

PRESENTED BY
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Company
PowerToFly

THE FUNNEL FIX

From Broken Journeys to
High-Conversion & High-Data Flows

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Overview

PowerToFly is a leading hiring platform with 10,000+ partner companies and millions of candidates, focused on connecting underrepresented talent with inclusive companies through job applications and virtual events.

My Role

As Staff Product Designer, I owned the funnel redesign end to end, from discovery to strategy to execution, collaborating with research, product, engineering, sourcing, events, data analysts, and executives.

Business Goals

More Job Applications

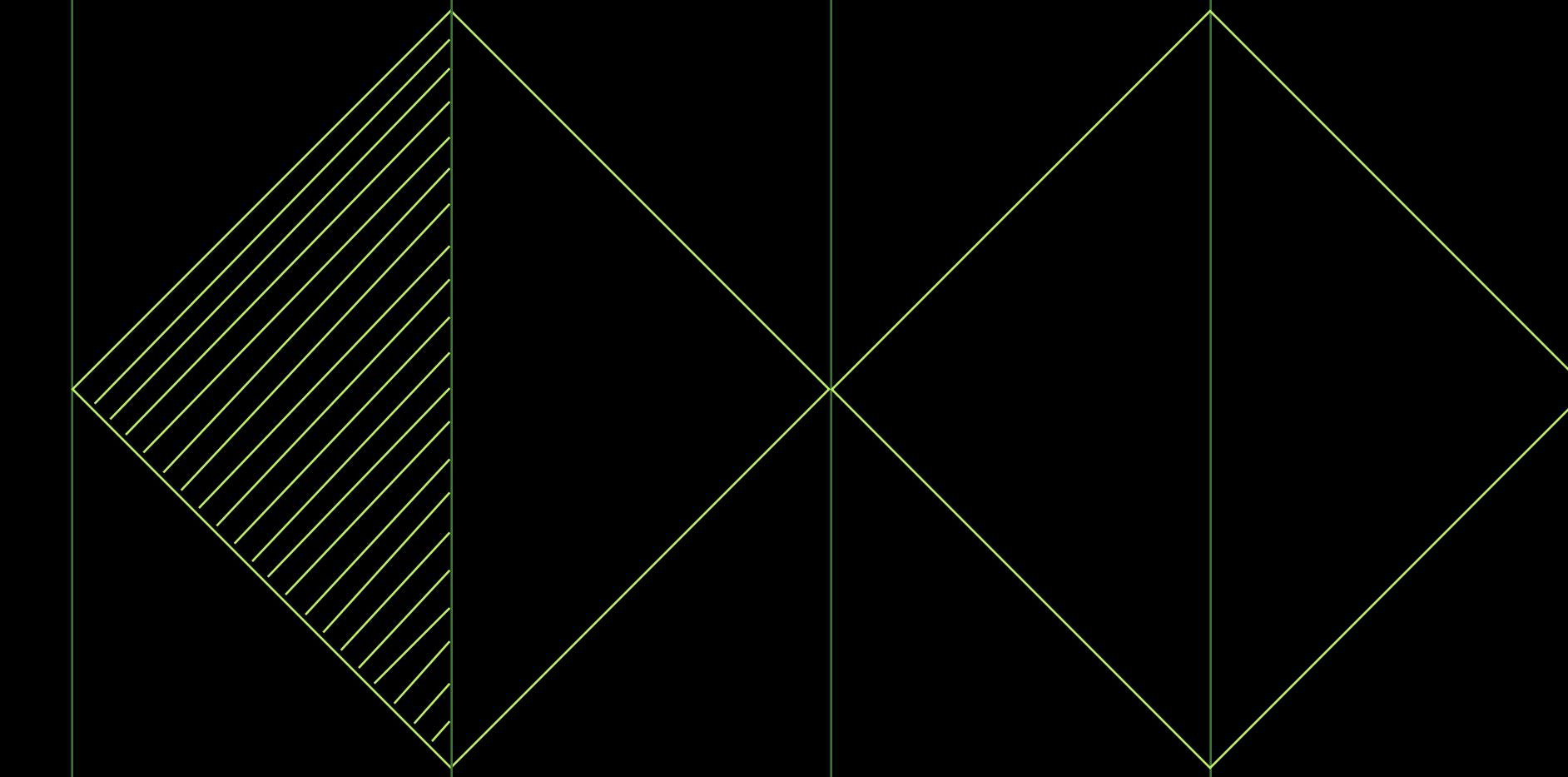
We need more candidates to finish job applications so clients have more people to choose from.



DISCOVER

When I joined, past funnel decisions and user insights weren't documented. My discovery started with restoring funnel knowledge.

DISCOVER DEFINE DEVELOP DELIVER



#Key insights from Candidates Interviews

I spoke with three active job seekers from our most recent virtual event. Each 30-minute session covered their daily struggles with job searching, followed by a live walkthrough of applying on our job board.

They were highly qualified

For the first time in their careers, they were having a hard time putting their foot in the door.

“I’ve always landed roles, but now I can’t even get interviews.”

-Kim, Business

“Job search feels like a second job I don’t have time for.”

-Toncia, Finance

They were under daily pressure to find job

They needed to hit ~10 job applications a day while juggling jobs they weren’t happy in, childcare, or unemployment.

They valued our events

They were joining our events to build connections and learn how to navigate a tough job market.

It helped to hear what recruiters look for in candidates.

