

FIND MY FLOCK

UX Design Project
Azabe Kassa & Brenna Zumbro

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STEP ONE: DEFINE

User Research
Business Goals and Research

USER RESEARCH

We interviewed a total of seven developers who were either junior or senior level in their positions. Three of our users had been placed in jobs by Flock.

Protocol for Interviews

Thank you for talking with me today. To reiterate what we are doing, we are working with a start up that strives to help underrepresented people in tech to get their dream jobs. Once they get their jobs, they are offering assistance to them to continue advancing their careers.

As a UX researcher, I am neutral to your answers and am appreciative of the feedback you are giving. I want to identify the pain points you have experienced, factors that we should consider, and the ideas/feedback you can offer from your experiences.

That is why we are talking to people like you, who are actively engaged in the tech field. This information will help guide recommendations and educate us on what people need to advance their careers.

Summary information from these interviews will be shared, however, no specific individual or agency will be identified by name or affiliation in any reports.

Do you have any questions about our confidentiality procedures before we begin?

Interview Questions:

- **To start, can you tell me about your career?**
 - How long you've been working in the tech field,
 - What level you're at now?
- **In the past, how did you advance your career?**
 - Community
 - mentorship
 - Continuing education
 - Career coach
- **Do you belong to any groups in or outside of your industry?**
 - If so, how often do you participate?
 - How did you find out about them?
- **Have you ever utilized a career coach?**
 - If yes, how did they help?
 - If no, how could they help?
- **Have you ever used a staffing agency?**
 - How did you like/not like?
 - What else do you think they could offer?
- **If you could come up with a way someone could help you advance your career, what would that look like?**
- **In the past, how long have you stayed at jobs and when did you start looking for new ones?**
- **Are you planning on starting a family or do you have a family, and, if so, do you have any worries when it comes to your career. If so, what are those?**

USER RESEARCH CONT.

Findings:

• In the past, how did you advance your career?

- Most women have sought out mentorship, and wanted the following types.
 - Access to one off questions.
 - Connections to people they could partner with.
 - A place to ask questions on communication and career advice.
 - Someone that can help long-term.
 - None had used career coaching, but thought it may be a good idea.

• Do you belong to any groups in or outside of your industry?

- All the women we interviewed were a part of a community and went to things like meetups.
 - **"I don't really like going, because the men there think I'm in sales or a recruiter."**

• Have you ever used a staffing agency?

- All of the people we used, said they had used or been contacted by staffing agencies.
- All of them hated the experience.
 - "Didn't care."
 - "Didn't feel important."
 - "Would not recommend."
 - "Recruiter didn't look at or know about their skills."
 - "Didn't speak the language."
 - "Contacted them for jobs they weren't qualified for, or didn't do."
 - Hated the experience.

• If you could come up with a way someone could help you advance your career, what would that look like?

- Connections to people who had different skills.
- Learning new skills.
- Help me communicate with men.

• In the past, how long have you stayed at jobs and when did you start looking for new ones?

- The women we interviewed were all over the map as far as length. Some were 9 months being the shortest up to 9 years.
 - Stayed because they were learning.
 - Left because they were getting stagnate.
 - Left because management changed.
 - Left because of outdated technology.

• Are you planning on starting a family or do you have a family, and, if so, do you have any worries when it comes to your career. If so, what are those?

- Only one woman had a family but all were worried about the implications of having one.
 - "People will look at me differently."
 - "They won't treat me the same."
 - "I gave up a higher paying job for more work-life balance, to start a family and then my husband left me, so I set back my career 5 years and didn't have a family."

CAREER COACHING RESEARCH

We interviewed two career coaches who help people advance their careers as career coaches.

Protocol for Interviews

Thank you for talking with me today. To reiterate what we are doing, we are working with a start up that strives to help underrepresented people in tech to get their dream jobs. Once they get their jobs, they are offering assistance to them to continue advancing their careers.

In order to better understand this type of business model, as well as provide quality iterations, it is important to research and analyze other sites with a similar “advancing women’s careers model”. We will be looking for the business type, their target audience, how they interact and recruit their target audience, their digital and in-person presence, and programs offered. This information will help guide recommendations and educate us on what people need to advance their careers.

That is why we are talking to people like you, who are actively engaged in the tech field. This information will help guide recommendations and educate us on what people need to advance their careers.

Summary information from these interviews will be shared, however, no specific individual or agency will be identified by name or affiliation in any reports.

Do you have any questions about our confidentiality procedures before we begin?

Interview Questions:

- **To start, can you tell me about your career?**
 - How long you’ve been working as a career coach
 - Do you specialize in a type of client or career field?
 - How do you reach out or gain clients? Where do they find you/ you them?
 - Events?
 - Are they junior, advanced, in career transition, or no experience? Is it for a new position?
- **How would describe your coaching style?**
 - What is your process like with a client?
 - How long is the average/typical process?
 - Assessments: Strengths/ Weaknesses
 - Personality tests
 - Mentor and mentee relationship?
 - How do you identify your client’s needs, goals, outcomes?
- **What are people most interested in when looking for work?**
 - What are they looking to change?
 - Mainly career oriented or emotional support, both?
- **Without naming anyone specific, can you share 1 or 2 success stories?**
- **What does communication on both ends look like after goal is achieved?**
- **Do you work with Staffing and recruiting agencies? If so, what does that relationship entail?**
 - What are other ways clients find jobs?

CAREER COACHING RESEARCH CONT.

Findings:

• **To start, can you tell me about your career?**

- Some private practice
- Help people when they are stuck
- Slow process
- Find clarity and trust their ideas
- CCDA, first thing that comes up when people google career counselor in Denver.
- Mostly career transition. Jobs they don't like.
- Need a change, discover it's something they don't want.
- People in their 30's
- Problem with supervisors or managers
- Different company with a different culture.

• **How would describe your coaching style?**

- 4-6 meeting times, a few times in the beginning weekly bi-weekly.
- Research talk to people and come back
- Not a structured style
- No formula
- Session guideline or guideline map
- Expanding on likes and dislikes and thinking
- Assessments in office or online
- Job titles what you found out about yourself
- What is that job, who is doing that and go to networking
- Job application

• **What are people most interested in when looking for work?**

- Different company culture feel unappreciated and environment
- Transferable skills
- Going back to school
- Go back what to study in the first place
- Both
- Anxious
- Phone call to alleviate anxiety or stress

- Listening and assurance and affirmation and celebrating and a cheerleader

• **Without naming anyone specific, can you share 1 or 2 success stories?**

- An older gentleman and he was changing environments. Attorney to healthcare. Wanted to work with older adults but move locations. Had been laid off. Met weekly for a while and phone calls. He was seeing a therapist. Informational interviews. Had lots of connections and was extroverted. Found a job in NY doing the healthcare.
- Her partnering with him and he trusted me and I trusted him. Presence emotionally and physically.
- Underlying theory of putting yourself in that world all new to him

• **What does communication on both ends look like after goal is achieved?**

- Some people just want direction and she sends emails periodically about every quarter. Once they have gotten a job I don't usually hear from them.

• **Do you work with Staffing and recruiting agencies? If so, what does that relationship entail?**

- No, but I'm going to cultivate that relationship.
- Online networking
- LinkedIn
- Local job search groups
- LinkedIn alumni tool
- Informational interviews

WOMEN-BASED BUSINESSES RESEARCH

We wanted to get a good idea of how other businesses were approaching inclusive environments. These businesses aren't competitors of Flock, but they do work on getting women involved.

Protocol for Interviews

In order to better understand this type of business model, as well as provide quality iterations, it is important to research and analyze other sites with a similar "advancing women's careers model". We will be looking for the business type, their target audience, how they interact and recruit their target audience, their digital and in-person presence, and programs offered. This information will help guide recommendations and educate us on what people need to advance their careers.

Questions:

- **What is used to reach their audience?**
 - Community events/talks/workshops.
 - Blogs/Vlogs.
 - Social media.
- **Who is their target audience(s)?**
 - Women
 - Non-binary
 - POC
 - Tech
 - Start-up
 - Junior level, advanced, in transition
- **How do they interact and recruit their audience(s)?**
 - Linked In
 - Word of Mouth

- Companies they post jobs
 - Community
 - mentorship
 - Events
 - Ads
- **What is their digital presence like?**
 - Presence outside of digital
 - **If they are a staffing and recruiting agency, what kind of language is used to bring clients to use their services?**
 - **What are the programs/advice/ events offered?**
 - How can users join?
 - What is required?
 - **How do they advertise or inform users of their success? what does that relationship entail?**
 - How are they reputable?

WOMEN-BASED BUSINESSES RESEARCH CONT.

Findings Create/Cultivate:

• What is used to reach their audience?

- Blogs/Vlogs
- Social Media
- Community

• Who is their target audience(s)?

- Women
 - Tech
 - Start-up
 - Motivational
 - Women growing Fortune 500 companies

• How do they interact and recruit their audience(s)?

- Events
- Email list
- Community
- Conferences
- Mostly online through Social Media and their site

• What is their digital presence like?

