

PRESENTED BY
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Company
Skillcrush

THE GET HIRED PROGRAM

From Aimless Learning
to 98% Job Placement Success

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Overview

Skillcrush is a leading online tech education platform with 20,000+ students, focused on helping career changers—especially women and BIPOC—break into tech through guided learning tracks, personalized coaching, and job search support.

My Role

As Staff Product Designer, I co-led the design and rollout of the Get Hired Program, from early discovery and hypothesis testing to full platform integration, collaborating with the Product Lead, CEO, and Engineering.

Business Goals

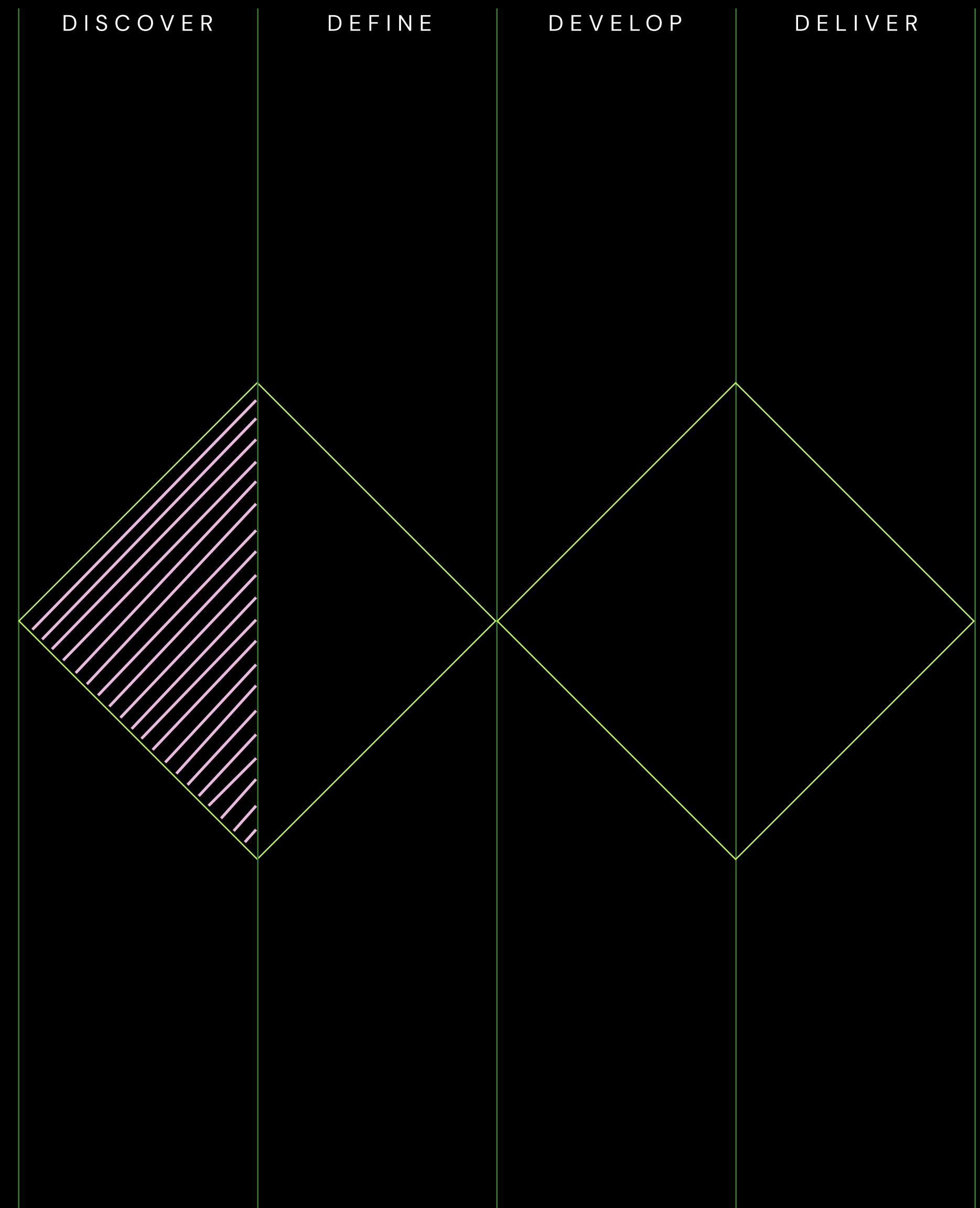
Get More Students Hired

Help Skillcrush students not only learn skills, but successfully land jobs in the tech industry.



