



A Case Study about Video Resumes: Visual Representation of a Customer's Skillset

Meet the Customer

Alex is an 18-year-old high school student with an intellectual disability. He just completed a paid internship program at a local hospital. He is very eager to get a permanent job! At his internship, he worked in three different departments and now has a lot of employable skills. Also, he now has a list of references from different supervisors in each department who are willing to share how much he contributed with potential employers.

Potential Barrier to Employment

Alex has gone on several interviews since finishing his internship but has not been successful in being hired. Alex has difficulty describing the depth of his skills and abilities during traditional interviews. He is non-verbal and although he has a communication device, it wasn't introduced to him until he was 16 years old, so he is not proficient with his device. Along with using various assistive technology, Alex also works with his Employment Specialist Deepak. After attending two face-to-face interviews with Alex, Deepak believes that they need a different strategy for showing a potential employer what Deepak has to offer a business. Deepak decided to create a Video Resume for Alex. This is a short video that shows footage of Alex doing different work tasks independently. Deepak thinks this is a great way to give potential employers a visual representation of Alex's skillset.

Creating a Video Resume

Deepak talks to Alex and his mother about the plan to create a video resume. His mother is very supportive of the idea and says she is willing to help if needed. Deepak contacts staff at his old internship and is able to obtain pictures and videos of Alex working. He also contacts Alex's references and asks if they are willing to be taped giving a brief description of Alex's work ethic and skills. Two of Alex's references agree, and Deepak emails them questions so they prepare ahead of time before going on camera.

Deepak arrives on a scheduled date to tape the references. Once Deepak has all of the items, he needs to create a video resume, he puts all of the pictures and videos into iMovie. Once the video resume is complete, Deepak shows it to Alex and his mother for feedback. Alex loves seeing himself on video and feels more confident applying for jobs. Deepak is able to create a link to the video and uses a QR code on Alex's resume so that the video is easy for employers to access.



Using the Video Resume

A week later, Deepak is out to lunch with a friend who mentions that his construction company could really use someone who is good at organizing to straighten up the model displays after clients come in to pick out design items for their new homes. Deepak immediately thinks of Alex, who organized the hospital carts during his internship. Deepak gets more information about the job posting, helps Alex submit an application, and then contacts the manager of the design center. Deepak is able to speak with the manager about Alex's skills and shares that Alex has challenges with a traditional interview. Deepak emails the video resume to the manager. After viewing the video, the manager asks Alex to come in for an interview. Deepak suggests that they do a "working interview" instead of a traditional interview. Deepak explains that instead of coming in to answer questions, Alex would come in and complete some works tasks to show off what he can do for the business. The manager thinks this is a great idea and agrees to the working interview. At the working interview, the manager shares that he really appreciated Alex's video and he enjoyed hearing what other employers thought about his work ethic. The manager shows Alex what the model displays look like after a client has come in and Alex works to reorganize materials. Within a week, Alex has been offered a job at the design center. Deepak believes the video resume helped Alex get the job.

Key Take-Aways

- Traditional interviews can be challenging for some customers, especially customers who have difficulty expressing themselves using verbal communication.
- Video resumes complement traditional resumes and provide a visual representation of a customer's skill set.
- It can be powerful to have references share their experience working with the customer on the video resume. Employers like to hear from other employers!
- Video resumes are easy to create. Most computers have built-in software that allow you to add in pictures and videos to create one cohesive film.
- Video resumes can be made using iMovie or even 'Tik Tok', now! This is easily accessible through most smartphones.
- Deepak had to explain the purpose of a video resume and email it directly to the employer to ensure it was viewed.
- Deepak still advocated for Alex to have a working interview to ensure that Alex was able to express himself in a manner that showed the employer his skillset.
- Alex got the job because he and Deepak were willing to think outside the box!