- They have a big online presence.
- Lots of celebrity support.
- Famous women who start their own shows, platforms, businesses.
- Blogs are interview style.
- Articles surrounding advice on life & career.
- They hold conferences in major cities.

• If they are a staffing and recruiting agency, what kind of language is used to bring clients to use their services?

- They are not a staffing and recruiting company.
- They primarily use Create & Cultivate as a platform for discussion and conferences to build community and learn from their peers.
- They offer sponsorship for qualified brands

• What are the programs/advice/ events offered?

- They hold Conferences in Los Angeles, Portland, OR and Dallas, TX, Atlanta, and NYC.
- Mostly inspirational
- There is a mailing list: "Our newsletter features exclusive content, free downloads & killer tips direct to your inbox!"

• How do they advertise or inform users of their success? what does that relationship entail?

- They have successful celebrities and other business women attend and speak at conferences.
- They have videos of talks during conferences up in their vlog section.

WOMEN-BASED BUSINESSES RESEARCH CONT.

Findings Hire Tech Ladies:

• What is used to reach their audience?

- Staffing and Recruiting
- Community
- Events
- They have multiple social media platforms
- They have 2 membership opportunities: 1 is free and gives access to their job board; 2 is \$99 for a 3 month membership or \$297/year

• Who is their target audience(s)?

- Women and non-binary
- Women in Tech
- Tech related companies

• How do they interact and recruit their audience(s)?

- Events
- Social media
- Community engagement

• What is their digital presence like?

- You can sign up to be a member for free- access to exclusive job boards
- Or Join as a founding member and have access to:
- Access to Founding Members-Only Facebook group
- Subscription to our Founding Members-Only newsletter
- Get Access to our Perks Portal which has 600+ deals + discounts on hotels, coworking spaces, local gyms, discounted movie tickets, coding classes, and more.
- Free Admission to all Tech Ladies events, plus discounts on select tech conferences
- Job Hunting? We'll give you priority Job Forwarding
- Building a team? Enjoy 20% off all job postings on our job board
- Fundraising? Pitch our in-network investors

• If they are a staffing and recruiting agency, what kind of language is used to bring clients to use their services?

- They use inclusive language and make a point to show the trans community that they are welcome.

• What are the programs/advice/ events offered?

- You can join by signing up with email and filling out a questionnaire then you will be sent a follow up email.

• How do they advertise or inform users of their success? what does that relationship entail?

- They have success stories and testimonials from women who have joined their community



PERSONA

Personal Background:

- Persona group: minority(female) in Tech/Dev
- Career level: Mid-Senior
- Education: educated-beyond HS

Attitudes:

- Driven
- Optimistic for the future of women in tech
- Positive when faced with adversity

Interests:

- Collaboration
- Development
- Skill Building
- Making connections
- Moral support

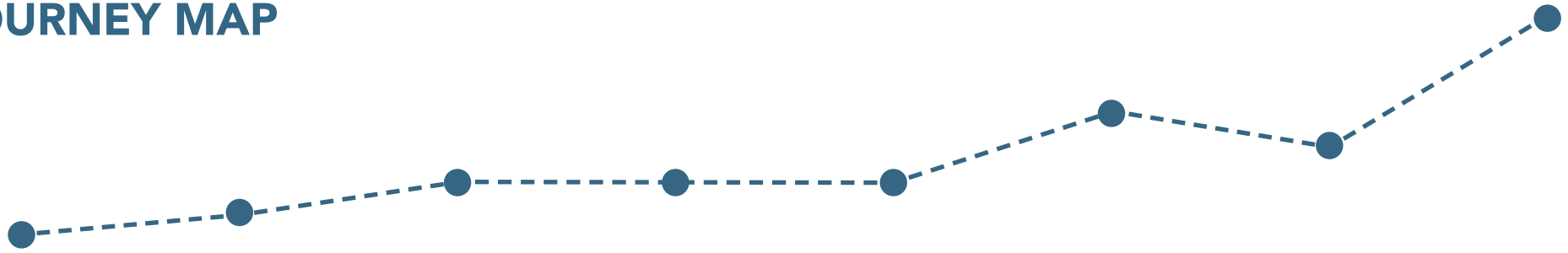
Motivations:

- Growing their skill set
- Learning
- Confidence
- Feeling valued

Pain points:

- Being able to develop skills and learn on the job
- Ways to communicate in the workplace and with men in the workplace
- Connection to specialist
- Uncertainty or about starting a family and how it could affect work life. Feeling that taking time off to raise family could make you "rusty."

JOURNEY MAP



UNHAPPY	JOB SEARCH	FINDS FLOCK	JOINS FLOCK	APPLY FOR JOB	JOB OFFER	STARTS JOB	AFTER 2 MONTHS
<p>THINKING:</p> <ul style="list-style-type: none"> I'm not learning I'm not growing I need to leave <p>DOING:</p> <ul style="list-style-type: none"> Unappreciated Stuck <p>FEELING:</p> <ul style="list-style-type: none"> Unappreciated Stuck <p>FUTURE GOAL: Once users are in the Flock, they won't get to this point, because they will learn when it's time to move on before they get here.</p>	<p>THINKING:</p> <ul style="list-style-type: none"> I'm not experienced enough I'm not smart enough Staffing agencies are horrible Will I ever find a good job? <p>DOING:</p> <ul style="list-style-type: none"> Meet Ups/Tech Events Asking community if there are jobs Applying online Looking for help <p>FEELING:</p> <ul style="list-style-type: none"> Unhappy Overwhelmed <p>PROGRAM GOAL: Have a community of people who can help in the job search, and have Flock be the first option that comes to mind for their next job.</p>	<p>THINKING:</p> <ul style="list-style-type: none"> What is this? Can Flock help? Will Flock care? Can I get a job? Do they know what I do? Have others been successful? Where are people working? Are they happy? <p>DOING:</p> <ul style="list-style-type: none"> Looking at site Looking at jobs Researching Trying to learn Looking for social media Connecting to Flock <p>FEELING:</p> <ul style="list-style-type: none"> Hopeful Excited In a hurry to find work <p>DESIGN GOAL: Make Flock easier to navigate and easier to understand.</p>	<p>THINKING:</p> <ul style="list-style-type: none"> Will they actually help me? Will they find me a job? Will they communicate well? What kind of jobs are available? Am I good enough? Am I qualified? <p>DOING:</p> <ul style="list-style-type: none"> Connecting to Kate/Mentors <p>FEELING:</p> <ul style="list-style-type: none"> Hopeful Supported Cared for Like they matter <p>DESIGN GOAL: Communicate better and create a more user friendly design.</p>	<p>THINKING:</p> <ul style="list-style-type: none"> Am I good enough? Am I qualified? <p>DOING:</p> <ul style="list-style-type: none"> Applying for jobs Interviewing <p>FEELING:</p> <ul style="list-style-type: none"> Hopeful Supported <p>PROGRAM GOAL: Through mentors, help users feel more confident, and have the right tools to apply to next job.</p>	<p>THINKING:</p> <ul style="list-style-type: none"> Am I good enough? Can I do this? Are they paying me enough? <p>DOING:</p> <ul style="list-style-type: none"> Negotiating <p>FEELING:</p> <ul style="list-style-type: none"> Unsure Excited <p>PROGRAM GOAL: Through mentors, help users feel more confident, and have the right tools to apply to next job.</p>	<p>THINKING:</p> <ul style="list-style-type: none"> Do I know what I'm doing? Do people like me? Will I get a long? Will I be supported? <p>DOING:</p> <ul style="list-style-type: none"> Starting new job Waiting Moving <p>FEELING:</p> <ul style="list-style-type: none"> Overwhelmed New Unsure <p>PROGRAM GOAL: Help women with the transition to getting into a new job, by offering moral support from mentors.</p>	<p>THINKING:</p> <ul style="list-style-type: none"> I'm feeling confident I know what I'm doing I should learn something new <p>DOING:</p> <ul style="list-style-type: none"> Working on projects Going to events <p>FEELING:</p> <ul style="list-style-type: none"> Content Settled Happy Ready to meet with mentor <p>PROGRAM GOAL:</p> <ul style="list-style-type: none"> Reach out to users after 2 to 3 months for mentorship. Offer one-on-one, one off, or long-term mentorships. Online community for a safe space.

STEP TWO: DEFINE

Business and User Goals

Competitive Analysis

Site Map

User Flow

GOALS FOR PROJECT

Business Goals

- **Mentorship and if users want it.**
- **Research on what users of Flock Need.**
 - Do they want mentoring?
 - Who do they want to be their mentors?
 - What do they want to learn?
 - How do they want to get mentorship?
- **Is the site usable? Do people know what Flock is?**
- **More women to use Flock and apply for jobs.**
 - Do they make it to the jobs page?
 - Why don't women apply for better jobs?
- **How to help build community?**
- **How to attract good hiring managers?**

What Does Success Look Like to Kate?

- **Deliverables**
 - Qualitative research on how to encourage more women to apply.
 - Design and flow of site.
 - What a good mentor/mentee relationship look like?
- **Outcomes**
 - Getting more women to apply for jobs on Flock.
 - Get more women to utilize mentors.

