go life coach on u**

## 0a. Decide on what you want (sorry it's gonna get existential up in here)

- Access your strengths and interests
  - What part of the process do you enjoy the most?
  - What are you best at?
    - Talking to folks and understanding their pain points (User Researcher)
    - Designing components and visual design (UI Designer/Graphic Designer)
    - Putting pieces together and creating experiences (Interaction designer/UX designer/Service designer)
    - Generalist – love it all (Product Designer)
    - Generalist but want to touch business, strategy, and technical sides (Product Manager)



## 0a. Decide on what you want (sorry it's gonna get existential up in here)

- What do you want to get out of your experience?
- What do you want to learn, specifically?
  - Write down your goals
- What kind of work environment do you want to be in?
  - Tech Corporations
    - Fab perks, lots of interns
    - Tech guilt lmao
  - Startups
    - More responsibility, ownership
    - Tight-knit community
  - Agency
    - Variety of work
    - Difficult to get, secretive, demanding af

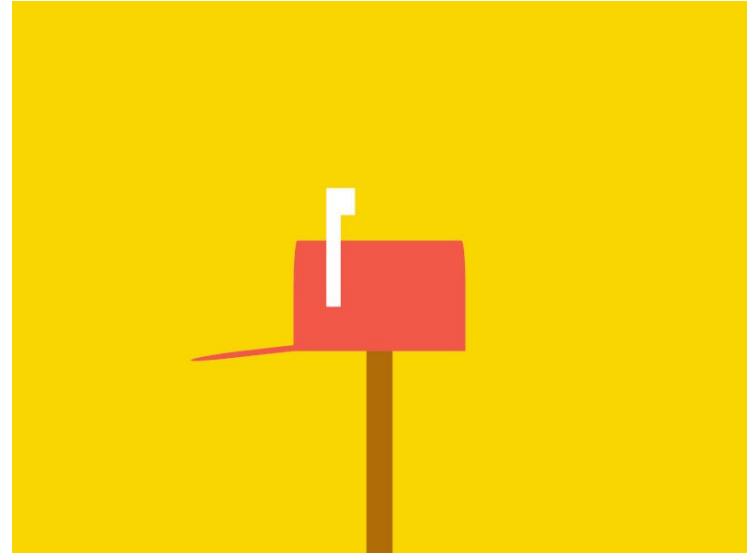
## Ob. Show your best self

*Polish your resume and portfolio*



# 1. Online Application + Cold Email

Applying online ([cofolios.com/internships](https://cofolios.com/internships)),  
Googling, etc. Cue LinkedIn Stalking



## 2. Phone Screen

*Making sure you're not a robot™*



### 3. Portfolio Review

*Show your best work (and self)*



## 4. Design Challenge

*App Crit, Take Home, Whiteboard Challenge*



## 5. Onsite (more)

*A combination of aforementioned, speaking 1:1 w/ designers, behavioral interviews (AKA, don't be a robot, show and have genuine interest in the company)*



# Communicating w/ Recruiters & Designers



# Talking to a Recruiter

- Ask about internship positions
- Gas yourself up!
  - What have you done at Berkeley? What's your involvement in design?
  - Sell yourself bc we're not a design school
- Talk about how much you love the company
  - Educate yourself about company's mission (a lot of people don't do this lmao)
  - How does company's motivation align with yours?

# Talking to a Designer

- Learn more about what their role
  - Ask about their journey
  - What is their interested/investment in where they work?
- Learn more about them
  - How did they get to where they are today?
  - What they're interested in about the product
- Learn more about design culture at their company
- Stalk their socials and understand who they are (personally)
  - Designers love twitter :) try to make a connection. Like their tweets lmao
- Be ... interested!

# Example Questions — Recruiter

- What does the structure of the internship program look like?
  - What kinds of projects will I be able to work on?
- What does the company do internally? (hackathons, off-sites, etc.)
- What does the application process look like?
  - How many rounds, design challenges, etc.?

# Example Questions — Designer

- How did you get into design?
- What is the most challenging part about designing at Company X?
- What part of the product do you touch in your daily work?
  - What does your day-to-day look like?
- Advice for me? (entry-level)
- Any questions you got from getting to know their socials

# Afterwards...

- Thank them! Email or DM on socials (use your best judgement as to which is appropriate)
- Summarize what you learned
- Next Steps
  - Keep in touch!

# **The benefit of being a student**

## Wrap up – in summary...

- Be yourself
- Make friends!
- Get involved (if you haven't already)
- Reach out to people in industry, they'll like you bc you're YOUNG and they were once YOUNG as well

## Queue&A (Ask me *literally* anything)



# Questions y'all submitted

- We can do a lot on the Frontend it appears, so what do Backend developers do at their basics?
- What are the job prospects like? I have always thought a job as a designer was rare but how true is that?  
And do most people come in as designers or move from engineering/marketing to design roles?
- Given that I'm not planning to be a designer, which industries desire design skills "on the side"?
- Do you have any advice for getting into Front-end for someone who is just starting out but about to graduate?
- What's the biggest challenge you've faced going into design?
- What is the interview process like for frontend?
- What are certain products/projects you've specifically worked on and deployed?
- How does a front-end developer best deal with positioning and sizes, since a website must always be scalable throughout many devices?
- What are some of the hardest design interview questions?

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## Questions y'all submitted - pt2

- What resources can I use to continue learning after this class?
- What do you do when you hit a wall? I find it personally hard to progress and I find myself staring at whatever I have with no progress.
- How competitive is it to get a solid design job at one of the leading tech companies? Do most of these people come from art or visual media type backgrounds?
- What are some design projects that we can do just on our own? How do you recommend we get into design?
- What are some organizations on campus to join?
- Why did you get into web design?