

Resource List for Alt-Ac Careers with a Communication MA/PhD

Connect with the panelists!

Liz Baranowicz - [LinkedIn](#)

Malwina Lewicka – [LinkedIn](#)

Feyza Sancar – [LinkedIn](#)

Moderator: Marleah Dean Kruzel – [LinkedIn](#)

Alternative Career Areas

- Admin/Program Officer in Government Institutes
 - HHS (NIH, [NIMH](#), etc.)
 - NSF
- Admin/Program Officer in Non-Profit/Advocacy Organizations
 - Examples: [Allen Institute](#), [McArthur Foundation](#), [Alzheimer's Association](#), [Suzanne G. Kohlman Komen Foundation](#), [American Medical Association](#), [Howard Hughes Medical Institute](#), [Institute of Health Metrics](#)
 - Professional Societies (e.g. [SfN](#), [ASGE](#), etc.)
- Journal Editor or Sci Comms (Scientific/Medical)
 - [AMA](#)
 - [Elsevier](#)
- Medical Communications (Pharma/Biotech/non-profit)
 - [Med Comms Career Overview](#)
- Medical Writing
- PR/Corporate Communications (Pharma/Biotech/Academic and Clinical Institutes (i.e. Mayo, Cleveland Clinic, etc))
- Behavioral Science Roles
 - <https://thedecisionlab.com/insights/hr/a-guide-to-career-paths-in-behavioral-science>
- Consulting
 - <https://www.rocketblocks.me/blog/phd-to-consulting.php>
 - <https://iqotanoffer.com/blogs/mckinsey-case-interview-blog/phd-to-consulting-transition>
- Academic Business Incubators/Entrepreneurship Programs
 - <https://academicentrepreneur.org/>
 - <https://www.ycombinator.com/blog/how-to-spin-your-scientific-research-out-of-a-university-and-into-a-startup>
- Marketing/Advertising
 - <https://www.ogilvy.com/work>
- Content Design/Strategy and UX Writing
 - [Free UX Writing Course](#) – UX Writing Hub
 - [Podcast: Writers in Tech](#) - A podcast where content strategist, UX writers, and content designers share their well-kept industry secrets. This show is brought you by the UX Writing Hub.
 - [The Content Strategy Podcast](#)
 - [WorkingInContent.com - Grow your career in content design](#)

- UX Research/Strategy
 - [UX Research Resources for Beginners - Google Docs](#)
 - [Resources: Social sciences and humanities to UX research - Google Docs](#) – HUGE resource repository specifically for academics transitioning to UXR
 - [Qualitative Usability Testing: Study Guide \(nngroup.com\)](#)
 - [Quantitative User Research: Study Guide \(nngroup.com\)](#)
 - [Best-Selling O'Reilly Book By Jaime Levy - UX Strategy \(userexperiencestrategy.com\)](#)
- Service Design
 - [Service Design 101 \(nngroup.com\)](#)
 - [Service Design Tools | Communication methods supporting design processes](#)
- Product/Project Management
 - [Product Thinking — Produx Labs](#)
 - [Why Academic Researchers Make Great Product Managers | by Nico Coletta | Academic Product Management | Medium](#)
 - [Finding your way in product without a technical background - Mind the Product](#)

Job Sites

- Corporate/Industry
 - Indeed
 - LinkedIn
 - Glassdoor
 - [HiringCafe: Discover exciting jobs](#)
 - [JupiterHR: Remote Job Board - Google Sheets](#) – Extensive list of companies and job boards for remote work
 - [GitHub - m-deng1928/UX Opportunities: regularly updated UX job board](#) – collection
- Academia
 - [Science](#)
 - [Nature](#)
- Government
 - [USAjobs](#)
- Medical Writing/Publishing
 - [AMWA](#)
 - [ISMPP](#)

Career Magazines/Advice:

- [Science](#)
 - [2023 Best Companies in Industry](#)
 - [Cautionary Tale: For-profit Career Services](#)
- [Nature](#)
 - [Useful Articles](#)

Science Communication and other Alternative Career Fellowships:

- [AAAS Fellowships](#)

- Science and Industry Museums
 - Example: [Oregon Museum of Science and Industry: SciComms Fellowship](#)
- [Science Writing Fellowships](#)

