

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

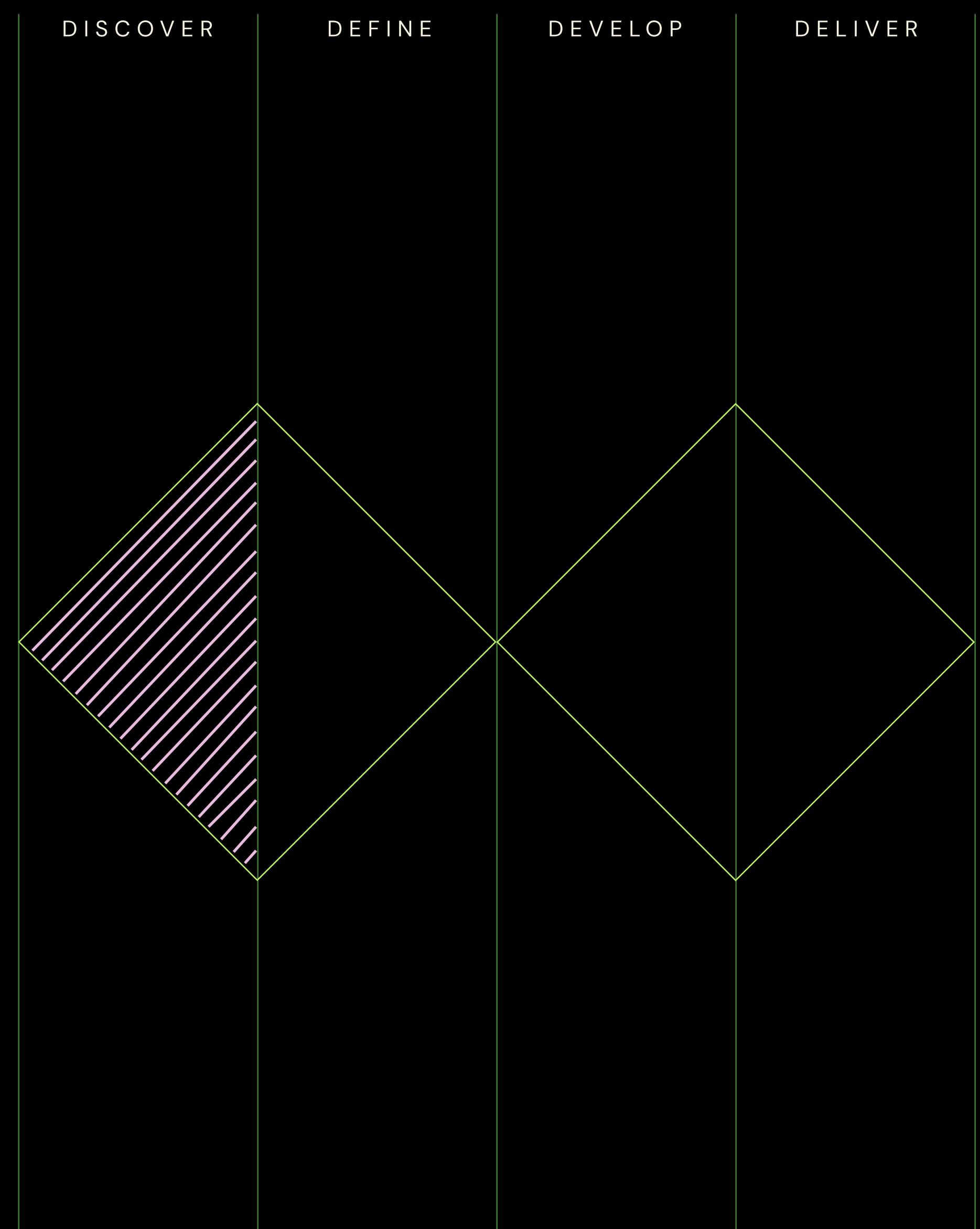
## Get More Students Hired