DISCOVER

I interviewed two groups of students: those who had landed jobs in the last three months and those who had been active for over a year without getting hired, to understand why one group made the leap and the other stayed stuck.



#Key insights from Successful Students

The two students I interviewed had both taken the front-end course and landed entry-level developer roles while also taking care of their families and working part-time jobs. They both talked about feeling unsure, but also realizing they couldn't wait until they felt "ready." At some point, they had to start trying.

"Honestly, I wasn't sure at all... but I thought, if I keep waiting until I feel ready, I'll never apply."

-Caitlin, Web Developer

"I didn't feel totally prepared, but I knew applying was the only way I'd really find out."

-Sarah, Front End Developer

#Key insights from Stuck Students

The two students I interviewed had been on the platform for over a year, taking new courses and add-ons but never applying to jobs. They kept doubting if they were “ready” and believed they needed to learn everything before applying. Instead of moving forward, they stayed in learning mode.

“I want to learn Python too — I feel like it will increase my chances of getting hired.”

-Caitlin, Web Developer

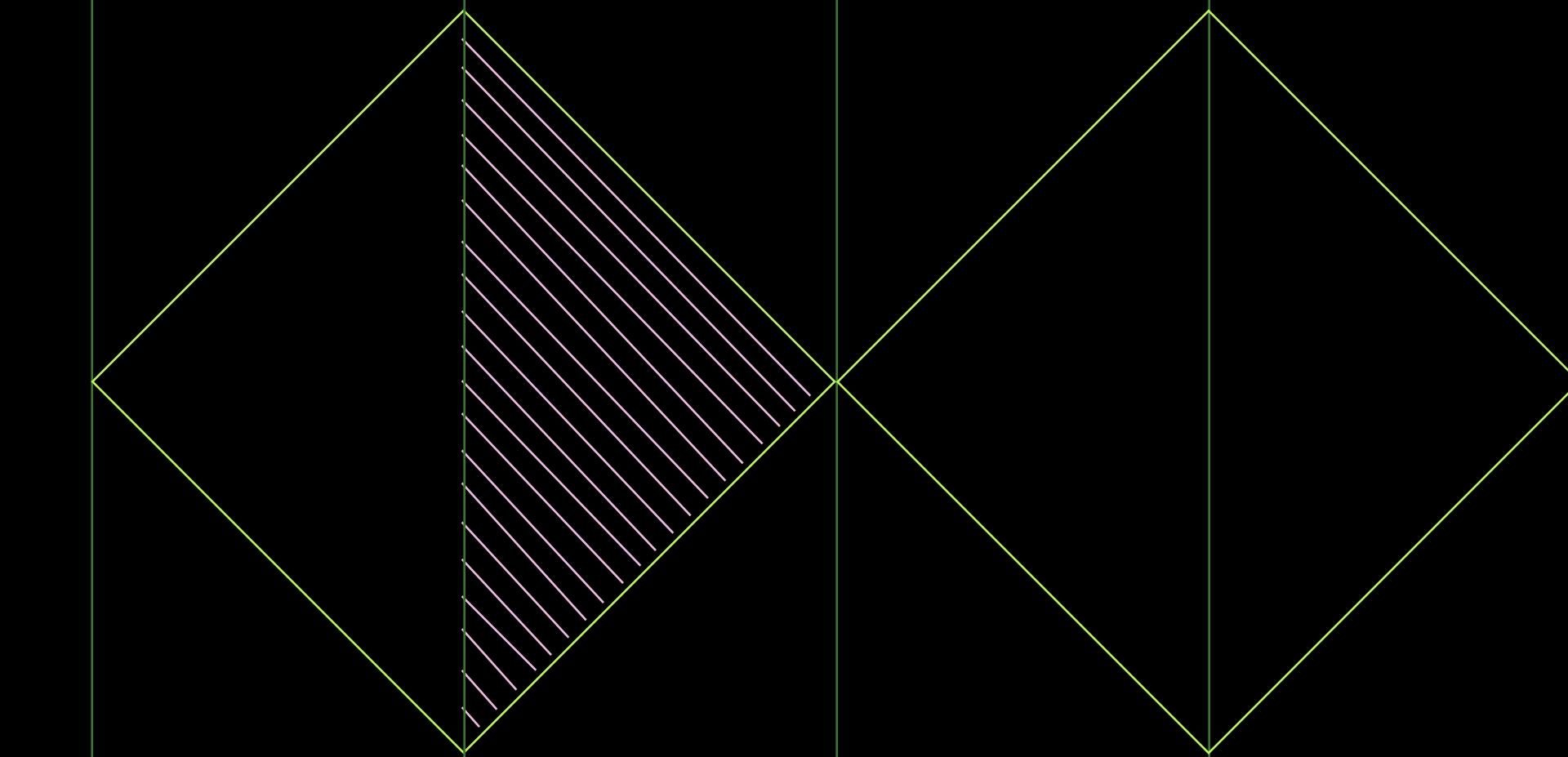
“I don’t want to put myself out there until I feel completely ready.”