Key Skills and Resources to Develop Them

- Storytelling
 - You're already a great researcher and writer. Translating your work to a non-technical audience of stakeholders is a slightly different but incredibly important skill
 - [Tell Better Stories by Jeremy Connell-Waite | Business Storytelling](#)
 - [Five Steps To Design Your Product With Powerful Storytelling — Smashing Magazine](#)
- Networking
 - It's not as painful as you think! At its best, it's fundamentally about making connections without any expectation of "quid pro quo" interactions.
 - [Free Career Development Tools & Resources | Badass Careers](#) - ~1 hour workshops around LinkedIn optimization, finding career guidance, interviewing, and more.
 - [Podcast episode - "Professional Branding \(ew!\)"](#) – fun listen on the pros, cons, ins, and outs of developing a professional brand
 - Mentorship
 - [ADPList: Learn from the world's best mentors for free](#)
 - <https://meander.so/>
 - [Hexagon UX — Mentorship](#) – application-based program aligned to women and nonbinary people in UX in certain cities only
 - [Upladder](#)
 - [Profile best practices \(linkedin.com\)](#)
 - Industry Conferences – lots of virtual free ones, and can also often request a free ticket if you're a student. UXRConf 2021 was a major gateway to some connections I still interact with regularly.
 - [Women in Tech Conference Tickets & Memberships – WomenTech Network](#)
 - [San Francisco Summit 2023 October 16th-20th | Lesbians Who Tech and Allies](#) (2024 dates still TBD, can join the email list)
 - [Home - BWTT \(blackwomentalktech.com\)](#)
 - [Bite-Con 2024 Tech Conference Tickets, Thu, Apr 25, 2024 at 11:00 AM | Eventbrite](#)
 - [Latinas in Tech Summit 2024 - Latinas in Tech Summit](#)

Additional Resources

- Conference: [Beyond Academia 2024 Conference \(zoom.us\)](#)
 - Description: "Join us for the 12th annual Beyond Academia Conference. Designed for graduate students, postdocs, and professionals contemplating jobs outside the professoriate, this conference aims to equip you with the skills, insights, and connections needed to launch your non-academic career."

- Job Searching
 - [Podcast: What Is Wrong With Hiring?](#) - The podcast where we try to understand why hiring and getting hired in tech are both absolute nightmares. Hosted by Laura Klein and Amy Santee.
 - [Freelancing Resources](#)
 - [How To Advance Your Career: Seven-Step Guide to a Successful Job Search \(adplist.org\)](#)
- Portfolios/Case Studies
 - It can be helpful to have case studies/one-pagers for your most impactful work, even if you're not in design. This is really just creating simple, skimmable, possibly visual summaries of your academic work, and presenting it in a way that non-academic people can quickly understand.
 - List all your activities - [Amy Santee on LinkedIn: Every Friday afternoon at my last job \(we're talking 4+ years ago now\), I... | 87 comments](#)
 - [Giving the elevator pitch for your UXR case study | by Lawton Pybus | UX Planet](#)
 - [Watch Creating and Leveraging Your UX Research Portfolio Online | Vimeo On Demand on Vimeo](#) (not free, \$15-\$30)
 - [6 of the Best UX Portfolio Website Builders \(designlab.com\)](#)
 - [Why I used Notion to document my UX Research case study | by Steffan Morris Hernandez | Bootcamp \(uxdesign.cc\)](#)
 - [5W1H for design projects | Figma Community](#) - Case study presentation templates
- Industry Skilling Courses
 - Supplemental education that will be more aligned to alt-ac work, especially tech/tech-adjacent
 - [Free Skills-Based Learning From Technology Experts | IBM SkillsBuild](#)
 - [Coursera | Degrees, Certificates, & Free Online Courses](#) – you get at least 1 free premium course as a student, highly recommend checking it out.
 - [Free Training to Expand your Skills - Grow with Google](#) – technical skills training, career training, all kinds of great free resources
 - [LinkedIn Learning \(usf.edu\)](#) – free access to LinkedIn Learning through USF
 - [Learn to Code — For Free — Coding Courses for Busy People \(freecodecamp.org\)](#) – if you want more tech background/knowledge