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

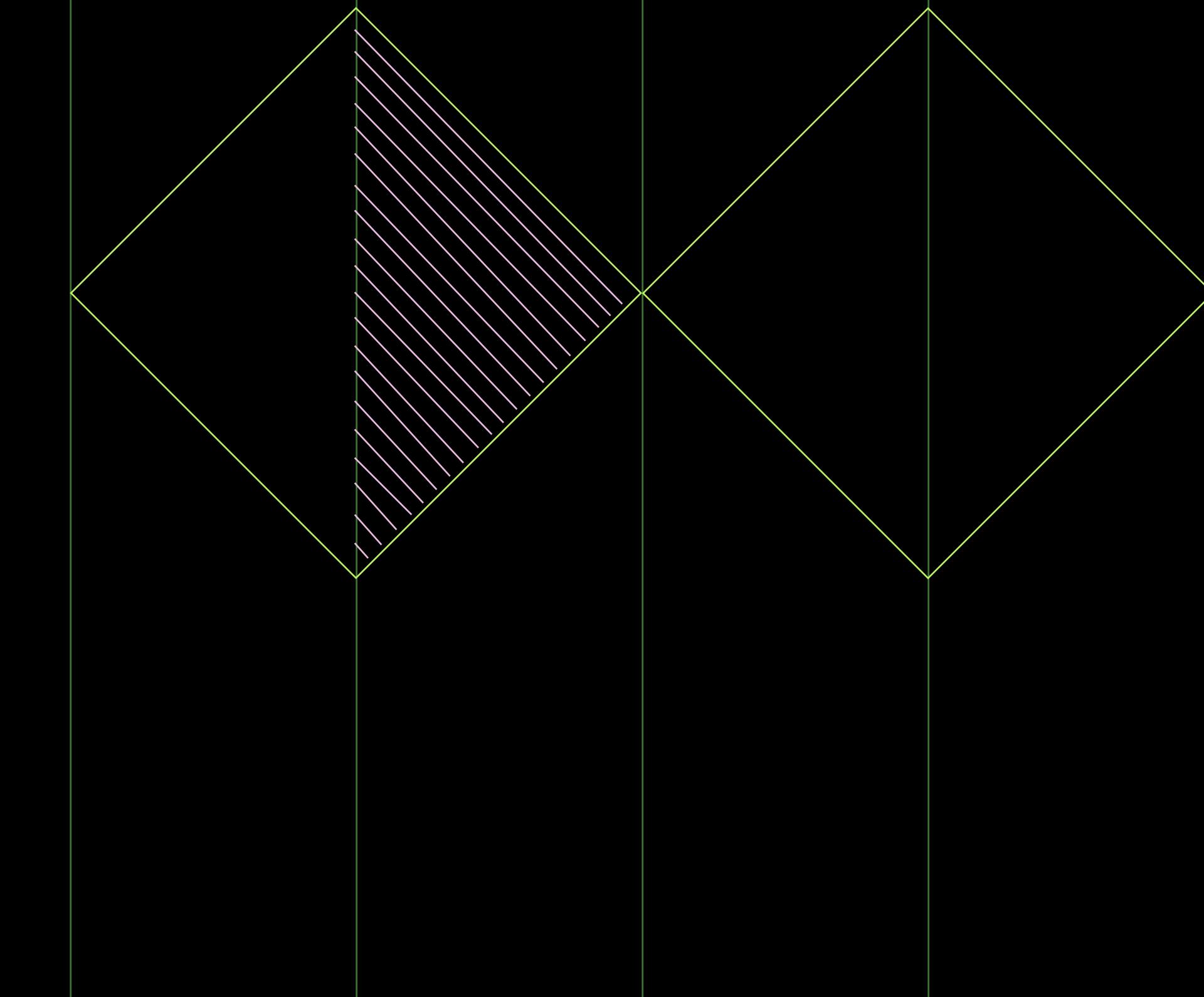
“I don’t want to put myself out there until I feel completely ready.”