-Sarah, Front End Developer

DEFINE

I compared what we heard from both groups to spot the differences — looking at their behaviors and mindset to see how successful students made the leap into job searching while others stayed stuck in learning mode.

DISCOVER DEFINE DEVELOP DELIVER



Comparing Student Groups

| | Successful Students | Stuck Students |
|------------------|--|---|
| Course Path | Took the front-end course | Kept enrolling in new courses |
| Approach to Jobs | Started applying even while feeling unsure | Delayed applying until they felt “completely ready” |
| Pressure Factors | Family, income, urgency pushed them to act | No clear urgency → stayed in “learning mode” |
| Mindset | “I wasn’t sure I was ready, but I knew I had to start applying.” | “I need to learn more – I think it will increase my chances once I start applying.” |

Problem statement

Students didn't have a clear path from courses to landing careers.

Without guidance on when to stop learning and start applying, some moved forward on their own, but most stayed stuck in endless learning.

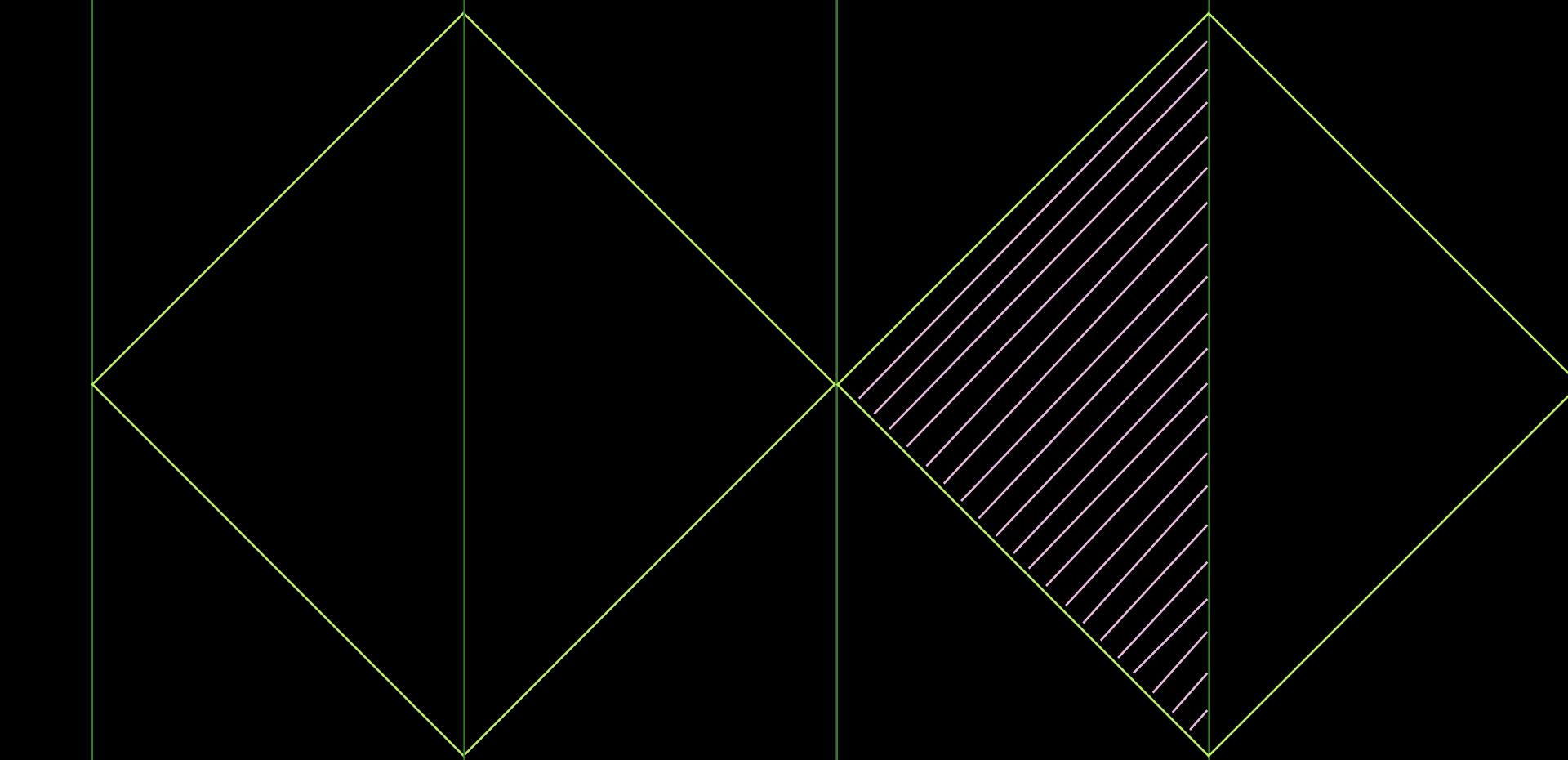


How might we improve the learning experience so students know exactly what to learn – and when to start applying?

DEVELOP

Created prototypes and tested them in user sessions to find solutions that would help students move from learning into applying for jobs.