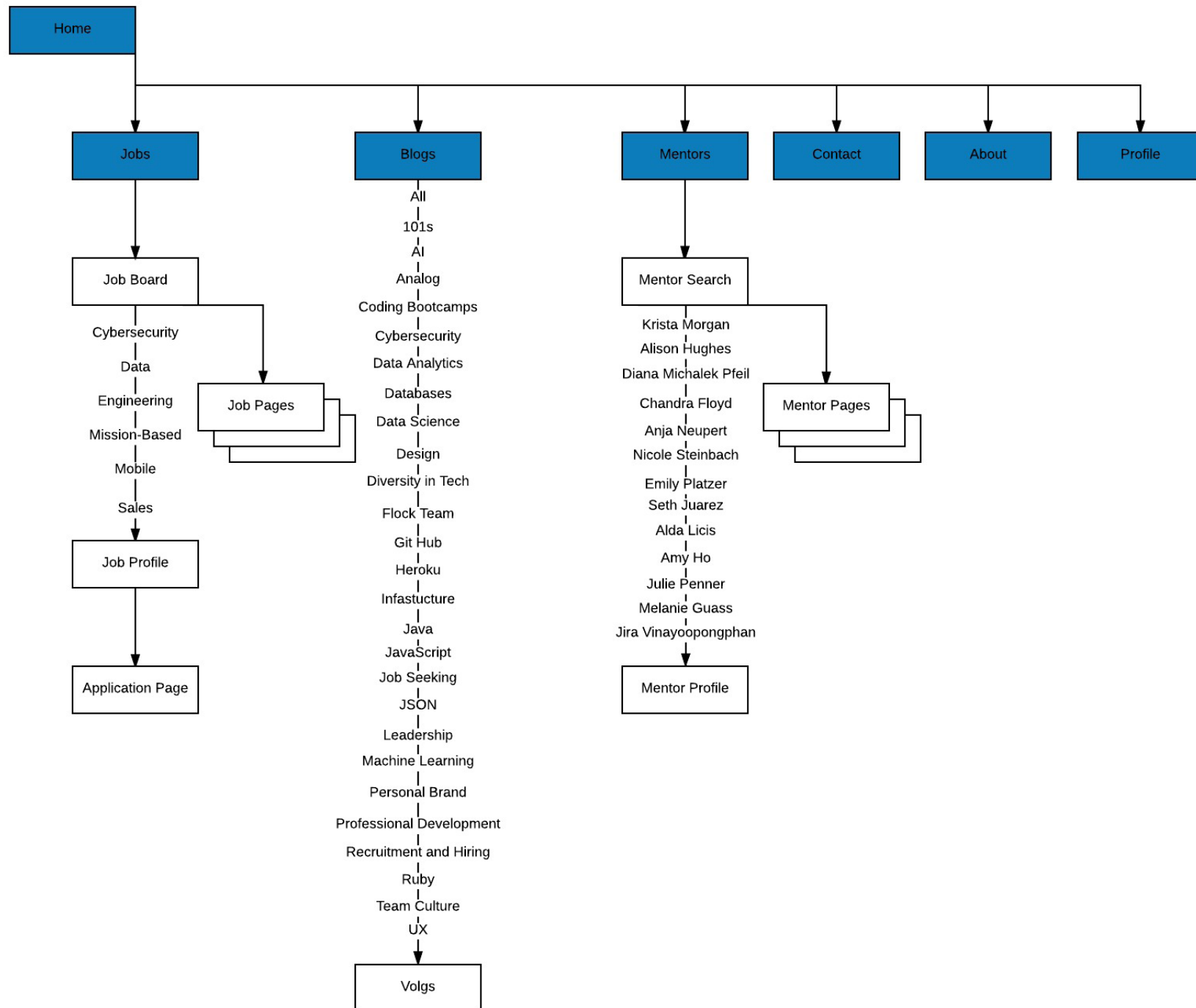
User Goals

- **Job Placement Goals**
 - Get a job that helps them advance and learn.
 - Get a job that is encouraging to women.
 - Be able to only apply to jobs that will be a good fit.
 - Get help from a recruiters who actually care about them.
 - Be a part of a strong female community.
- **Mentorship Goals**
 - Have access to mentors:
 - One-on-one mentorship.
 - One-off questions.
 - Long-term mentorship.
 - Group setting mentorship.
- **What they want from mentors**
 - Learn new skills.
 - Help with hard conversations.
 - Access to job growth opportunities
 - Networking.

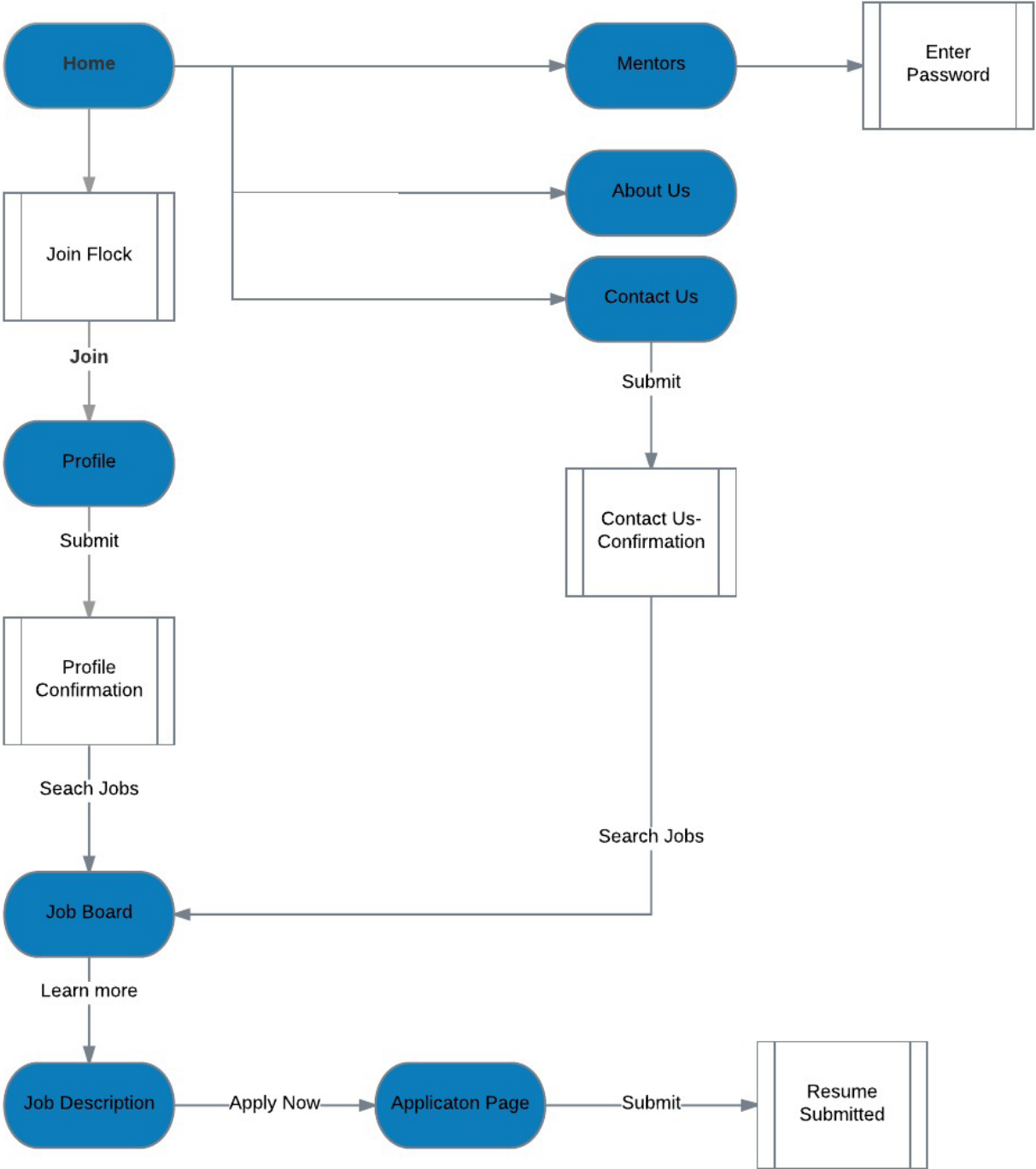
COMPETITIVE ANALYSIS

	FLOCK	ROBERT HALF	AIMHIRE	ADECCO
SEARCH FOR CANDIDATES	No	Yes	Yes	No
SEARCH FOR JOBS	Yes	Yes	Yes	Yes
EASY TO USE STIE	No	Yes	Yes	Yes
PERSONABLE	Yes	No	Yes	No
GEOGRAPHIC LOCATIONS	Yes - Confusing	Yes	No	Yes
JOB BOARD	Yes	Yes	Yes	Yes
AREA OF EXPERTISE	No	Yes	Yes	Yes
TYPE OF WORK	No	Yes	No	Yes
MAP	No	Yes	No	No
TESTIMONY	No	No	No	No
TIPS	Yes - In Blog	Yes	No	No
FAQS	Yes	No	Yes	Yes