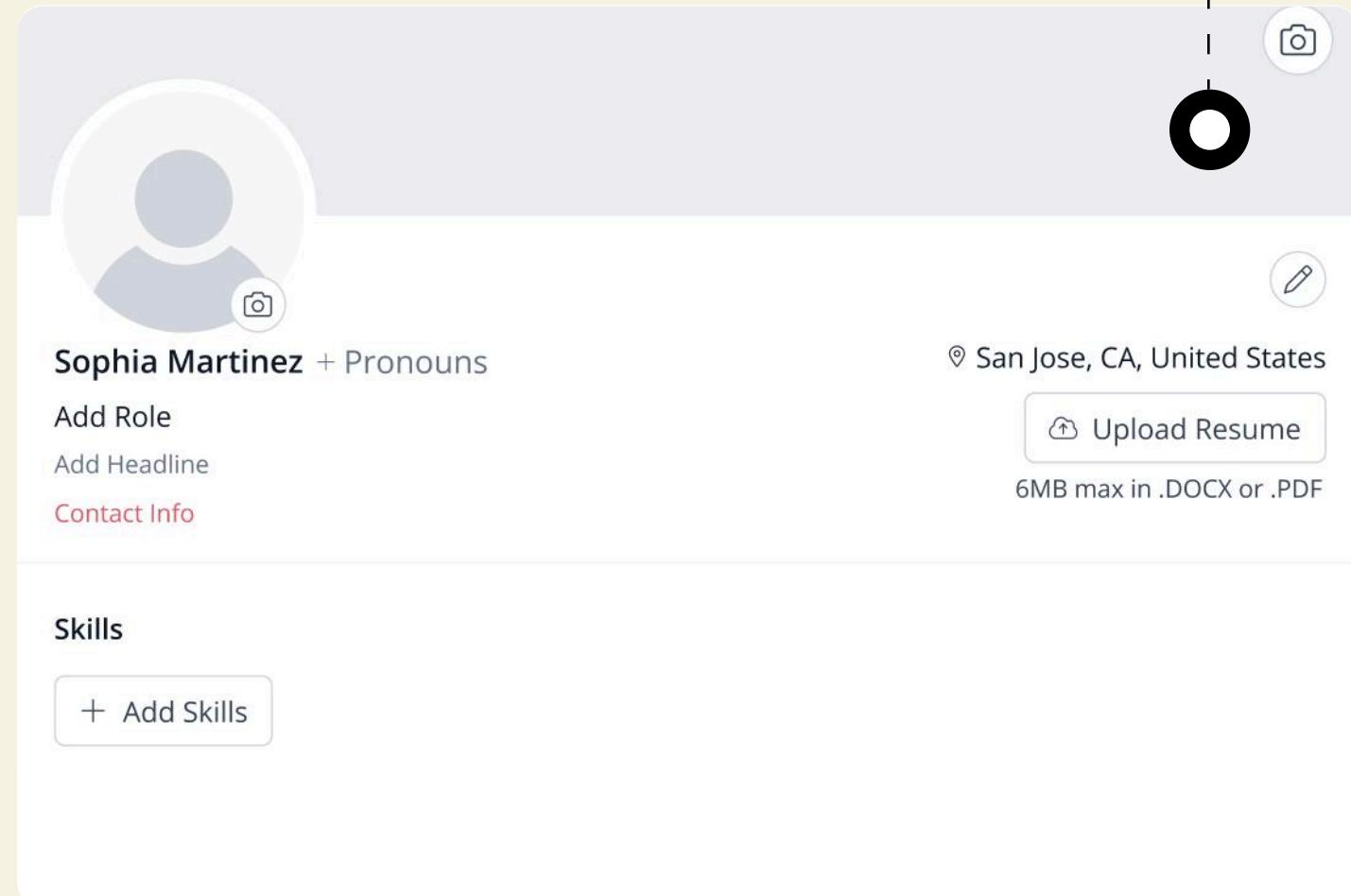
-Kelly, Creative

#Key insights from Cross-Team Interviews

I met with five colleagues across product, sourcing, events, and engineering. I asked how they worked inside the funnel and how candidate data supported their role.

Low-scored profiles weren't visible to clients

Low-scored profiles never showed in job applications or candidate search, so clients never saw them.



Sorry!

We don't have any candidates that match your criteria. Try expanding your search by adjusting or removing some filters.

Reset Search

Candidate search feature was unusable

Candidate search returned too few usable results and our sourcing team avoided using it.

We used Singlehire to enrich registrants data post-event.

After each event, the team used SignalHire to deliver complete registrant data to clients by manually matching names and emails to LinkedIn profiles.

Enrich Info

Source: **SignalHire**

Enriched By:

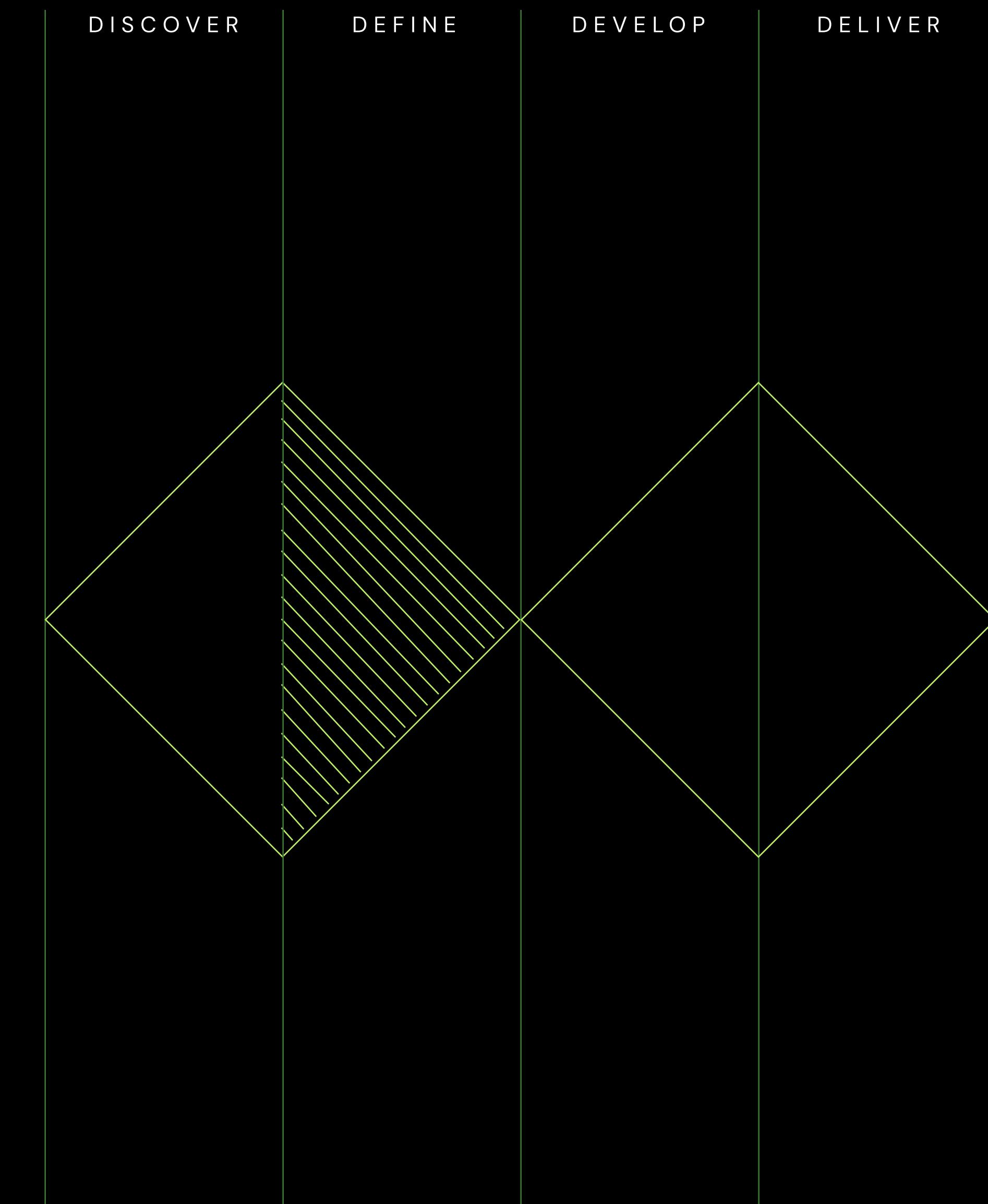
Enriched At: 2025-08-20 05:26

Enriched Status: Failed Invalid

kakovacev@gmail.com

DEFINE

I pulled together insights from candidates and cross-team stakeholders to compare the two main funnel flows and uncover where the problem was.



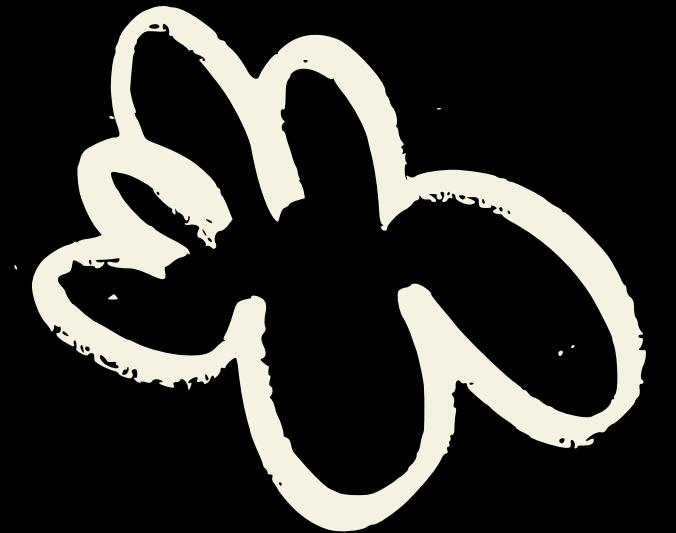
Data Collection Tradeoffs

	Job Application Flow	Event Registration Flow
Clients wanted	More job applications	Rich registrant data to build a database
Candidates wanted	To apply to many job opportunities fast	To get in front of job opportunities
What we did	<p>ⓘ Optimized for data collection over applications (forced painful profile creation before applying)</p>	<p>ⓘ Optimized for registrations over data quality (frictionless sign-ups, no meaningful data captured)</p>
Result	Low applications + incomplete profiles	High registrations, but poor data

Problem statement

How We Handled Data Collection
Was Breaking the Funnel.

Our data collection was manual-heavy and low-signal: the jobs flow asked too much upfront and the events flow captured too little, forcing manual enrichment.



Numbers Don't Lie

95%

of candidates quit applying
during profile creation.

90%

of candidate profiles were
too low-quality to be of use.