DISCOVER DEFINE DEVELOP DELIVER



Experiment #1 Focused Career Tracks

As part of exploring solutions, I mocked up a shift from standalone courses to career-focused tracks. These tracks were designed around specific roles (front-end, full-stack, UX design) so students could follow a guided path toward a real job outcome.

The screenshot shows a user profile for "Sadie" on the Skillcrush platform. The main heading is "Welcome, Sadie!" with a subtext "You're on the Front End Developer Fast Track!". A "SWITCH TRACKS" button is in the top right. On the left, a sidebar lists "COURSEWORK" sections: Orientation, **Fast Track** (selected), and All Classes; "CAREER RESOURCES" sections: Career Training, Career Counseling, Master Classes; and "SUPPORT" sections: Live Q&A Sessions, Slack Community, and FAQs. The main content area is titled "Front End Developer Classes & Milestones" and describes the classes and milestones for learning front end developer skills. Five cards are shown:

- 01** HTML & CSS 0%
- 02** WORKING WITH GIT & GITHUB 0%
- 03** * MILESTONE: BUILD & LAUNCH A WEBSITE 0%
- 04** RESPONSIVE WEBSITES Pre-requisite: HTML & CSS 0%
- 05** JAVASCRIPT FUNDAMENTALS Pre-requisite: HTML & CSS BETA 0%

At the bottom, links include Terms of Use, Privacy Policy, NEED HELP? Email us at hello@skillcrush.com, and a "MADE WITH ❤ AND CORGIS." logo.