-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



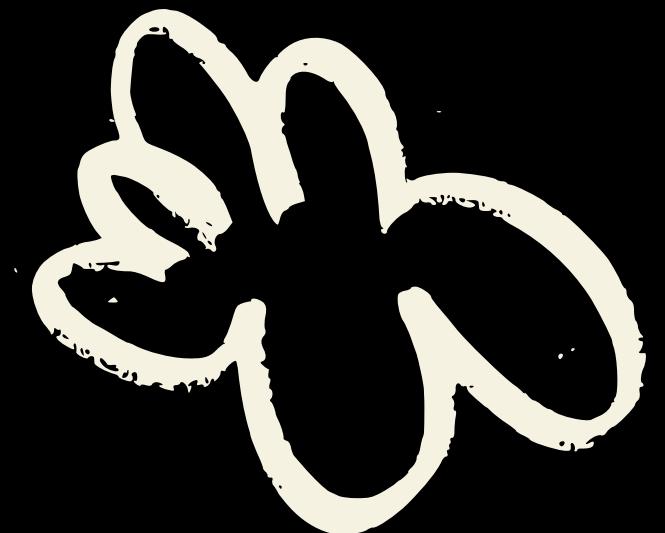
## Comparing Student Groups

|                  | 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.

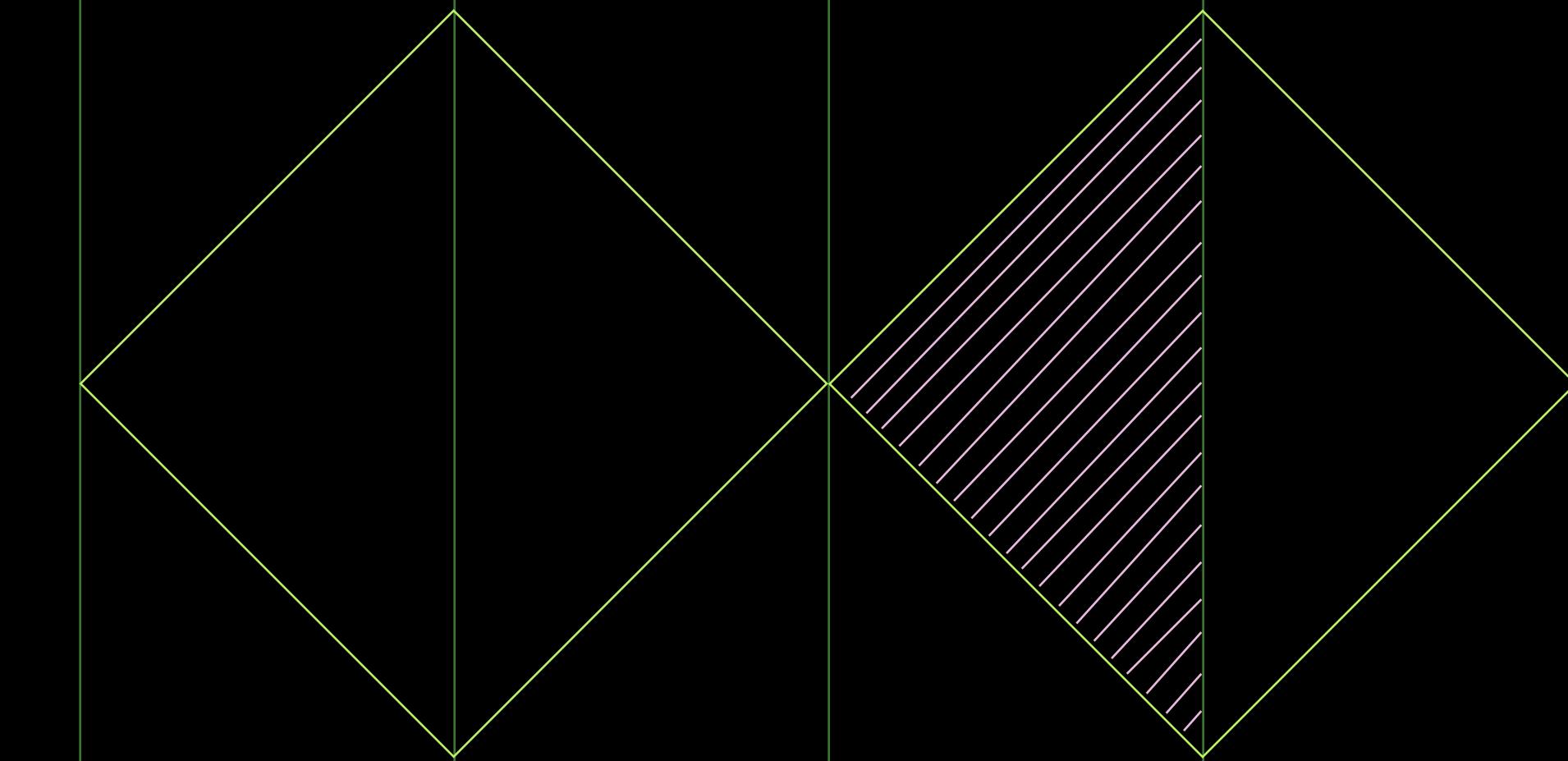


How might we improve the learning experience so students know exactly what to learn – and when to start applying?

# 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 header says "Welcome, Sadie!" and indicates she is on the "Front End Developer Fast Track". A sidebar on the left lists navigation options: COURSEWORK (Orientation, Fast Track, All Classes), CAREER RESOURCES (Career Training, Career Counseling, Master Classes), and SUPPORT (Live Q&A Sessions, Slack Community, FAQs). The main content area is titled "Front End Developer Classes & Milestones" and describes the classes and milestones required for the track. Five cards are shown: 01 HTML & CSS, 02 WORKING WITH GIT & GITHUB, 03 MILESTONE: BUILD & LAUNCH A WEBSITE, 04 RESPONSIVE WEBSITES (Pre-requisite: HTML & CSS), and 05 JAVASCRIPT FUNDAMENTALS (Pre-requisite: HTML & CSS, marked as BETA). Each card has a progress bar at 0%. At the bottom, there are links for Terms of Use, Privacy Policy, and "NEED HELP? Email us at [hello@skillcrush.com](mailto:hello@skillcrush.com)".

# #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

NEED HELP? Email us at [hello@skillcrush.com](mailto:hello@skillcrush.com)