100s

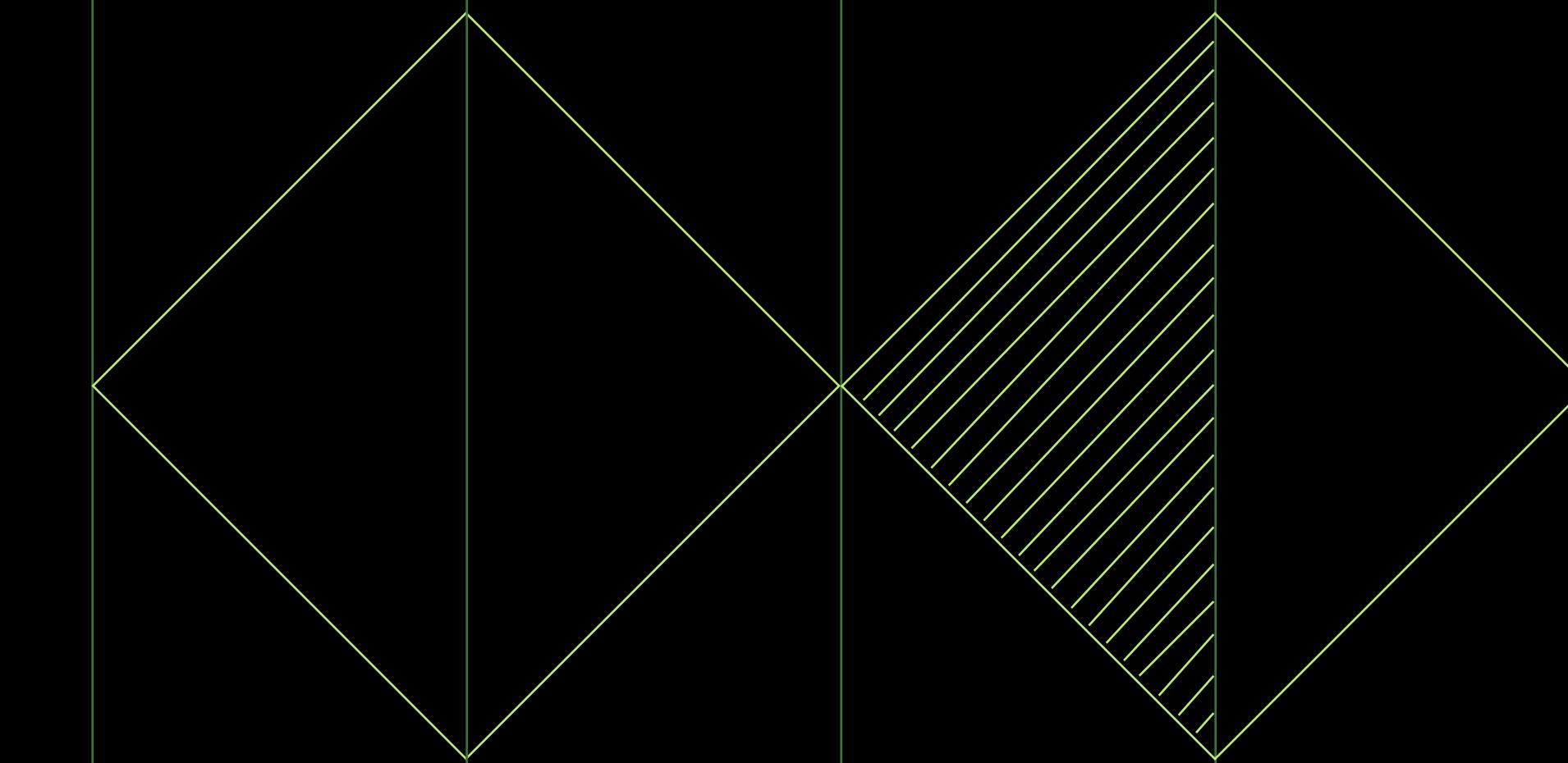
of registrants per event had to be
manually enriched with SignalHire

How might we capture richer candidate data with less friction – without relying on manual work?

DEVELOP

I created and tested prototypes with candidates to explore new ways of capturing richer data while reducing friction in the funnel.

DISCOVER DEFINE DEVELOP DELIVER



Could LinkedIn + SingleHire Fix Our Data Collection Problems?

Assessed Feasibility Risks

Technical Feasibility

SingleHire already worked, but enrichment required manual LinkedIn lookups by the events team.

Operational Feasibility

Capturing LinkedIn URLs directly would enable automatic enrichment at scale (jobs + events).

Financial Feasibility

Budget for SingleHire was approved and scalable to higher enrichment volumes.

User Feasibility

Candidates were comfortable sharing their LinkedIn upfront

The last feasibility question:

Would candidates provide
LinkedIn upfront?

User Feasibility

Candidates were comfortable sharing their
LinkedIn upfront

Experiment #1 LinkedIn ask in the Jobs Flow

Mocked up for testing a quick sign-up modal where new candidates only entered an email and LinkedIn URL before applying to a job. Setting a password came later through an email push.

→ Designed for live A/B testing against historical data.

Start Your Application

Enter your email. *

Boost your application with LinkedIn.

Continue to Apply ↗

By continuing, you agree to our [Privacy Policy](#).

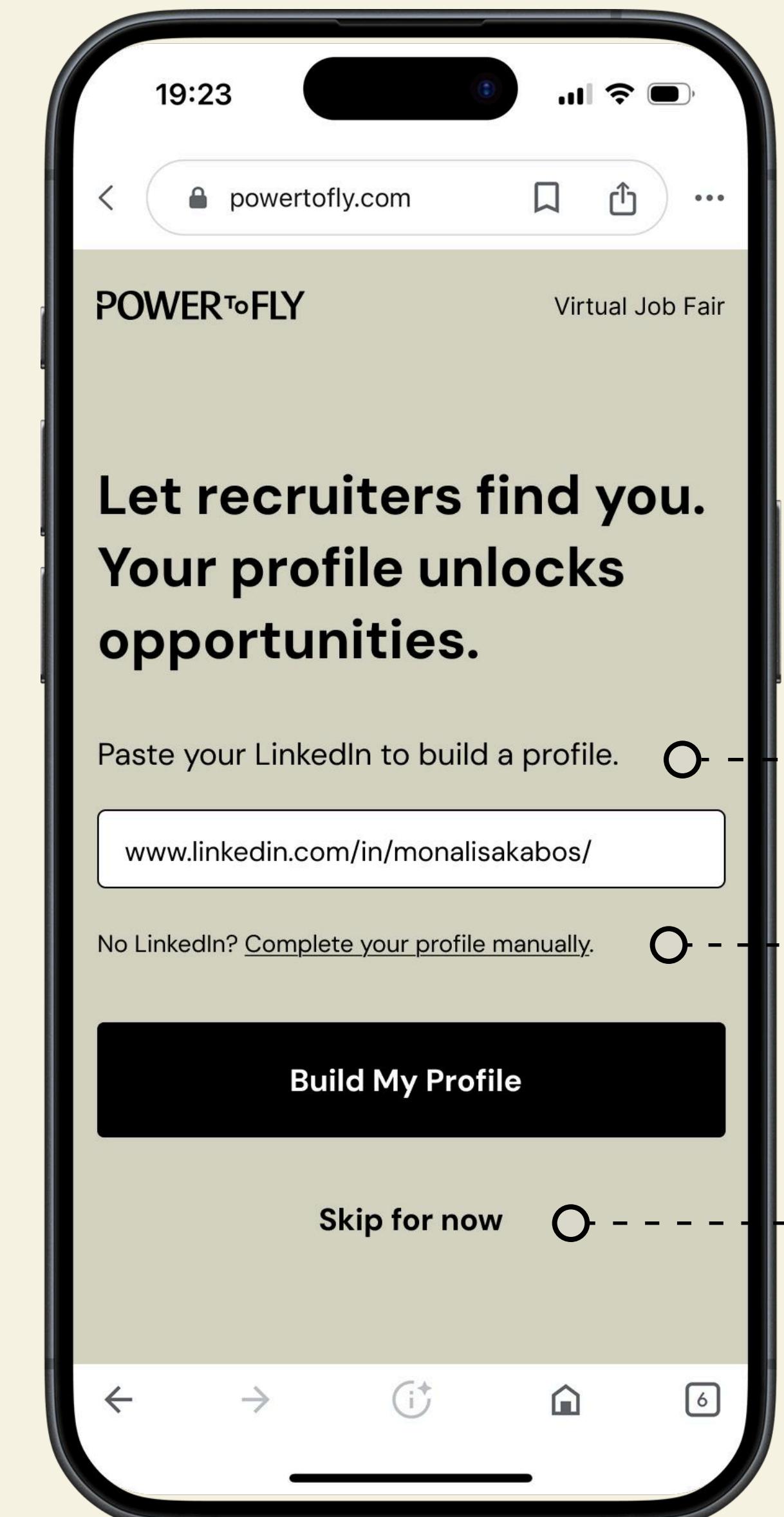
The Quick Sign-Up (email + LinkedIn) design.

