



Nailing the Interview

Beth Anglin Holland, UXR Manager at Radiant Digital
Building Careers in Anthropology
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Fordham University



My Elevator Pitch

- My name is Beth Holland
- Former medical social worker and owner of interior design business.
- Mom complained about me not calling for recipes.
- Google was replacing ancestral roast recipes led to deeper contemplation.
- Applied Anthropology at the University of North Texas.
- Toilet repair research.
- Research gigs from Malaysia to Mars.
- Networking at AAA NAPA workshop gave break into UX.
- UXR manager at Radiant Digital.

Nailing the Interview Agenda

Presentation

- Job Hunt Statistics
- Get the Interview
- Nail the Interview
- Resources

Workshop

- EDIPT
- Role-play

Job Hunt Statistics

For an average online job posting...

- **200** will begin the application process
- **100** will complete the application
- **75** of those **100** resumes will be screened out by either the applicant tracking software ([ATS Friendly Resume](#)) or a recruiter,
- **25** resumes will be seen by the hiring manager
- **4 to 6** will be invited for an interview
- **1 to 3** of them will be invited back for final interview,
- **1** will be offered that job. [source - hirelehigh.com](#)

For the job seeker it takes...

- 100-200+ applications to receive one job offer
- 10-20 applications to get one interview.
- 10-15 interviews to get one job offer. [source - livecareer.com](#)
- 12 informational interviews to land an offer. [source - bellamine.edu](#)

There is an 8.3% chance of getting a job interview from a single job application.

Get the Interview

Think Like an Employer

“The most effective strategy you can adopt in your job search is to not think like a job seeker, but like an employer. You can apply this employer-focused mindset to every aspect of your search, from writing your resume to networking, interviewing, and negotiating. By taking the time to understand the employer side of the hiring process, you will have an edge over your competition.” [source - dol.gov career transitioning](https://www.dol.gov/career-transitioning)

Identify Network

- 80% of jobs are filled through networking. [Networking Guide](#)
- Referrals are hired 55% faster than those hired through a career site [source - Jobvite Report](#)



PHD to UXR

- One page
- Skills
- Tools
- Key words
- Shows effort in UX coursework
- Experience
 - Personas - Produce Deliverables
 - Actionable insights - Methodology
 - Storytelling - Research Socialization
 - Leadership - Mentorship
 - Presentations - Engage Stakeholders



in [LinkedIn.com/in/](#) [REDACTED]
Portfolio: [tinyurl.com/](#) [REDACTED]
[REDACTED]
[REDACTED]

Skills

Research

User Interviewing, Affinity Mapping, Competitive Analysis, Personas, Open and Closed Card Sorting, Ethnography, Contextual Inquiry, Public Speaking, Design Thinking

Design

Information Architecture, Site Mapping, User Flows, Sketching, User Centered Design, Collaborative Ideation

Tools

Prezi, Figma, PowerPoint, Miro, Pencil and Paper, Zoom, Google Forms, Coffee

Summary:

As a user experience researcher, I use data to create narratives that improve both the product and the lives of our users. I empathize with users, derive insights, and present actionable intel to our teams while validating our theories every step of the way.

**EMPATHIZE. ANALYZE.
SYNTHESIZE. CREATE.**

Languages:

English: Native Speaker

German: Research Proficiency

French: Research Proficiency

UX Researcher

Experience

2018
Current
3.5 yrs

Market Researcher

[REDACTED] Brewing Company

Tested viability of new customer experiences using informal focus groups, semi-structured interviews, and competitive analysis. Identified areas of opportunity in a saturated market. New experiences resulted in a quadrupling of revenue over off-season average.

Increased brand awareness using customer personas to identify target audiences

2010
2020
10 yrs

Doctoral Researcher

[REDACTED] Graduate University

Conducted hundreds of in-depth interviews with Muslim-Americans in Los Angeles, Washington, D.C., and New York to identify priority issues to be addressed in my work on Islamophobia and American Identity. Research utilized by NCCIs in South Asia, the Green Party and added to courses at UC-Berkeley and University of Nairobi.

Gained actionable intel through insight derived from qualitative research

2019
1 yr

Adjunct Professor of Religion

[REDACTED]

Redesigned and taught an introductory course on religious studies theory and methodology. Democratized knowledge across a diverse set of individuals from varying disciplines. Provided critical feedback to improve the written and oral communication of research findings by students. Moderated dialog sessions. Collaborated with students to strengthen logical reasoning and public speaking skills.

Used data visualization and keen storytelling to present research and engage team

2012
2016
4 yrs

Teaching and Research Assistant

[REDACTED]

Led multiple teams of graduate-level researchers in conducting contextual inquiry field studies of Muslim religious communities in Southern California. Led interview sessions between research teams and research subjects. Assisted in moderating debriefing sessions focused on the collaborative analysis and synthesis of data.