SITE MAP



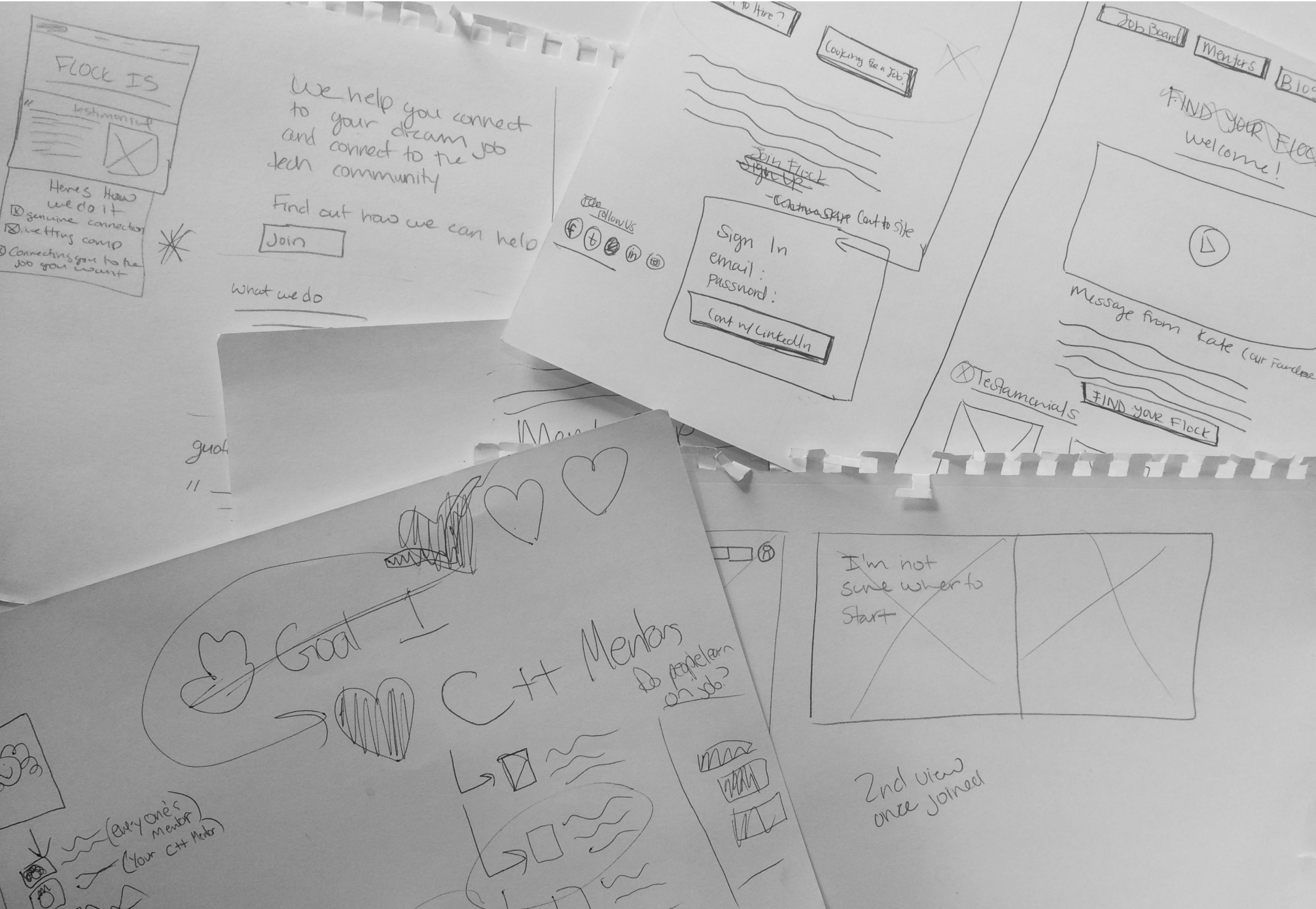
USER FLOW



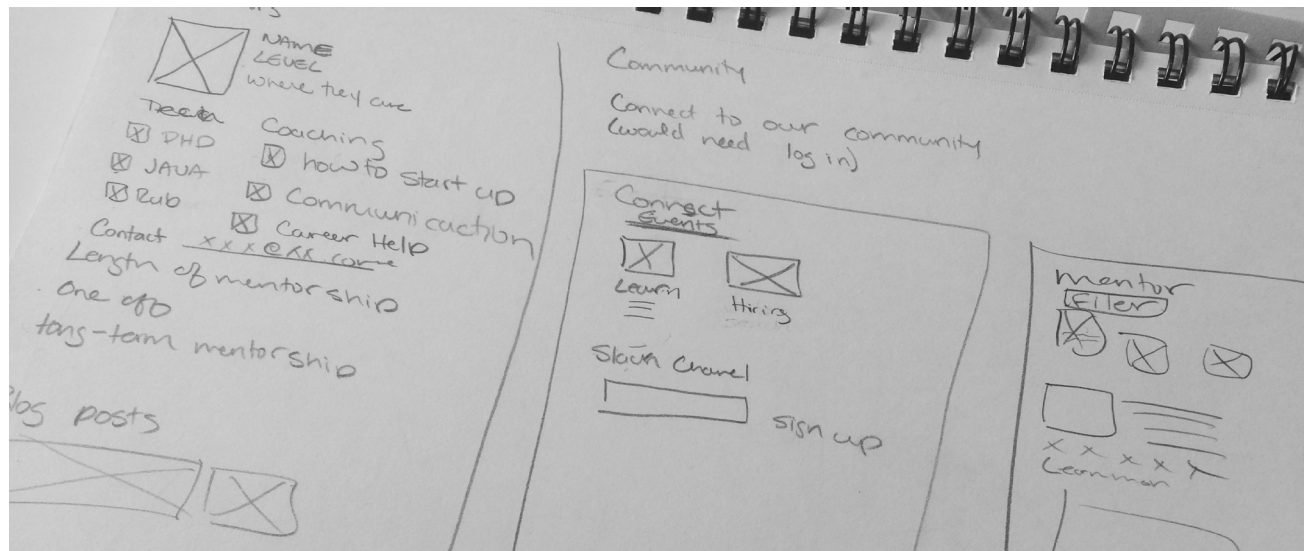
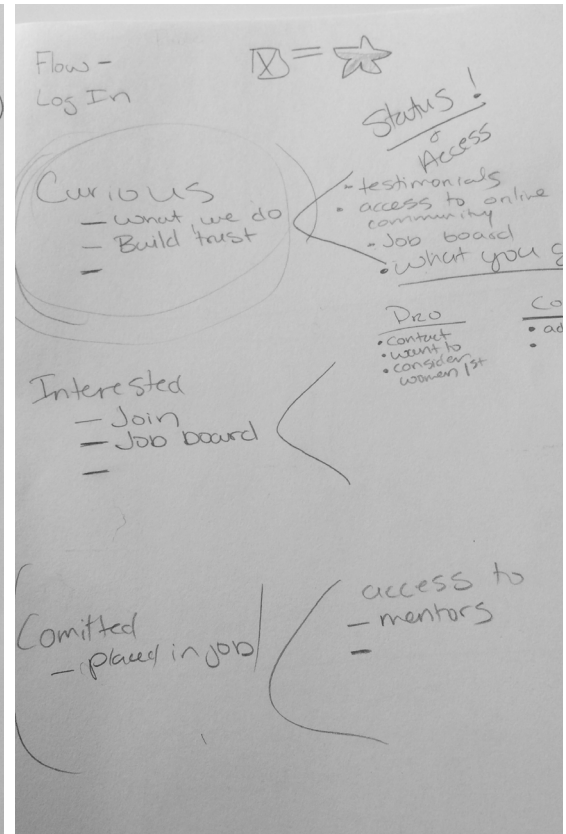
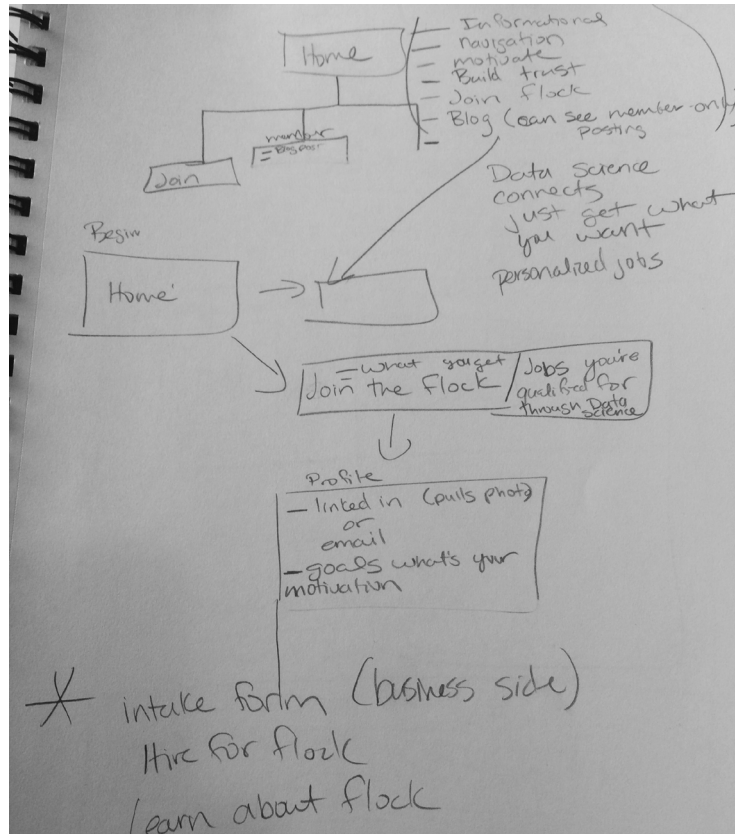
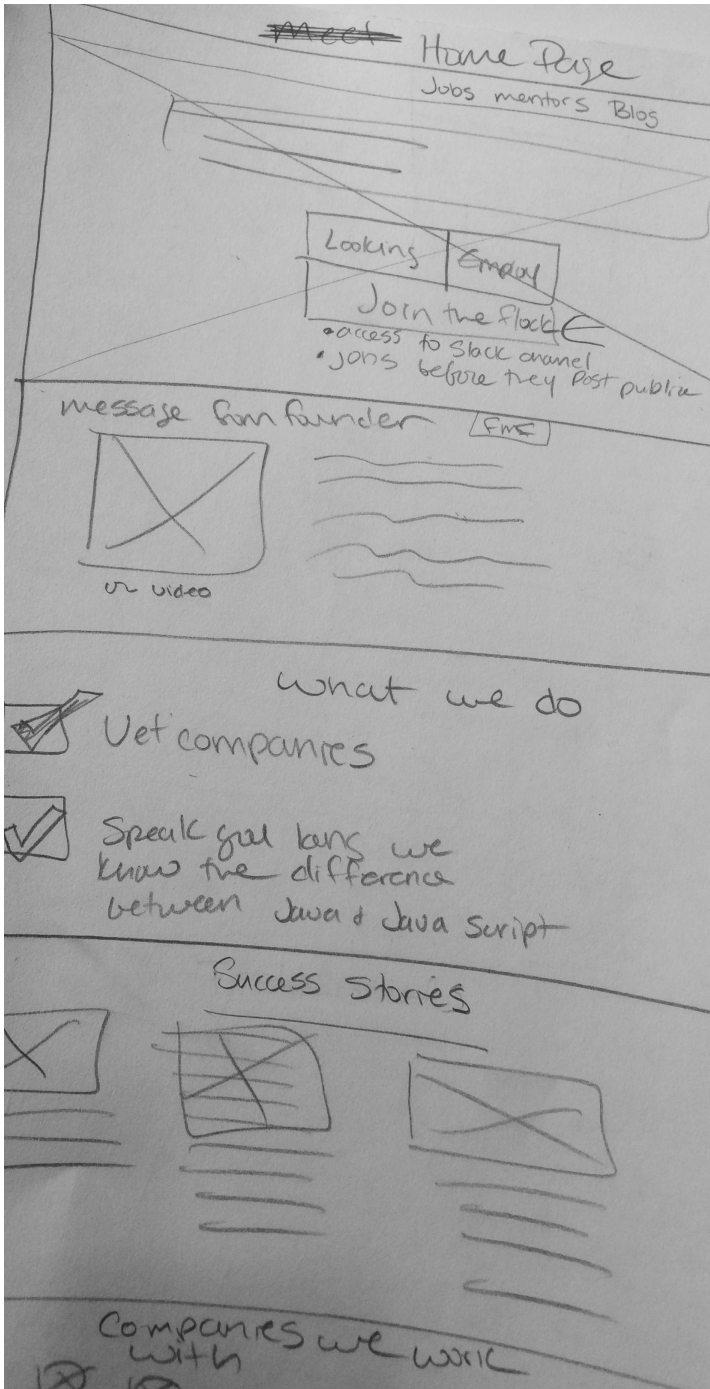
STEP THREE: IDEATE