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# #Key insights

*2 live 45-min sessions with active students*

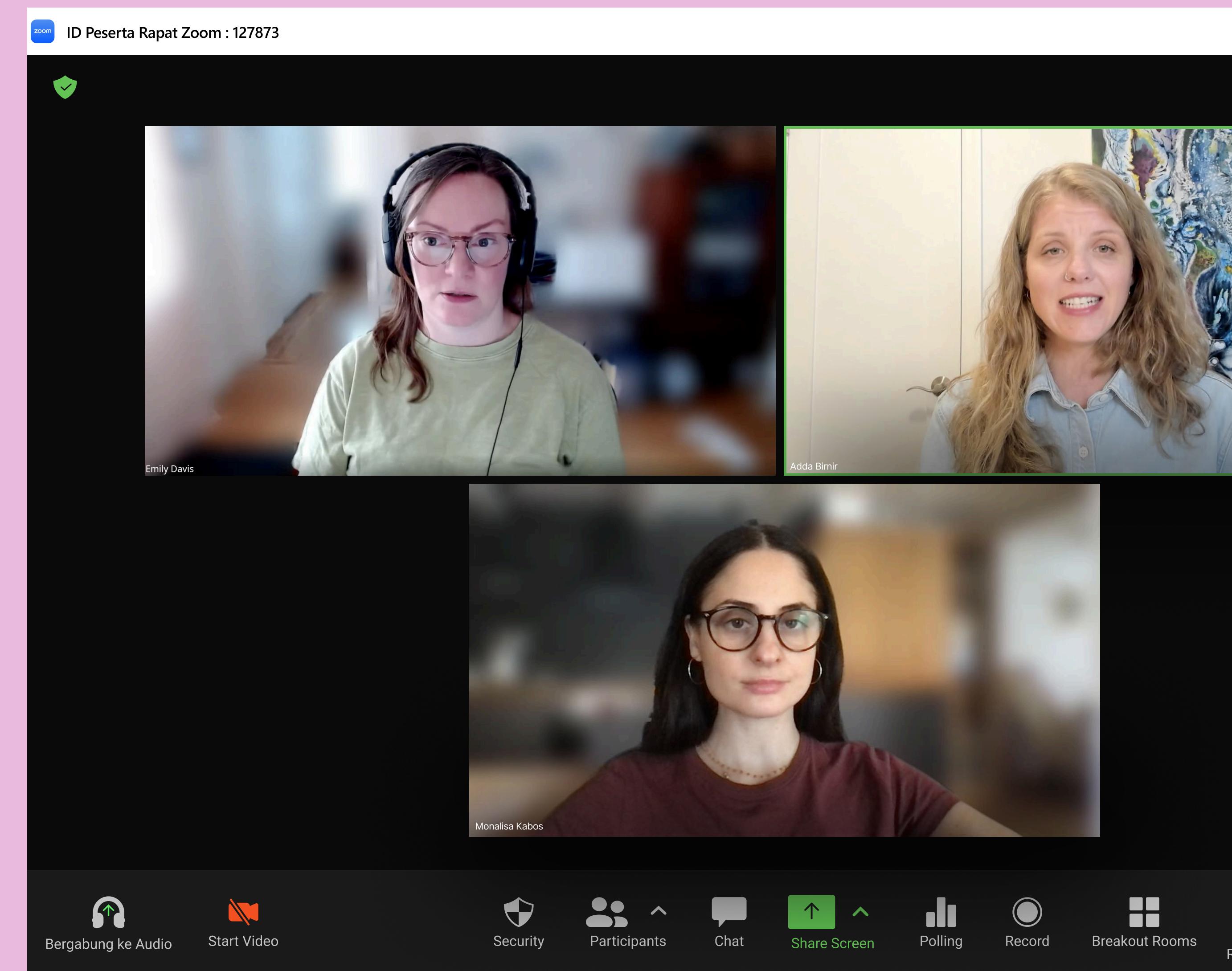
The checklist gave students a clear path, but also revealed their need for guided job search support.

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

Influenced leadership to invest in a new business pillar: a dedicated job search program — starting with an MVP in beta for 20 active students.