#Key insights

3 live 45-min sessions with active students

The learning journey was clearer, but the transition to “now it’s time to apply” was still missing.

Students responded positively to the focused career track. But from observation, it was clear they needed non-track courses to be less visible – otherwise they got distracted and lost focus.

When asked what they would do after completing a track, students didn’t naturally mention job searching.

Experiment #2

Job Readiness Checklist

I mocked up a Job Readiness Checklist that outlined the key steps students needed to complete before job searching, making readiness concrete and giving them a clear bridge from learning into applying.

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CAREER TRACK

Orientation

Fast Track

Checklist

OPTIONAL LEARNING

All Courses

Resources

Workshops

Front End Developer Job Readiness Checklist

Below you will find the 8 definitive steps you need to complete so to apply for the Web Designer job of your dreams. Complete these steps, and WE PROMISE you'll be ready!

Fast Track Checklist Progress 5%

Commit to learning life-changing tech skills with Skillcrush.
Making the decision to learn and grow is no small step. It's a big leap into a new career and new life. You got this! 🤘

Have you completed this step? **COMPLETED!**

Launch a simple portfolio website >

Create a GitHub profile >

Complete two portfolio projects using HTML & CSS >

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#Key insights

2 live 45-min sessions with active students

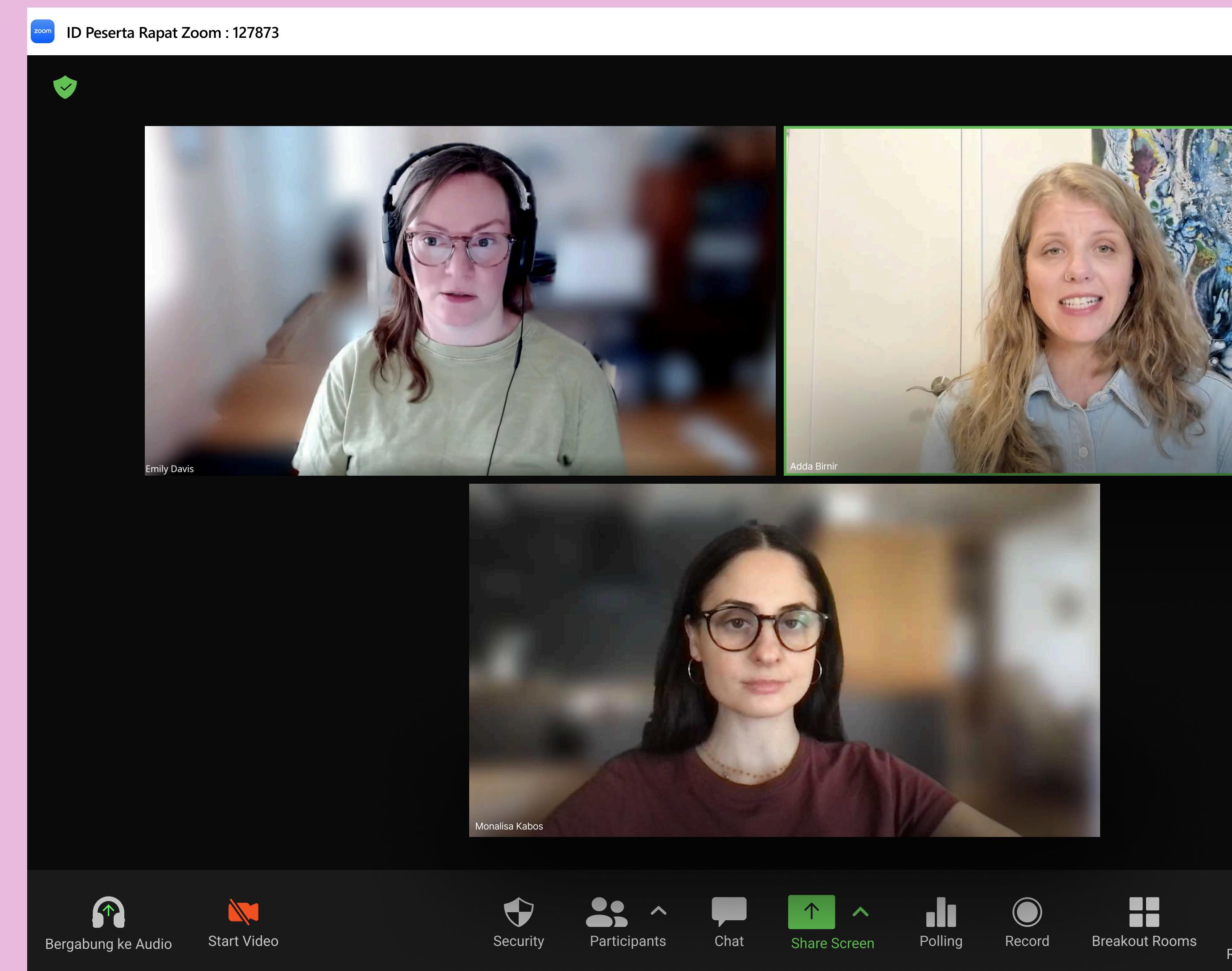
The checklist gave students a clear path, but also revealed their need for guided job search support.