**Design Studio With Flock
Sketching**

DESIGN STUDIO WITH FLOCK



SKETCHING WITH TEAM



STEP FOUR: PROTOTYPE & TEST

Wireframing
Testing

USER TESTING DETAILS

What was tested?

Wireframes of website

Where and when the test was held

The test was held on November 3, 2017 in the Industry building in RiNo.

Equipment used:

Laptop, paper, and pen.

What did I do?

I guided users through the flow of the website by asking open-ended questions.

The testing team:

The testing team was one moderator.

Problems encountered:

Questions about language on the site came up often. Specifically, confusion about the term vetted being used to describe the quality of a job-seeker or a company. Also, the word "Fellow" as a way to describe people who are a part of Flock, felt gender-biased to one user. There was also confusion about the cost of joining Flock. Two users thought Flock was a paid membership because of the term "personalized" to describe the type of job placement used.

What worked well:

The home page conveyed Flocks message of being a staffing firm that includes mentorship and described the mission of Flock well. Users appreciated the scannability of icons to describe benefits included in a job posting. Users navigated the site with ease and found it easy to identify which pages would allow them to complete each task.

Methodology:

• Usability Test Questions:

- What is the homepage telling you?
- How would you learn more about Flock?
- How would you search for jobs?
- How would you get to your profile?
- What is the language on the site telling you?
- How would you get info about mentors?
- What is the jobs page telling you?
- How would you apply for a job?
- How would you contact Flock?
- How would you return to the homepage?

Participants

Average duration of usability test: 15-20 minutes

First round of testing: 3 participants

- Female, 32 years old, freelancer in wordpress design and consulting company
- Female, 23 years old, UX design student
- Female, 47 years old, Current UX design student, past career in Digital Advertising.

Second round of testing: 3 participants

- Female, 56 years old, UX design student, has had previous education in coding, past career in pharmaceutical research
- Male, 32 years old, UX Design Student and is enrolled in the Web Developer course at General Assembly, past career in industrial design.
- Female, 23 years old, current Web Dev student at General Assembly, past career in HR

USER TEST FINDINGS

First round of testing:

- All three users expressed that they understood Flock's message and goal from the homepage.
- The first user was interested in using the site in the future but is not a developer. She wanted to know if services were exclusive to developers.
- The second user wanted access to the mentors' skills before signing up to flock in order to decide if it would be worth joining. She stated, "I haven't been convinced yet and seeing the mentors skills before signing up would pull me in." She believes valuable information should be given before you are required to sign up.
- All three users thought Flock was a paid membership because of the term "personalized" to describe the type of job placement and use their service.
- The first user felt that the 'About' page was unnecessary because most of the information she needed was on the 'Home' page and any other questions or needed more information, she would contact Flock directly.
- Terms like "fellow", "vetted", and "offerings" were difficult to connect with for our users. Two of the users felt that "fellow" was gender-biased towards males, "vetted" didn't feel personable and "offerings" had an unclear connotation, "what do offerings mean?"
- The third user was curious if the companies who hire through Flock, already had active diversity programs.
- Lots of text with information about each page on Flock was not read in detail by users or was completely overlooked.

First round iterations/ recommendations:

- Language was reworked in Flock's message on the homepage. The term "personalized" was eliminated and language was changed to show Flock as a personable job placement and staffing company. The term "fellow" was changed to "member" in order to sound more gender inclusive but the right term

to describe people in the Flock community is still a work in progress.

- There were also UI and Visual iterations to sizing and spacing.
- We edited the descriptions of each page to make them more concise.

Second round of testing:

- All three users expressed that they understood Flock's message and goal from the homepage.
- The second user recommended adding an indicator of when a saved job will expire and once it has expired.
- The second user was curious if men could apply to jobs on Flock and the community.
- The first user wanted less mentors shown on the homepage because it felt to busy. "Give me less and I will choose more. Allow the user to view more in the choose."
- The second user recommended adding navigation to the job board page and the mentors page.
- The second user liked that their were top reasons to apply to a company in each of the job descriptions.
- The third user really appreciated that companies were vetted by Flock and said that it produced trust in Flocks' goal for their users.

Second round iterations/ recommendations:

- 'Previous' and 'Next' were added at the bottom of the jobs and mentor pages because navigation was needed in order for the user to search through jobs.
- A feature that indicated to the user when a job posting will expire was added onto the 'Saved Jobs' section.

SCREENS - HOMEPAGE 1 OF 2

FLOCK

[HOME](#) [JOBS](#) [BLOG](#) [MENTORS](#) [CONTACT](#) [ABOUT](#) 



[LOOKING FOR A JOB?](#) [WANT TO POST A JOB?](#)

[JOIN OUR FLOCK!](#)

Access to private slack channel
First look at new jobs

WHAT MAKES FLOCK DIFFERENT?