Experiment #2 → Iteration #1

LinkedIn ask in the Events Flow

Mocked up for testing a flow with profile creation built into event registration. To complete, candidates only needed to add their LinkedIn URL, which then automatically populated their profile.

→ Designed for moderated user testing before live A/B



- Ask only for the LinkedIn URL, using enrichment to pre-fill profiles

- Keep manual completion option for those who prefer it

- Add a "Skip" button so completion is voluntary and measurable

#Key insights

2 live 30-min sessions with active job seekers

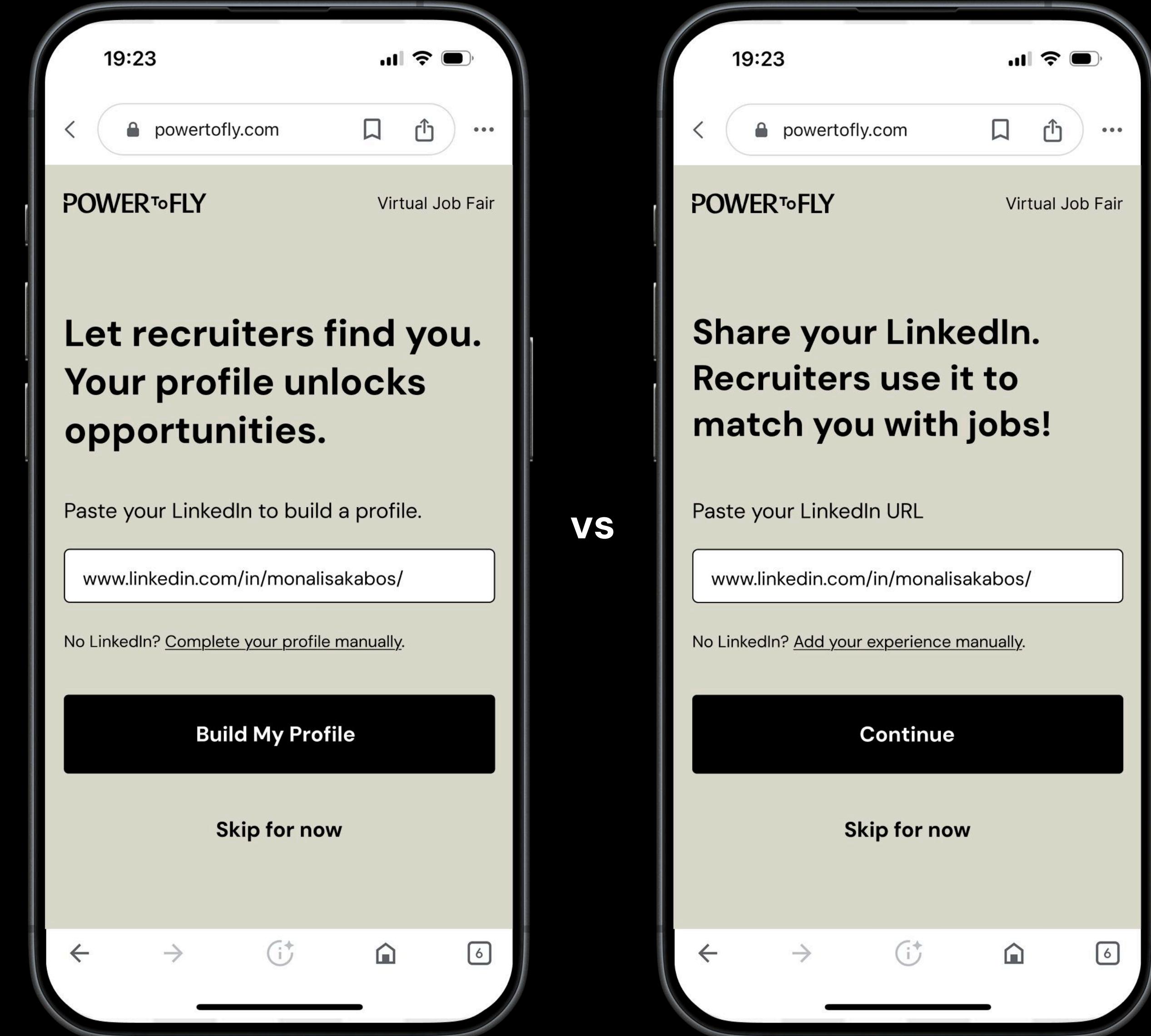
Candidates were open to sharing their LinkedIn YAY. But having profiles didn't feel valuable to them.

