



EXPERTME: GO WITH THE FLOW — END GOAL FOCUSED

Samantha M.

STORY

Samantha Ma is a recent graduate and licensed pharmacist working for Blue Shield. Her role requires her to mostly work independently on various projects, including analysis of new marketed drugs, reviewing policy on medicine activities, and answering patient phone calls to provide information on prescribed medication.

From her love of art and Pixar, she attended UCSD as a computer science major and art minor, but lost interest after the first year of coursework. She discovered pharmacy unexpectedly during her second year when she started to have sleeping problems. She found the biochemistry of her prescribed medicine fascinating.

Samantha has discussed pharmacy as a viable career with her friend's mother, a practicing pharmacist. She described the interaction as helpful, but would have benefited more if they met more often or if she met with other professionals.

PROFILE

Age: 26

Occupation: Pharmacist

Location: Oakland, CA

“Having people to talk to early on would have been really helpful.”

GOALS

- Having something to work towards
- Staying interested
- Stability in the future

NEEDS

- Discover different career options
- Connecting for internships, volunteering
- Career related questions answered
- Options within a career

UNDERSTANDING

- No easy way to discuss careers outside of work
- Learning different career options at an early age
- The hardships of graduate school
- What a future within a career looks like



EXPERTME: SELF MOTIVATED — HOBBIEST

Alex Y.

STORY

Alex is an experienced professional who transitioned from human resources to information technology within the same banking company. His role handles internal banking requests from employees and customers, and making changes and monitoring ledger information. After college, Alex was brought into the HR department from a friend who was also working in HR. After a few years, he expressed interest in switching departments to his manager and showcased his skills in doing so.

Alex described that transition as challenging due to the steep learning curve and necessary on-the-job training. Although content with the stability of his current role, he expressed that he lacks passion and continues to look for other opportunities.

PROFILE

Age: 26

Occupation: IT Data Analyst

Location: Cerritos, CA



You just gotta ask questions and cross your fingers that you have a manager willing to help you

GOALS

- Self-development
- No stagnation/plateau
- Constantly challenged
- Maintain interest

NEEDS

- Connecting with people on a personal level
- Ability to ask questions
- Discover options
- Learn more about different topics
- Finding an expert

UNDERSTANDING

- Works with computers
- The need of “on-the-job training”
- Had an understanding manager
- Getting more information on his hobbies



EXPERTME: PASSION DRIVEN — MULTIDISCIPLINARY

Neil R.

STORY

Navy pilot turned UX Designer, Neil is a person who always follows his interests. Receiving a Bachelor's in Geography and a Master's in International Relations, his perception of traditional education is always evolving, leading him to explore bootcamps and new careers. His interest in UX design originally sparked in the Navy while using overly complicated UI, and again when he reconnected with a friend through LinkedIn who was working as a UX lead at Microsoft.

After choosing and completing a UX bootcamp in order to gain new hard skills and a design portfolio, he found it difficult to get a job due to this lack of client-based experience. Wished he could have overlapped client-based work with his projects, instead of pursuing "passion projects."

Neil is now collaborating with a family member to turn out a tangible product, while also looking for a full-time position in Southern California.

PROFILE

Age: 34

Occupation: Freelance UX Designer

Location: Long Beach, CA

“*The most difficult part was figuring out if I could do it.*”

GOALS

- Being a well-rounded person
- Pursuing interests
- Giving back to the community
- Fast-paced environment

NEEDS

- Find career information
- Finding a mentor
- Gain professional experiences
- Collaborative experiences within Design
- Freelance work

UNDERSTANDING

- Trained Navy pilot
- Trained UX designer
- Multidisciplinary
- Getting hired full-time
- Figure out what skills he excels in.



EXPERTME: PASSION DRIVEN — EXPERTISE

Megan H.

STORY

Megan runs a marketing agency and tool design company as a product designer and project manager. Her responsibilities involve meeting with clients, overseeing daily operations, and project strategy. Graduating with a degree in English, she started her professional career in social media marketing in California. Reflecting on her career trajectory and seeing what her colleagues were doing day-to-day, she decided it was not the right path for her.

Having a friend working in the tech industry as a frontend developer, Megan admired the flexibility of her work and lifestyle. She received career advice from her parents about changing careers, but sought out further information about UX design on her own through meetups and LinkedIn. She is currently enrolled in a UX bootcamp part-time, but has already started to apply her new skills at work.

PROFILE

Age: 30

Occupation: Project Manager

Location: Durham, NC



It's a lot easier to say 'yes' to one coffee than it is to the idea of 6-months of one coffee a week [...]

GOALS

- Flexibility at work
- Fun environment
- Ability to make changes quickly
- Financial stability
- Work experience in a mentor

NEEDS

- Connect with experts to answer questions
- A way to stay informed within an industry
- Advice from multiple, working professionals
- Meet like-minded professionals

UNDERSTANDING

- Marketing professional, UX student
- Enjoys startup environment
- Attends Meetups to learn industry tips
- Has met 1-on-1 for advice
- Currently has a mentor through Bloc.io