<p>WE SPEAK YOUR LANGUAGE</p>	<p>WE GET TO KNOW YOU</p>
<p>ONE-ON-ONE JOB SEARCH ASSISTANCE</p>	<p>MENTORSHIP AND CAREER COACHING</p>

SUCCESS STORIES

<p>Name Position</p> <p>This person is great and they love their job and they're awesome</p>	<p>Name Position</p> <p>This person is great and they love their job and they're awesome</p>
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MEET OUR MENTORS

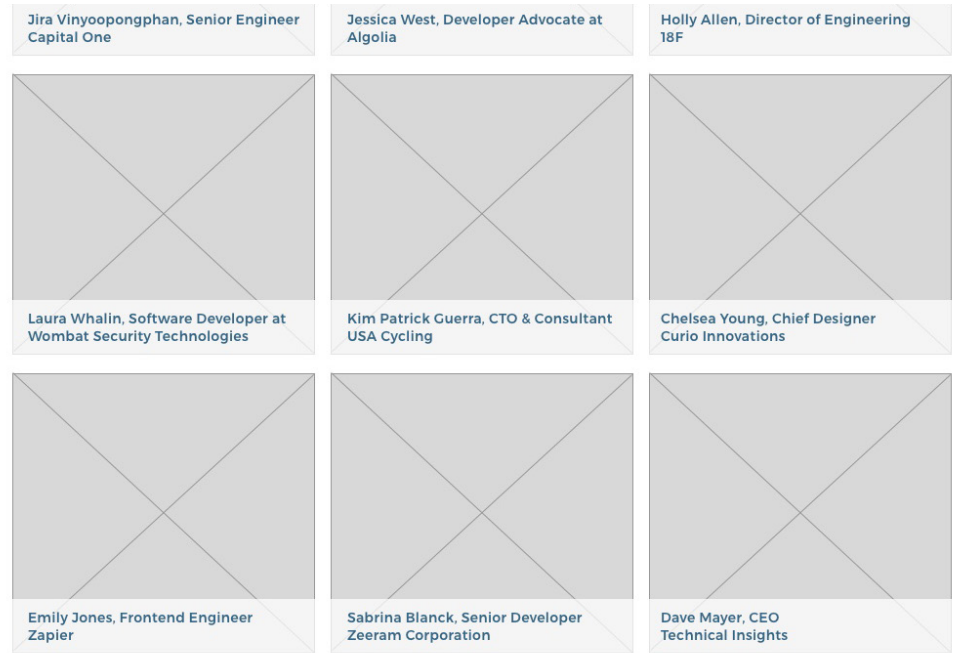
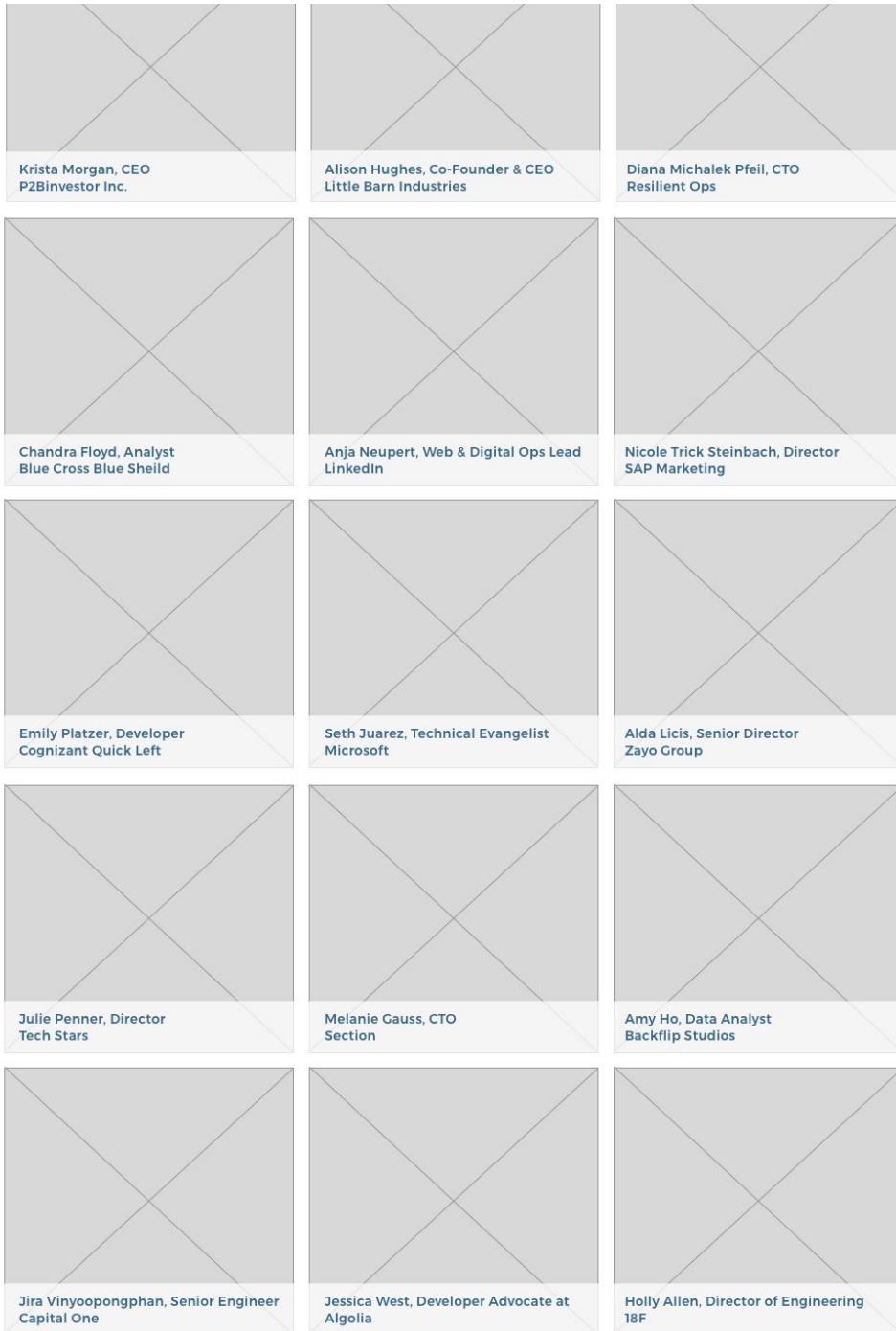
Our Mission: "To accelerate gender-diverse developers towards achieving their individual career goals."

We get to know our client's teams. We take a UX approach and spend time with them in their offices. We're not looking for best skill fit, we're looking for best team fit.

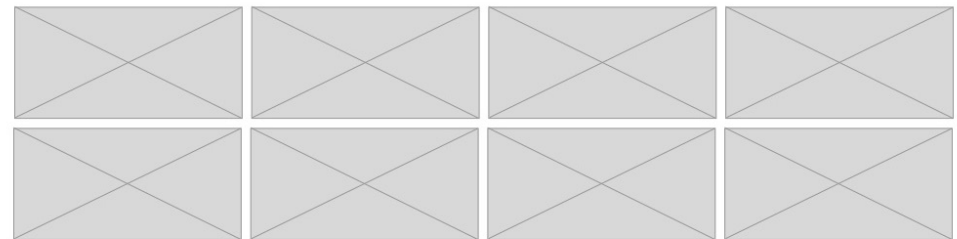
We're built to support people from all backgrounds in tech. We design our programs specifically around women in tech (though all are welcome to apply and considered equally). A win for us is not hitting higher numbers, it's supporting growth in each individual we work with.



SCREENS - HOMEPAGE 2 OF 2



COMPANIES WE'VE PLACED THE FLOCK IN



FLOCK

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[BLOG](#)

[MENTORS](#)

[CONTACT](#)

[ABOUT](#)

SCREENS - HOMEPAGE VIEW 2 (PULL OVER)

FLOCK

[HOME](#) [JOBS](#) [BLOG](#) [MENTORS](#) [CONTACT](#) [ABOUT](#) 



LOOKING FOR A JOB?

WANT TO POST A JOB?

JOIN OUR FLOCK!

Access to private slack channel
First look at new jobs

WHAT MAKES FLOCK DIFFERENT?

ONE-ON-ONE JOB SEARCH ASSISTANCE

Nothing will be lost in translation. The Flock team is made up of software developers. We can genuinely empathize with your career search. We know what the acronyms mean on your resume and we know how to look for the right fit for you.

MENTORSHIP AND CAREER COACHING

We believe understanding your whole self is integral in the process of getting you in the right position. We'll jump on the phone with you for a 20-30 minute call to get to know you and your dreams.

ONE-ON-ONE JOB SEARCH ASSISTANCE

After we get to know you, we can really tailor the job search to your unique skills and experience. Kate will give you one-on-one job search assistance by guiding and encouraging you to find your dream role.

MENTORSHIP AND CAREER COACHING

Building a community that learns and grows together is what FLOCK is all about. This program matches mentors to new flock members wanting to develop new skills and receive moral support in their new roles.

SCREENS - PROFILE - VIEW 1

FLOCK

HOME JOBS BLOG MENTORS CONTACT ABOUT



PERSONAL INFO

Full Name

Current Position

Experience*

 +

Education*

 +

Location*

 +

WHAT ARE YOU INTERESTED IN?