Leadership role providing feedback concerning methodology and presentation of data

2014
2016
2 yrs

Research Fellow

[REDACTED]

Conducted ethnographic studies in Egypt, focusing on the role of religion in politics in secularist Muslim-majority countries after the Arab Spring. Engaged in citizen diplomacy. Invited to discuss my findings with the Alliance of Civilizations at the United Nations, Generals at the Pentagon, executives and television personalities at CNN and Fox News, and White House Officials in DC. Provided insight into civic unrest in the Middle East.

Presented findings at international conference and in academic and popular media

Education

2021
2022

UI/UX Career Track

Springboard

A 700-hour curriculum covering everything from hands-on UI and UX projects to working with developers and stakeholders. Included a 40-hour Industry Design Project.



2018

Ph.D. Candidate in Religion

[REDACTED]
Utilized qualitative research methods in sociological field studies as a participant-observer. Presented research at 16 professional conferences and published multiple articles in both popular and academic mediums.



Targeted Informational Interviews

“Don’t wait to see roles advertised. Build up a shortlist of interesting target organisations, and do something weekly to increase your visibility to them. **Use fact-finding conversations to understand industry trends and organisation needs**, and make direct approaches even if no roles are advertised, sending a short and tailored message outlining why your experience and qualifications are closely matched to the needs of the employer.” [source - Association of MBAs](#)

Omni-Channel Strategy

- The average job seeker uses up to 16 sources during their job search. [source - LinkedIn](#)



Get the Interview Summary

Think like an Employer [source - dol.gov career transitioning](#)

Engage your network [Networking Guide](#)

- 80% of jobs are filled through networking.
- Referrals are hired 55% faster than those hired through a career site [source - Jobvite Report](#)

Translate research on resume into industry language [source - Association of MBAs](#)

- Great reason for informational interviews

Omni-channel strategy

- The average job seeker uses up to 16 sources during their job search. [source - hirelehigh.com](#)

Brand yourself [source - flexjobs.com](#)

- Hiring managers comb the web searching for candidates.
- Send a consistent message. Same name, same picture.
- Self-promote wisely.

Nail the Interview

Expected

- Proofread your resume
- Respond timely to communication
- Have camera on
- Quality sound
- Eye contact
- Professional appearance
- On time

Recommended

- Research the company
- Have elevator speech ready
- Know resume well
- Eye contact and Smile
- Know the job description
- Build rapport
- Immediate thank you note

Impressive

- Thoughtful questions
- Use the name(s) of interviewer(s) during interview
- Give concise concrete examples of skills - STAR method
- Follow-up if not given job offer
- Project enthusiasm and energy
- Be prepared for small talk

Nail the Interview

What interviewers are looking for?

- Skills and experience
- Conversational skills
- Emotional intelligence
- Problem-solving skills
- Cultural add
- Ability to think quickly and articulate clearly
- Effort in research of company and position
- Keywords to demonstrate knowledge

Workshop



Think Like an Employer

What experiences and skills make you a great candidate for this position?

- Specific and relevant experience and training
- Understanding of the details in job description for the position
- Consistent, purposeful pursuit of endeavors within the industry.

[Best Interview Questions](#)

Think Like an Employer

What has been your most meaningful work experience?

- Industry-specific problem-solving skills
- Creativity and initiative
- Self awareness and an accurate appraisal of business value
- Quantifiable outcome

Think Like an Employer

What do you look for in an employer?

- Overlap between candidate's passion and employer's objectives
- Self-awareness by clearly articulated career goals
- Desire to contribute meaningfully
- Recognition of the role employees play in meeting company goals

Think Like an Employer

Describe a difficult research problem you've encountered & how you handled it.

- Ability to cope with/resolve conflict under pressure
- Interpersonal skills
- Emotional resilience
- Reflection for improvement

Think Like an Employer

What qualities make you a team player?

- Awareness and contribution to team dynamics.
- Explain how they would contribute to success of others.
- Ability to conform to group functionality.
- Interest in promoting the productivity of others

Think Like an Employer

What are your career goals, and how do you plan to achieve them?

- A motivating vision
- Energized with skills development opportunities
- Interest in the industry and mission of the company

[Best Interview Questions](#)

Sources

[Employer Knowledge](#)

[Informational Interview Tutorial](#)

[Applicant Tracking System \(ATS\) Friendly Resume](#)

[DOL Career Transitioning Guide](#)

[Networking Guide](#)

[Designing Your Work Life](#)

Job Hunt after 50

Disclaimer about recommendations

[AARP's Recommendations](#)

- Age-proof resume
 - Remove graduation dates
 - Remove language like street address and old emails (AOL or Yahoo)
 - Limit experience to last 15 years
- Showcase job skills
 - Incorporate keywords from job description into resume and cover letter
 - Customize to every job opening
- Market your mentoring skills
 - Highlight ways you have successfully mentored and partnered with your younger colleagues.
- Polished appearance