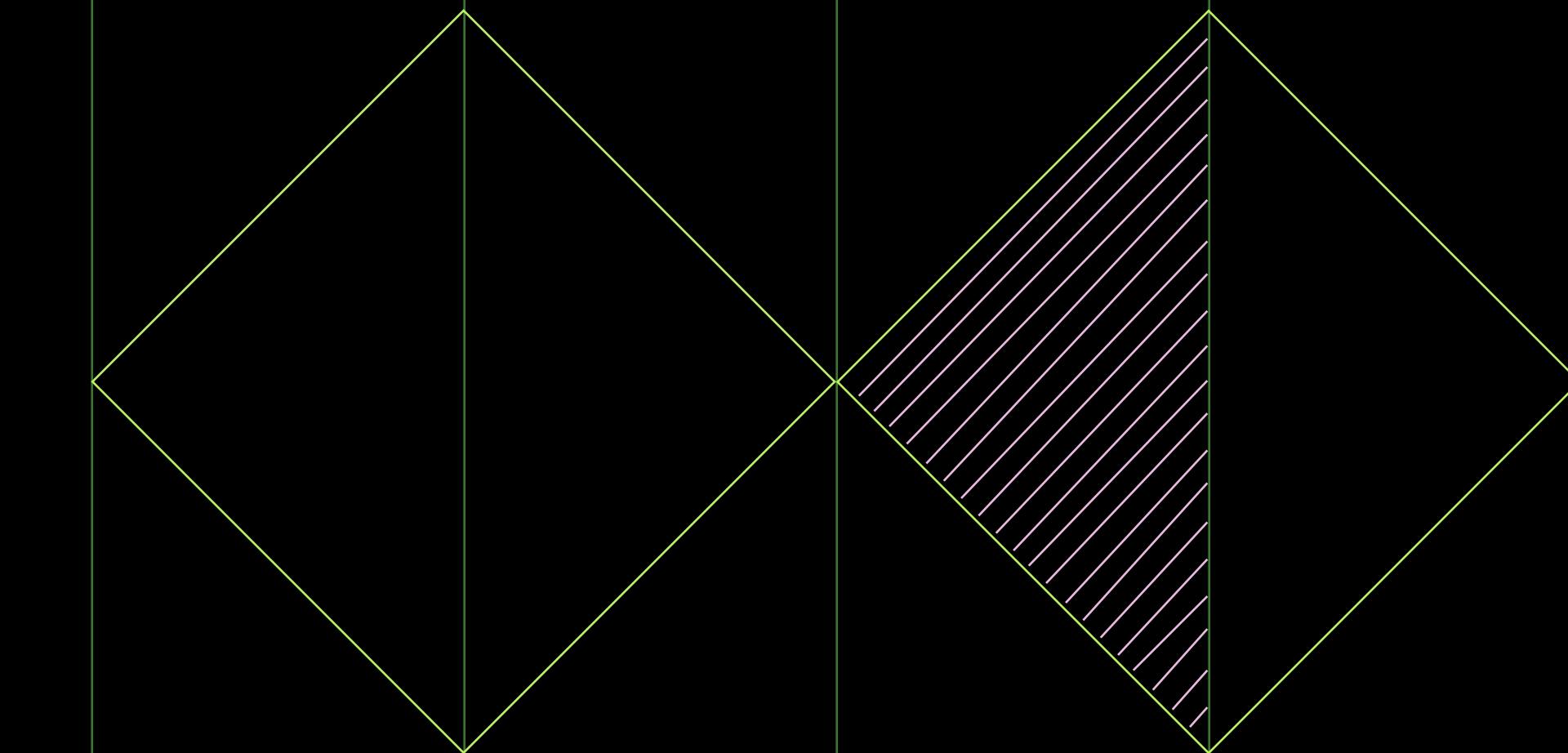


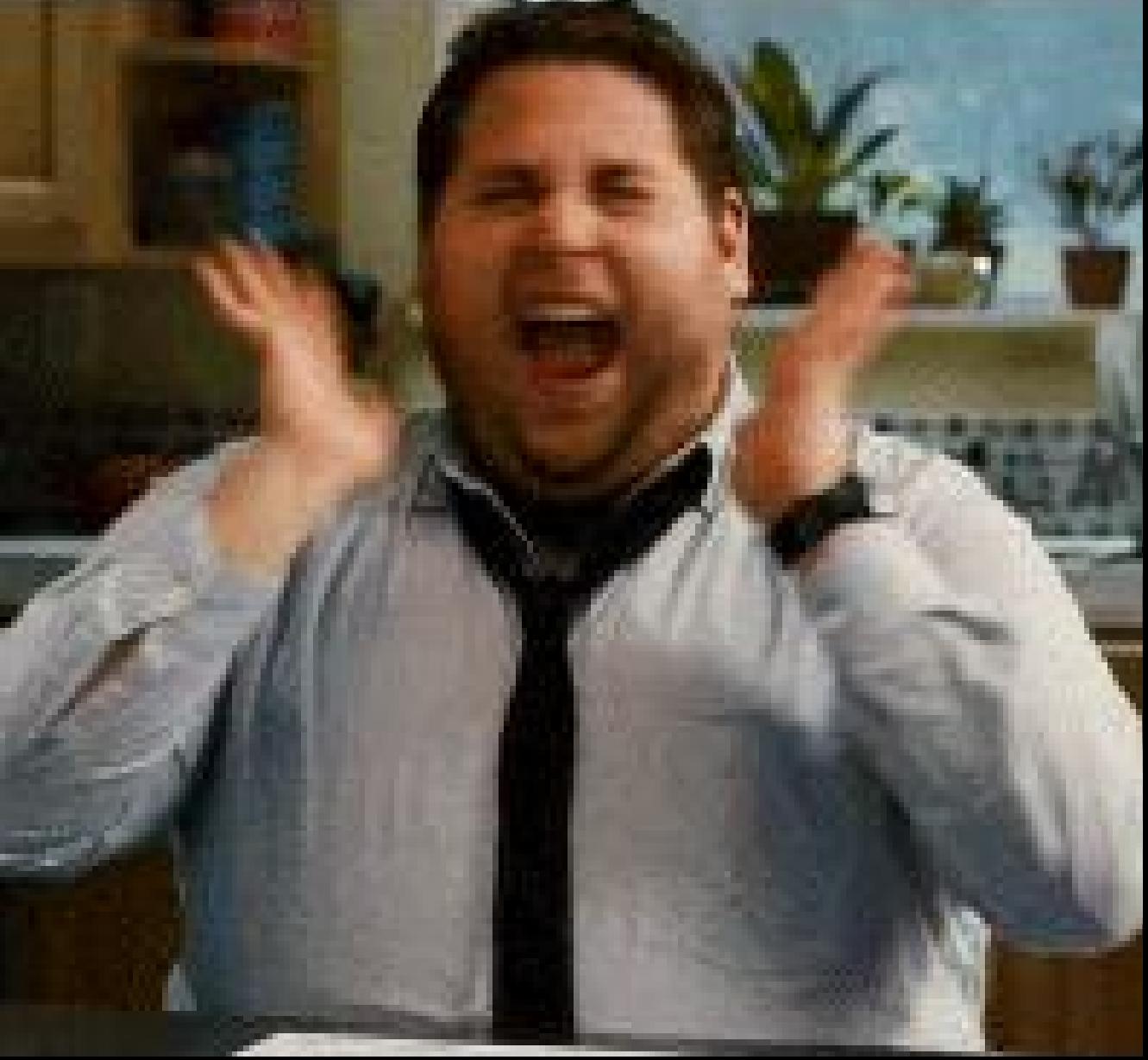
# DELIVER

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", and a highlighted "Get Hired" button labeled "BETA". Below that is a "Bonus Skills" section. In the center, there's a message: "Got That Dream Job? Let's celebrate together." with a "PARTY TIME!" button. To the right, there are two main sections: "Job Materials" (100% complete) and "Job Search" (0% complete). The "Job Materials" section includes a checklist for "Skills Learned": Career narratives, Resume design, Resume writing, Optimizing LinkedIn, and Portfolio enhancements. The "Job Search" section includes a checklist for "You're learning": Locating open positions, Applying for jobs, Researching companies and employees, and Outreach emails. There are also icons for a "Counseling Call (1-on-1 session)" and a "double checkmark" icon.