<input type="checkbox"/> Finding a Job	<input type="checkbox"/> Career Coaching	<input type="checkbox"/> One-Off Skills
<input type="checkbox"/> Learning New Skills	<input type="checkbox"/> Community	<input type="checkbox"/> Events

<input type="checkbox"/> Learning New Skills	<input type="checkbox"/> Community	<input type="checkbox"/> Events
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SAVE

FLOCK

ABOUT US BLOG MENTORS CONTACT ABOUT

SCREENS - PROFILE - VIEW 2

FLOCK

HOME JOBS BLOG MENTORS CONTACT ABOUT 



PERSONAL INFO

Full Name

Name

Current Position

Full Stack Developer

Experience*

Add Experience +

Education*

Add Education +

Location*

Location +

SKILLS

Add Skill

WHAT ARE YOU INTERESTED IN?

Finding a Job

Career Coaching

One-Off Skills

Learning New Skills

Community

Events

Learning New Skills

Community

Events

SAVED JOBS

Technical Team Lead

Expires 11-21

CONNECTIONS



SAVE

FLOCK

ABOUT US

BLOG

MENTORS

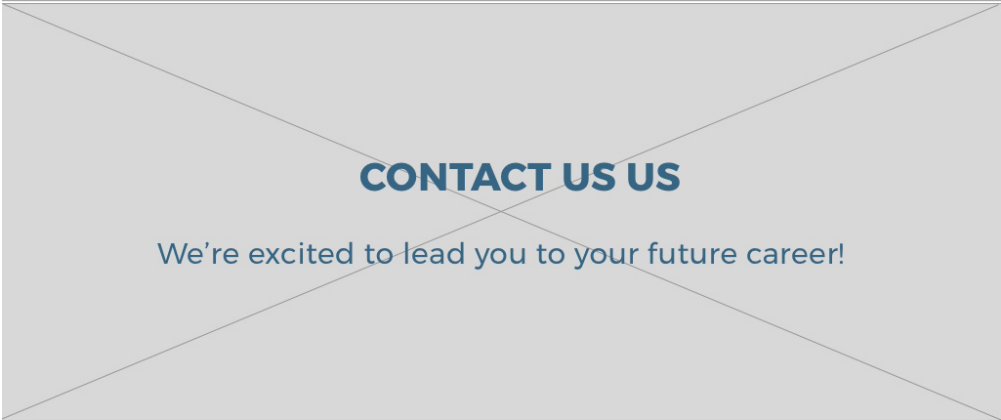
CONTACT

ABOUT

SCREENS - CONTACT US

FLOCK

HOME JOBS BLOG MENTORS CONTACT ABOUT



Contact Us

Full Name*

Email*

Location*

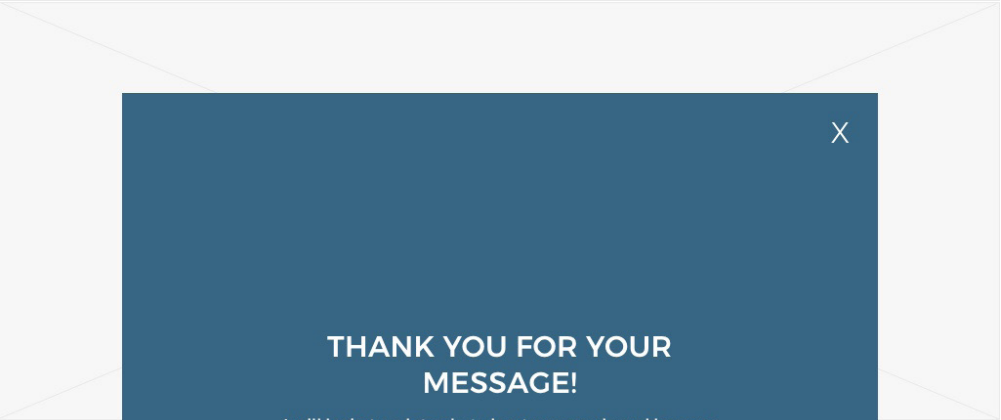
YOUR MESSAGE

Your message here.

SUBMIT

FLOCK

HOME JOBS BLOG MENTORS CONTACT ABOUT



Full Name

Email

Location

HOW

 More Information Get Emails Curious

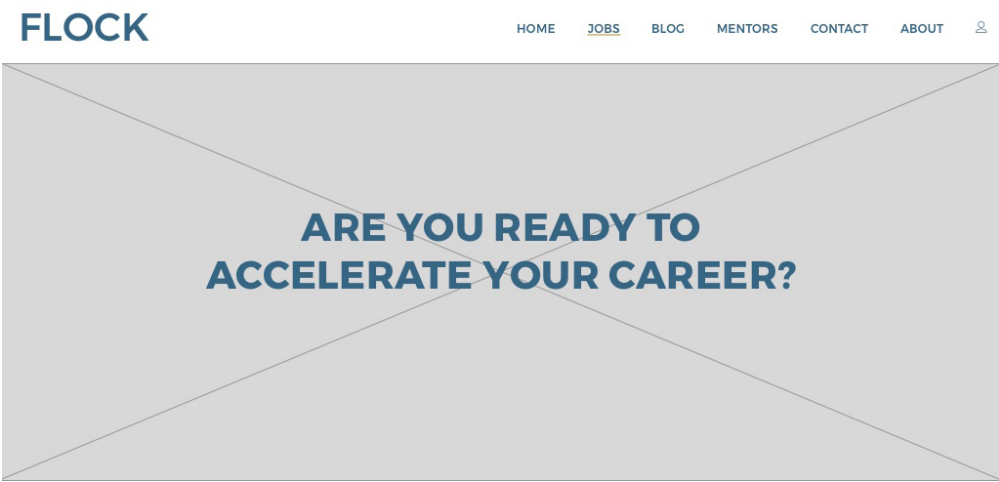
THANK YOU FOR YOUR MESSAGE!

I will be in touch to chat about your goals and how we can get you to the next level! In the mean time, check out the jobs page and see if there's anything there that you're interested in.

-Kate C.

SEARCH JOBS

SCREENS - JOBS



Jobs > Apply

ABOUT OUR PARTNERSHIPS

We have personally interviewed all of the companies we work with to ensure they foster learning and growth in people of all backgrounds, genders, ethnicities, abilities, and sexual orientations.

If you don't feel like you meet all of the requirements, we encourage you to apply anyway. Before being placed in a position, we'll make sure it is the best fit for you.

Let's find you a perfect 'nest'.

Search Location Department

Job Type

Results: 3

Technical Team Lead
San Francisco, CA
DOE
Full Time

Crush on cartography? Help build an open-source mapping tool that powers over 50,000 apps, processes data at a petabyte scale, and reaches a quarter billion people per month.

Company Vetted

- Women in Leadership
- Maternity Leave
- Growth Opportunities
- Health Benefits
- Learning on the Job

Posted October 21, 2017 [Learn More >](#)

Senior Front End Engineer with E-Commerce
New York, NY
\$140K-160K
Full Time

Lead the front end team at a hugely successful E-commerce startup. You'll be coding-- this is definitely a developer position-- but also advocate for technical direction, mentor junior developers, and coordinate across other teams

Company Vetted

Full Time

- Women in Leadership
- Maternity Leave
- Growth Opportunities
- Health Benefits
- Learning on the Job

Posted October 21, 2017 [Learn More >](#)

Sales Engineer
Washington, DC
DOE
Full Time

Help a mapping API company move people through the world-- And their clients understand what this technology can empower.

Company Vetted

- Women in Leadership
- Maternity Leave
- Growth Opportunities
- Health Benefits
- Learning on the Job

Posted October 19, 2017 [Learn More >](#)



SCREENS - JOB DETAILS

FLOCK

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Jobs > Apply

APPLY NOW

 APPLY WITH LINKEDIN

Technical Team Lead with Mapping Startup

Cybersecurity | San Francisco, CA

Crush on cartography? Help build an open-source mapping tool that powers over 50,000 apps, processes data at a petabyte scale, and reaches a quarter billion people per month.

This leadership role is specific to the security team, though you need not have security experience. You'll bring your software background and strong communication skills to work daily, and inspire the team on security-related engineering projects spanning both software development and DevOps.

Top reasons this role accelerates your career:

1. Room to grow. This company puts high emphasis on teaching and learning. There's no ceiling here.
2. Support a successful platform. All the opportunities of a startup with the stability of a company that has already taken off.
3. Take the lead. This team needs a tech lead (not necessarily security experienced) to lead them to victory.

Crush on cartography? Help build an open-source mapping tool that powers over 50,000 apps, processes data at a petabyte scale, and reaches a quarter billion people per month.

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The team:

This team's #1 commitment is to supporting each other and helping each other grow. They actively practice sharing knowledge. One of their greatest values is curiosity -- they work requires an open mind to the unknown, whether in code or with each other.

Their tech stack is largely Node.JS and C++. On the security teams, they use tools like Patrol, Vault, HackerOne bug bounty, automated intrusion detection and more.

The Perks:

- Equity / stock options.
- 100% of medical, dental and vision insurance.
- Matching 401(k) with no vesting period.
- 3 weeks of vacation plus holidays.
- PTO for having, adopting or fostering a child.
- Opportunities for building new skills.
- Discounted memberships at local gyms.
- Office dogs.