I needed to understand why! Was it the copy or the value prop itself that made them feel that way!!??

Experiment 2 → Iteration #2

Do We Even Needed Profiles?

Mocked up and tested the profile value proposition, comparing a version where profiles existed to one where the concept was removed, to see if users found real value in them.



#Key insights

2 live 30-min sessions with active job seekers

Candidates didn't want another profile to maintain

They preferred to keep LinkedIn as one source of truth, updating it during their job search. Maintaining a second profile with us felt like unnecessary extra work.

"I don't see why I'd need a profile if LinkedIn already has everything."

-Aisha, Finance

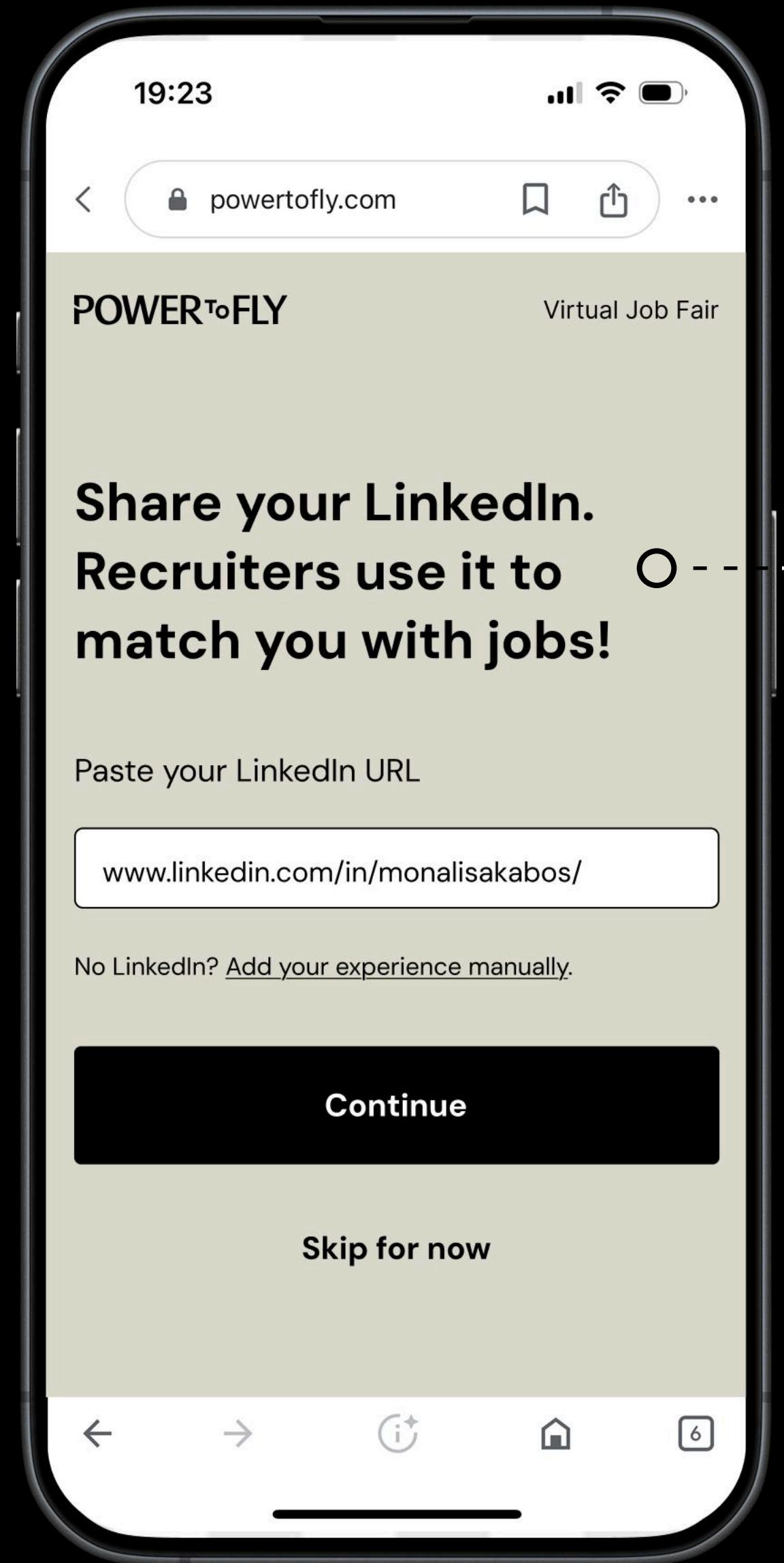
"I already spend time keeping LinkedIn fresh – I wouldn't bother doing the same thing somewhere else."

-Diego, Marketing

*Source: Moderated candidate interviews, session testing docs

Strategic Decision: To Retire Public Profiles

Validated with leadership, including the CEO, that removing public profiles aligned with business goals before testing at scale. They were a relic of our early staffing-augmentation model and had become a liability, no longer serving candidates or clients.