Students showed excitement at having a guided plan. The checklist gave them a clear sense of progress — what was already done, what was left, and when it was time to start applying.

But they were anxious about preparing for interviews and running an actual job search. They didn't just need a to-do list — they needed support to follow it through.

Strategic Decision: Offer hands-on job search support to our Students

With leadership, we decided to invest in building a dedicated job search program — starting with an MVP in beta for 20 active students.

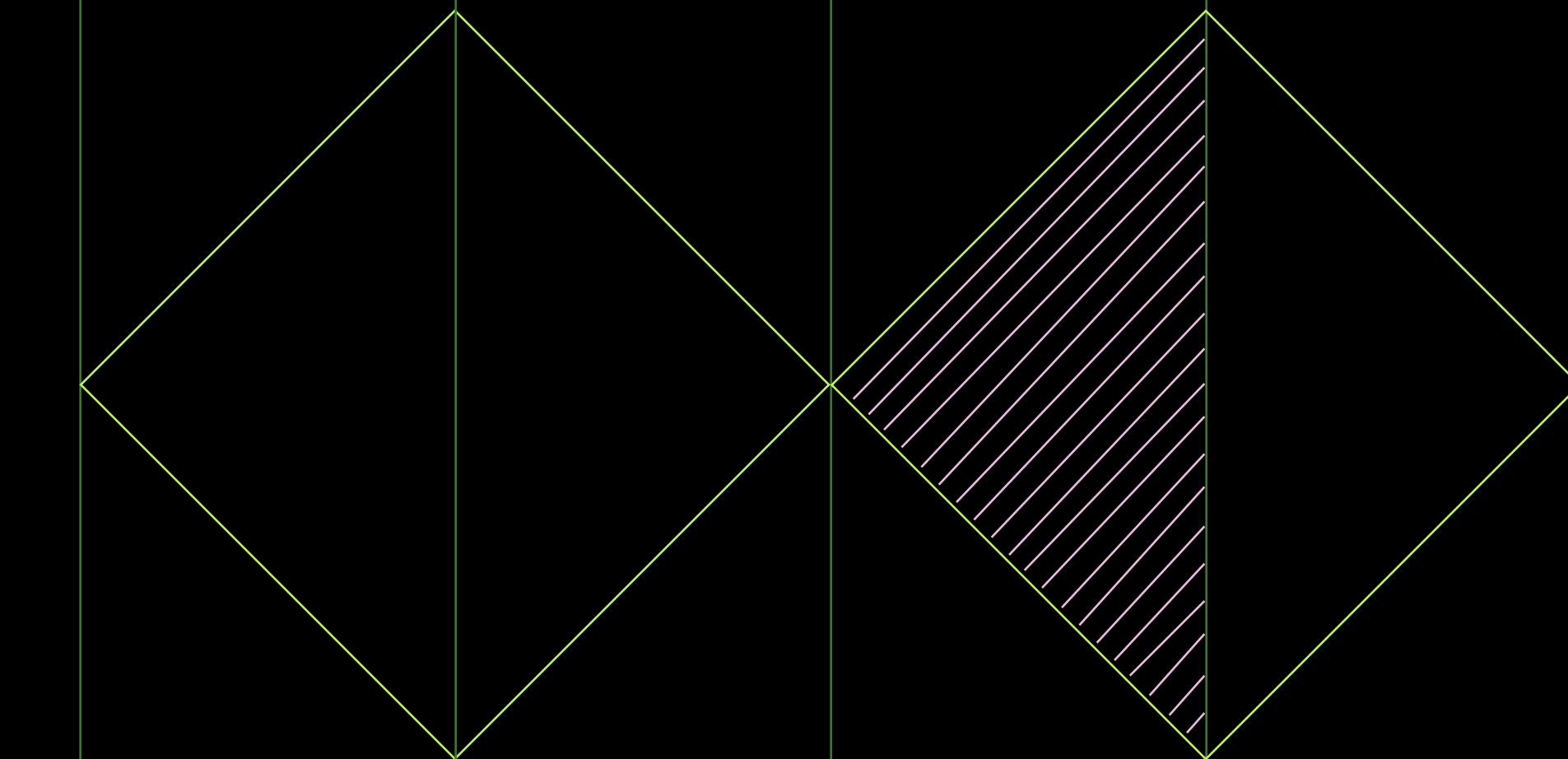


DELIVER

I worked with leadership and engineering to design and build the MVP of the Get Hired Program.

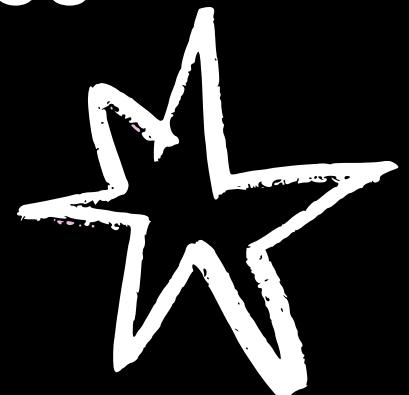
We launched it in beta with 20 active students, integrating career coaching and step-by-step job search support directly into the platform.

DISCOVER DEFINE DEVELOP DELIVER





The beta achieved a 98% job placement rate, with students landing roles within 8–10 weeks.



DELIVER

Skillcrush | 2022

The screenshot shows the Skillcrush Get Hired program interface. At the top, it says "Hi Sadie! You're About To Get Hired" and "It's time to get you hired! Don't worry, we'll hold your hand all the way." A progress bar indicates 32%. On the left, there's a vertical navigation menu with "Get Started", "Learn The Skills", "Get Hired" (marked as "BETA"), and "Bonus Skills". Below this is a message: "Got That Dream Job? Let's celebrate together." with a "PARTY TIME!" button. In the center, there's a large green checkmark icon above a green circle with a white play button. To the right, there are two sections: "Job Materials" (100% complete) and "Job Search" (0% complete). The "Job Materials" section lists skills learned: Career narratives, Resume design, Resume writing, Optimizing LinkedIn, and Portfolio enhancements. The "Job Search" section lists learning objectives: Locating open positions, Applying for jobs, Researching companies and employees, and Outreach emails.

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Get Started

Learn The Skills

Get Hired BETA

Bonus Skills

Got That Dream Job? Let's celebrate together.

PARTY TIME!

Hi Sadie! You're About To Get Hired

It's time to get you hired! Don't worry, we'll hold your hand all the way.