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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

CHECKPOINT

**Counseling Call (1-on-1 session)**

CLASS

**Job Search**

You're learning:

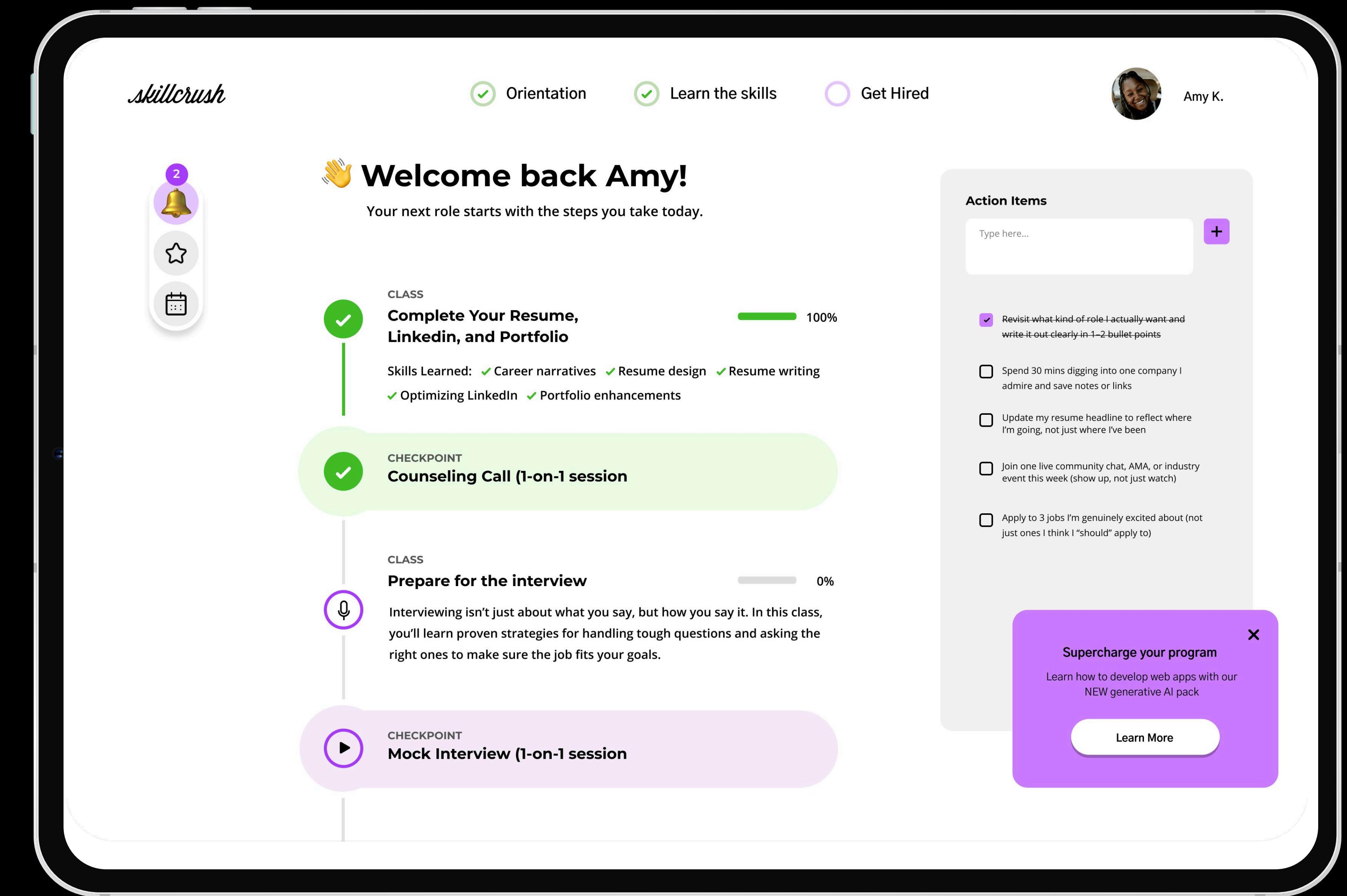
- Locating open positions
- Applying for jobs
- Researching companies and employees
- Outreach emails

First MVP version of the Get Hired program

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# 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