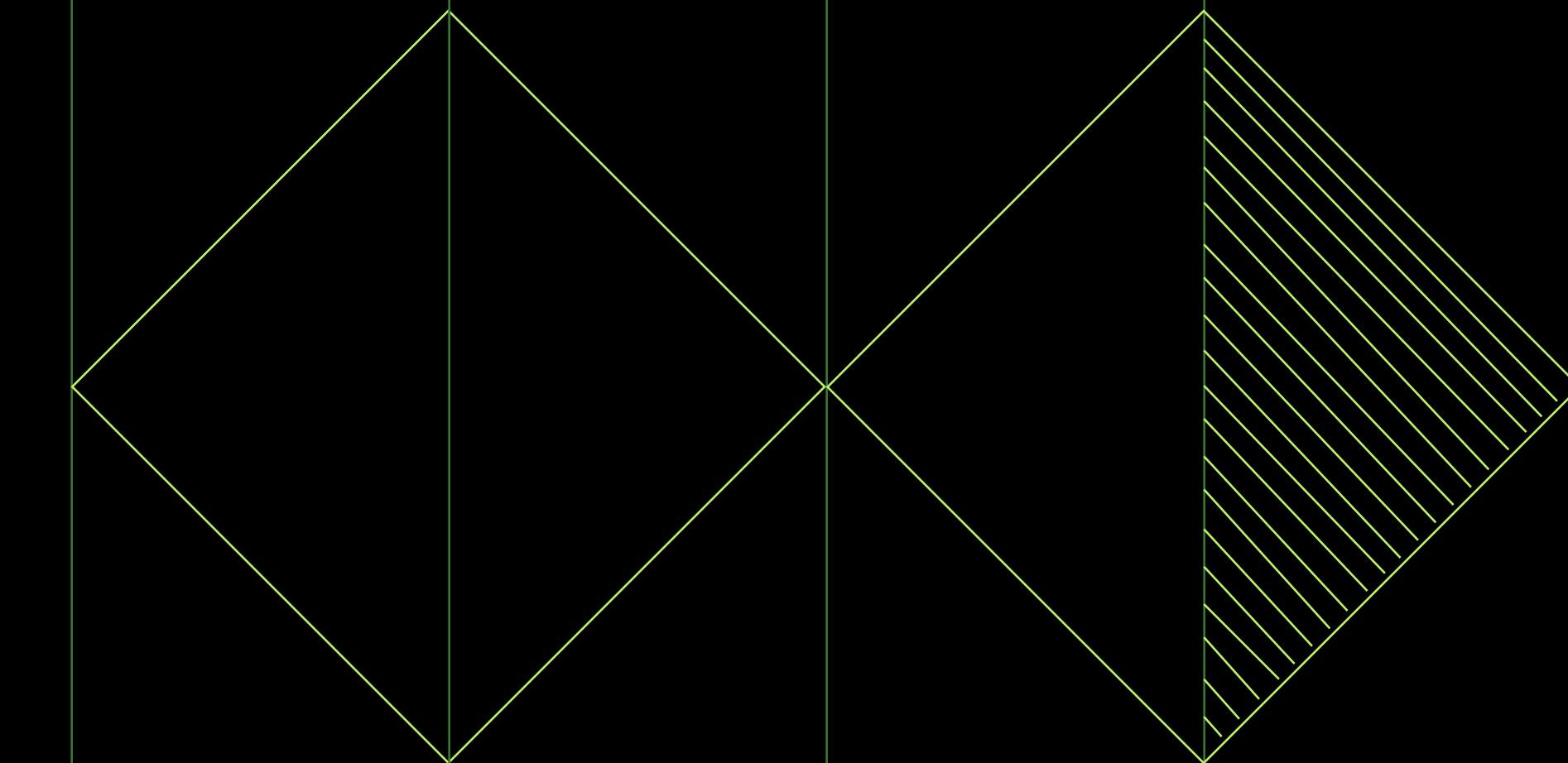


The profile creation step was removed from testing. Instead, candidates were only asked to share their LinkedIn info with us.

DELIVER

I worked with engineering to launch the new job board and event flows, setting them up for A/B testing against historical data. This release also included the first rollout of the new branding I had created.

DISCOVER DEFINE DEVELOP DELIVER



The Job Application Flow (Before & After)

Jobs Flow Before

- ① View job
- ② Click "Apply"
- ③ Create account
- ④ Create profile
- ⑤ Apply on client website

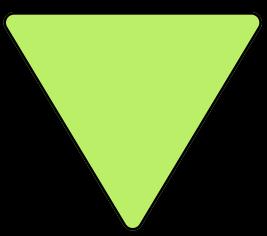
The image displays five screenshots of the Profile Creation Wizard on the POWERtoFLY website, arranged in a grid:

- Top Left (Step 3):** Shows a success message: "Hello lizu, your account was created successfully!" Below it is a file upload section for a resume template (.pdf), with a note: "Supported upload formats: 6MB max in .DOCX or .PDF". A "Complete Profile Manually" button is present.
- Top Right (Step 4):** Shows an error message: "Copie a Resume Template 1_.pdf Error uploading the file. Something went wrong". Below it is a "Complete Profile Manually" button.
- Bottom Left (Step 4):** Shows the "Work Experience" section. It displays one entry: "MTV 2010 Oversaw digital integrated marketing...". Buttons for edit and delete are shown next to the entry. A note says: "Please verify that everything looks good before continuing". Below is an "Add Experience" button.
- Bottom Right (Step 5):** Shows the "Tell us about yourself" section. It includes fields for "Headline *": "test" (Max. 128 characters), "Pronouns *": "she", "Location *": "United States", "Arkansas", "Alexander". A note says: "Adding your information will help you stand out."

Screens from Profile Creation Wizard

Jobs Flow

After



- ① View job
- ② Click "Apply"
- ② Quick Sign-up New
Modal
- ③ Apply on client website
- ④ Email Push New
to account completion

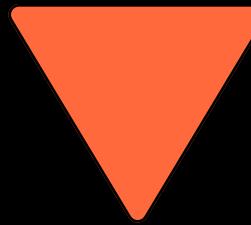
The image shows two mobile device screenshots. The left screenshot displays a job search interface with a modal overlay titled 'Start Your Application'. The modal asks for an email address to apply and includes a 'Continue to Apply' button. The right screenshot shows an email inbox with a PowerToFly notification from 'PowerToFly' dated '22 Aug' with the subject 'Welcome Just one more step to complete your account'. The email body instructs the user to create a password to access their profile and provides options to 'Set up your password' or 'Unsubscribe Manage preferences'.