32%

CLASS

Job Materials

Skills Learned:

- Career narratives
- Resume design
- Resume writing
- Optimizing LinkedIn
- Portfolio enhancements

100%

CHECKPOINT

Counseling Call (1-on-1 session)

CLASS

Job Search

You're learning:

- Locating open positions
- Applying for jobs
- Researching companies and employees
- Outreach emails

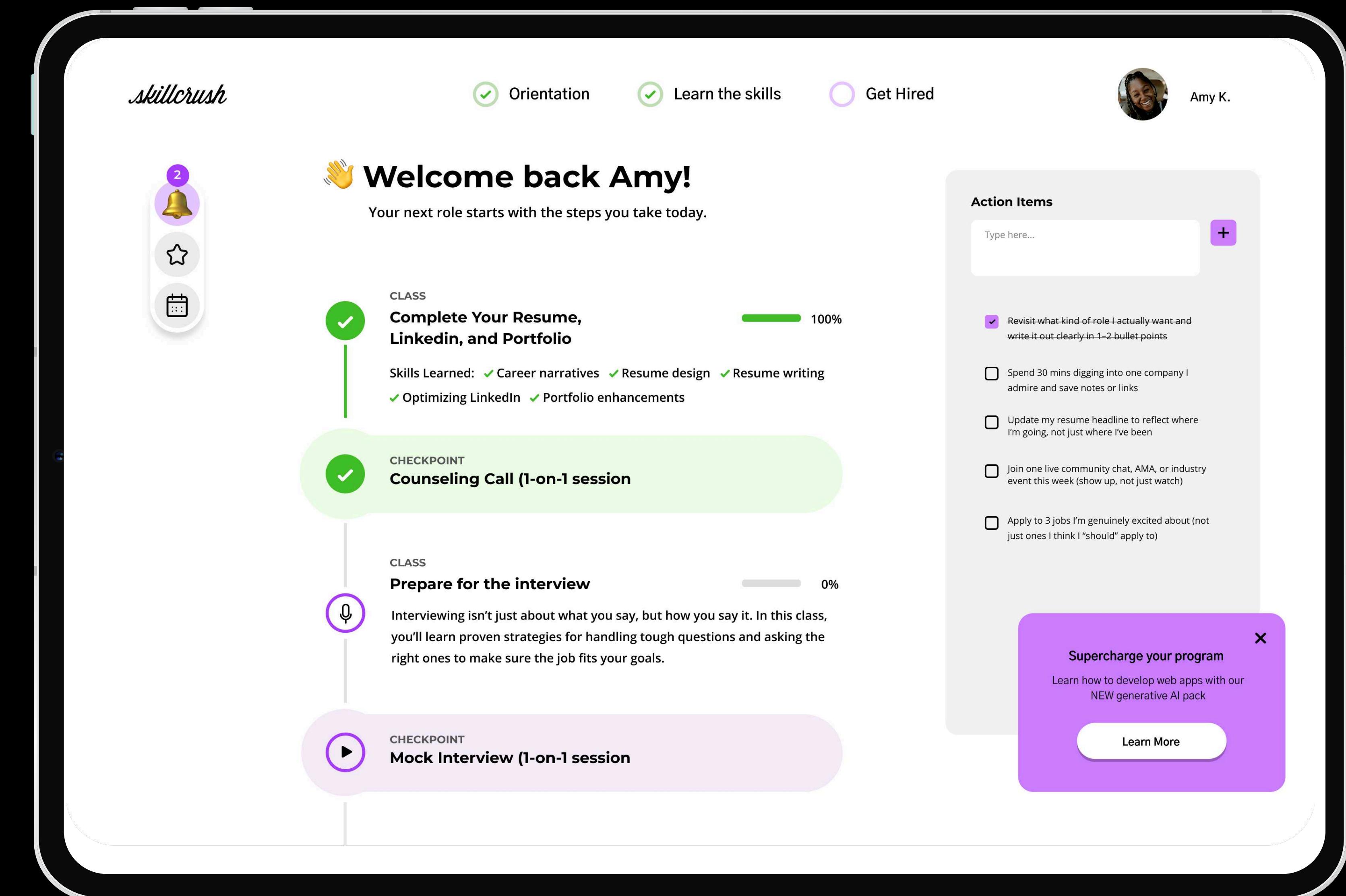
0%

First MVP version of the Get Hired program

19

From MVP to Refined Experience

After validating the concept in beta, we evolved the design into a fully integrated experience. The final version improved clarity, polish, and usability while keeping the core structure that proved successful in testing.



Impact That Transformed Skillcrush