You might be their team's missing puzzle piece if:

1. You've been in tech for 8+ years. Not all of it needs to be coding, but at least some.
2. You've worked with Amazon Web Services.
3. You're an ace with scripting languages (Node.js, Python, Ruby, etc.).
4. You enjoy mentoring others through code reviews and pair programming. You're an excellent communicator, so they enjoy it too!
5. You are a good friend to people in your life.

Bonuses:

1. You've worked in mapping / location / cartography.
2. You've worked specifically in web application security or infrastructure security.

APPLY NOW

 APPLY WITH LINKEDIN

SAVE FOR LATER

SCREENS - APPLICATION & SUBMITTED

Jobs > Apply

APPLICATION PAGE

Full Name*

Email*

Phone Number*

Address*

City*

State*

Zip Code*

Jobs > Apply

APPLICATION PAGE

Full Name*

Email*

Phone Number*

Address*

City*

State*

Zip Code*

ATTACH RESUME

Choose one of the following options.



Upload Your Resume

Supported File Types: pdf, txt, .doc, .docx

APPLY WITH LINKEDIN

SUBMIT RESUME



YOUR RESUME HAS BEEN SUBMITTED.

SCREENS - LOG IN

FLOCK

[HOME](#) [JOBS](#) [BLOG](#) [MENTORS](#) [CONTACT](#) [ABOUT](#) 

FLOCK IS...

JOIN THE FLOCK!

Full Name*

Email*

Password*

JOIN

WHAT MAKES FLOCK DIFFERENT?

SCREENS - ABOUT

FLOCK

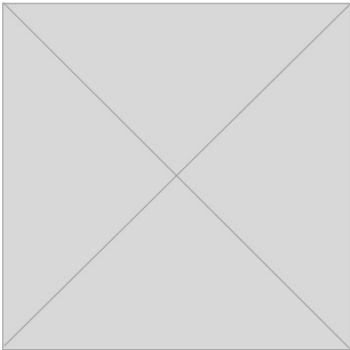
HOME JOBS BLOG MENTORS CONTACT ABOUT 

WHAT WE'RE ALL ABOUT

OUR MISSION

"To accelerate gender-diverse developers towards achieving their individual career goals."

WHY WE EXIST



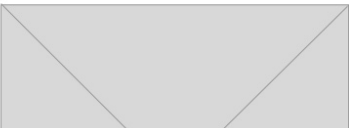
The rate of computer software job openings is growing at a rate of double the American average. By the year 2020, there will be 1.4 million job openings in programming. And yet, 56% of women in tech will leave the industry mid-career. Studies indicate that this occurs because of unfriendly culture, lack of growth opportunity and not feeling like they're giving back.

Businesses can't afford to keep losing talent, and the future is too important to be built by only one segment of the population.

Flock is built with design-thinking methods to directly respond to the reasons women leave tech. We build community and solidarity for our technical humans. We find them growth roles and collaborate with leaders to support their journey. Then we connect them to opportunities to give back to others just coming up in the industry.

Of course, no movement can grow in isolation. All who find our services appealing are welcome to apply and provided the same equal support.

HOW WE'RE DIFFERENT



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We take a UX approach and spend time with them in their



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FLOCK

ABOUT US

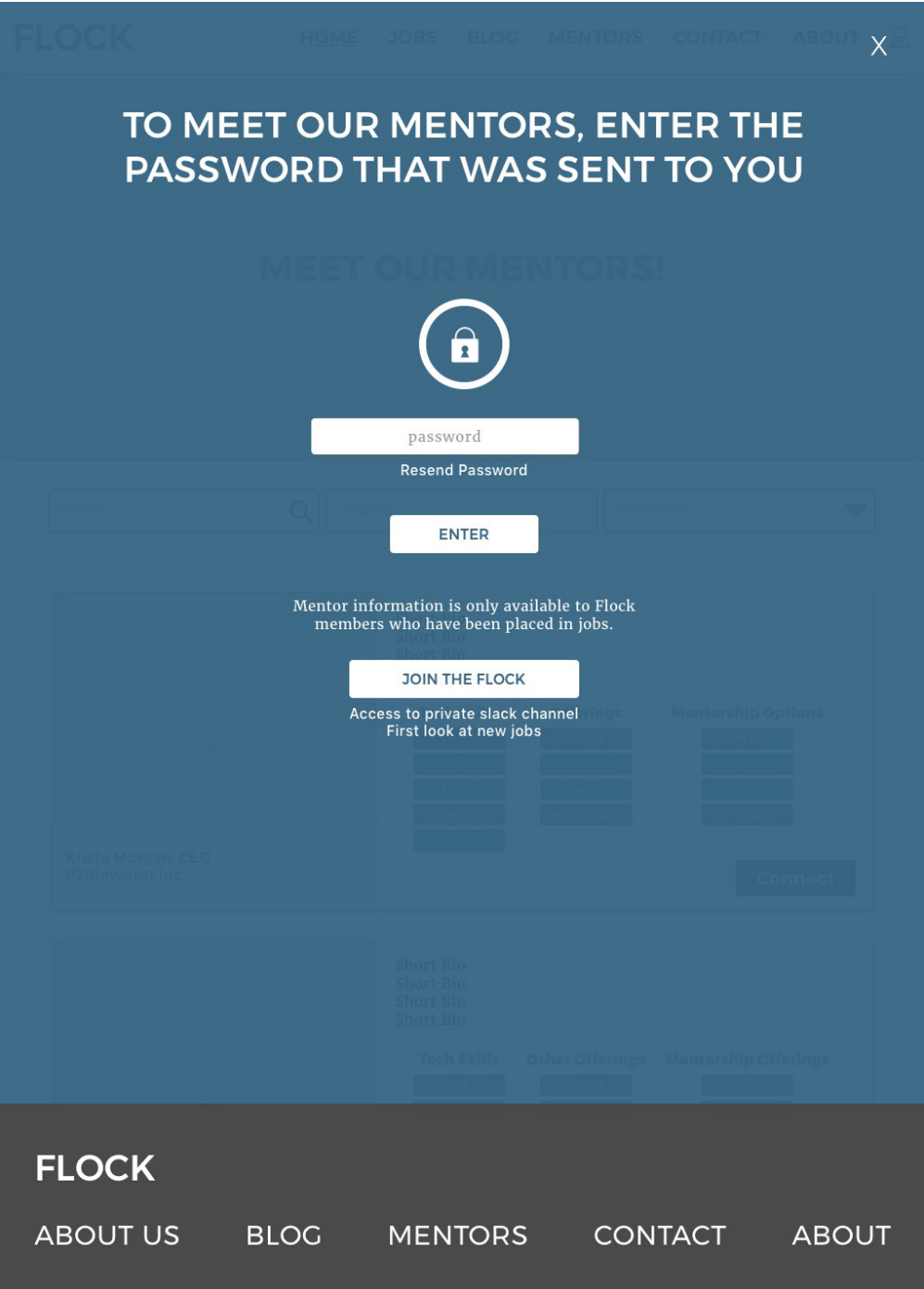
BLOG

MENTORS

CONTACT

ABOUT

SCREENS - MENTOR - PASSWORD



SCREENS - MENTOR

FLOCK

HOME JOBS BLOG MENTORS CONTACT ABOUT



Search Location Specialties

Short Bio
Short Bio
Short Bio
Short Bio

Tech Skills

- PHP
- JavaScript
- Python
- Ruby
- C, C++, C#

Offerings

- Start Up
- Career Coaching
- Communication
- Moral Support

Mentorship Options

- Short Term
- Long Term
- One Off
- Group

Krista Morgan, CEO
P2BInvestor Inc.

Connect

Short Bio
Short Bio
Short Bio
Short Bio

Tech Skills

- PHP
- JavaScript
- Python
- Ruby
- C, C++, C#

Offerings

- Start Up
- Career Coaching
- Communication
- Inclusion Program

Mentorship

- Short Term
- Long Term
- One Off
- Group

Alison Hughes, Co-Founder & CEO
Little Barn Industries

Connect

Short Bio
Short Bio
Short Bio
Short Bio

MENTOR OFFERINGS

Tech Skills

- PHP
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Coaching

- Start Up
- Career Coaching
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Mentorship

- Short Term
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- Group

Diana Michalek Pfeil, CTO
Resilient Ops

Connect

Short Bio
Short Bio
Short Bio
Short Bio

MENTOR OFFERINGS

Tech Skills

- PHP
- JavaScript
- Python
- Ruby
- C, C++, C#

Coaching

- Start Up
- Career Coaching
- Communication
- Moral Support

Mentorship

- Short Term
- Long Term
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- Group

Chandra Floyd, Analyst
Blue Cross Blue Shield

Connect

Short Bio
Short Bio
Short Bio
Short Bio

MENTOR OFFERINGS

Tech Skills

- PHP
- JavaScript
- Python
- Ruby
- C, C++, C#

Coaching

- Start Up
- Career Coaching
- Communication
- Moral Support

Mentorship

- Short Term
- Long Term
- One Off
- Group

Emily Platzer, Developer
Cognizant Quick Left

Connect

NEXT