Quick Sign-Up Modal and Email Push to account completion

The Events Registration Flow (Before & After)

Events Flow

Before



- ① View event
- ② Click "Register"
- ③ Create account
- ④ Career questions
- ⑤ Finish registration

POWER^{to}FLY x

Event Registration
Already have an account? [Login](#)

[Continue with Google](#)

or

Email ***** (valid email)

Password *****

First Name ***** Last Name *****

By joining you accept the [Terms of Service](#), [Privacy Policy](#) and [Community Guidelines](#).

[Join Now](#)

POWER^{to}FLY x

Tell us a little more about you

Company
 Company

Job Title ***** Required
 Job Title

[Back](#) Privacy - Terms

Continue

POWER^{to}FLY x

Thank you for registering!

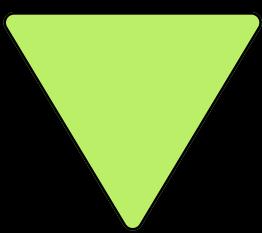
You're being redirected now ...

Privacy - Terms

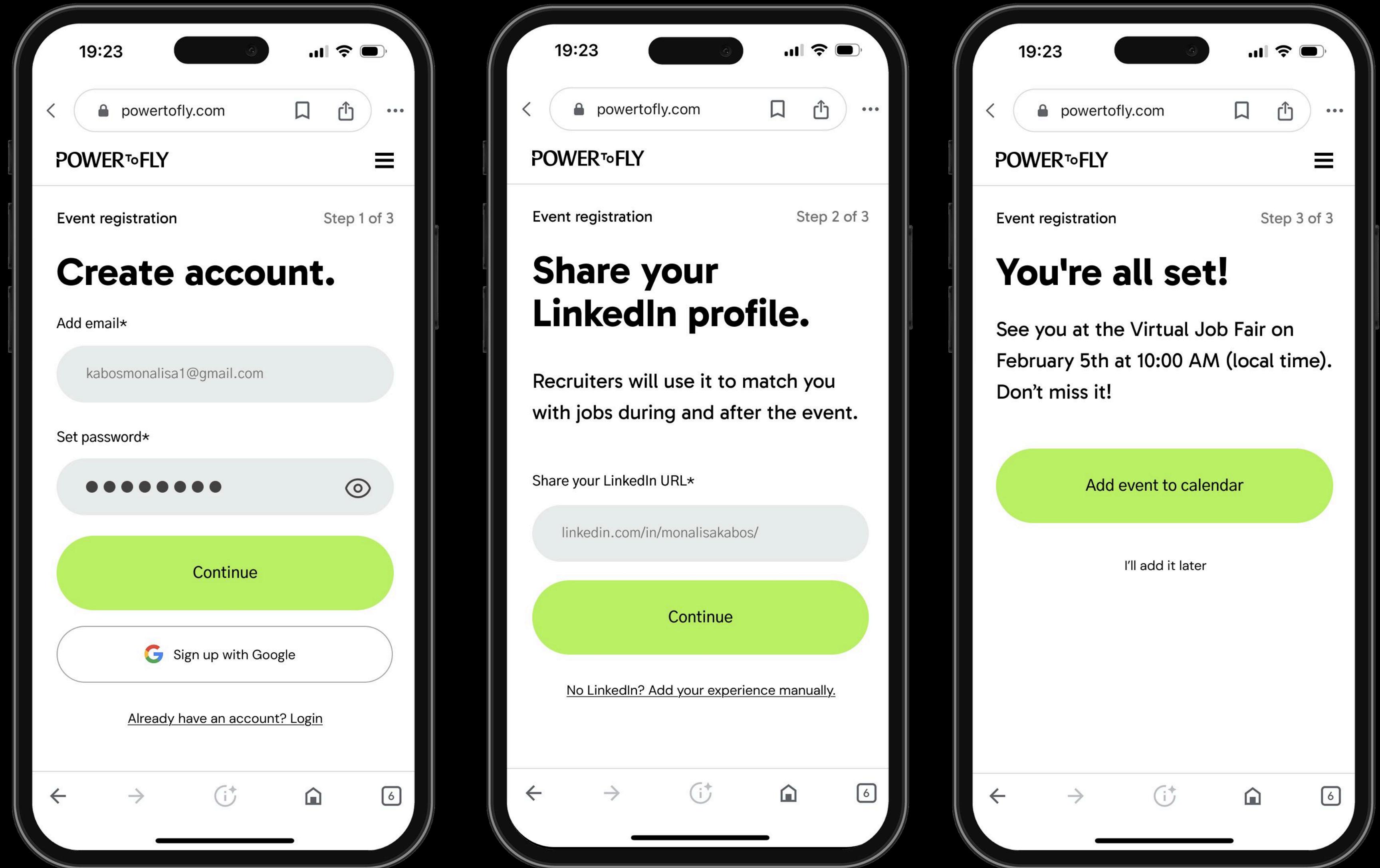
Screens from old events registration flow

Events Flow

After



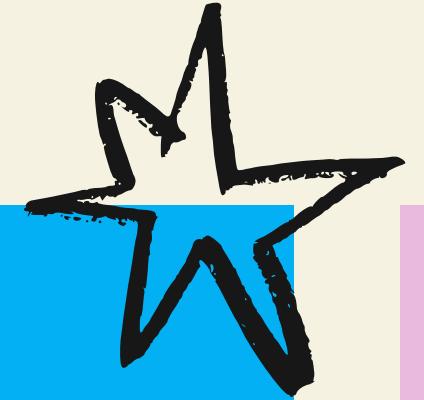
- ① View event
- ② Click "Register"
- ③ Create account
- ④ LinkedIn ask New
- ⑤ Finish registration



New design of events registration flow with LinkedIn ask.

Impact

Doubled job applications within one quarter.



Drop-off at the application gate fell from ~95% to <25%.

Enriched candidate data at scale via LinkedIn + SingleHire.

Reduced liability by retiring public-facing profiles.

Directly contributed to \$1.2M+ in renewals.

