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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

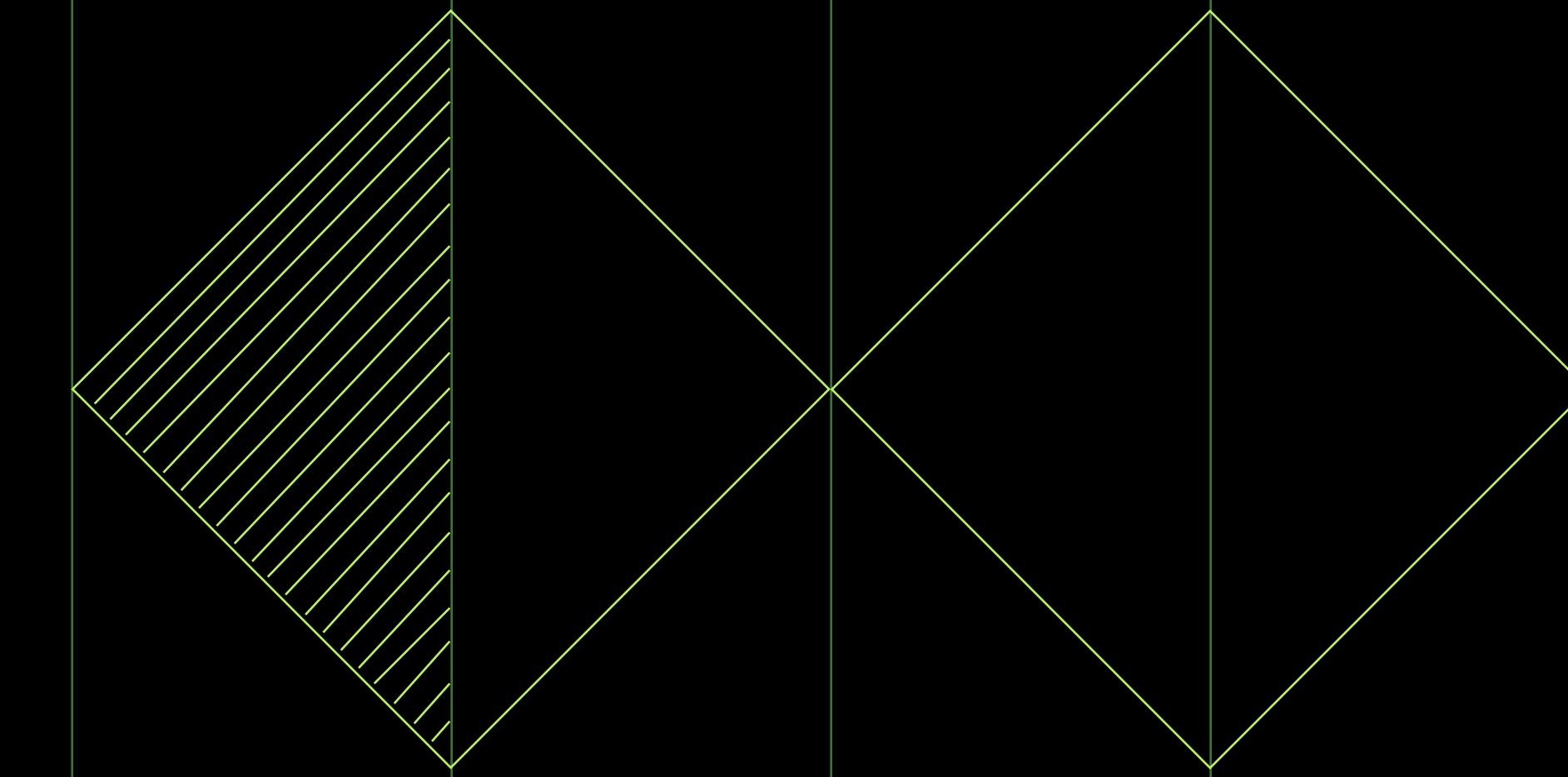
Increase job application completion rates in order to provide clients with a larger, more qualified pool of candidates to hire from.



# 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 interviewed 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 had a hard time creating a profile before applying

They were annoyed by the whole experience and weren’t sure what value having a profile would bring to them.

“I would normally skip a step like this and come back to it later.”

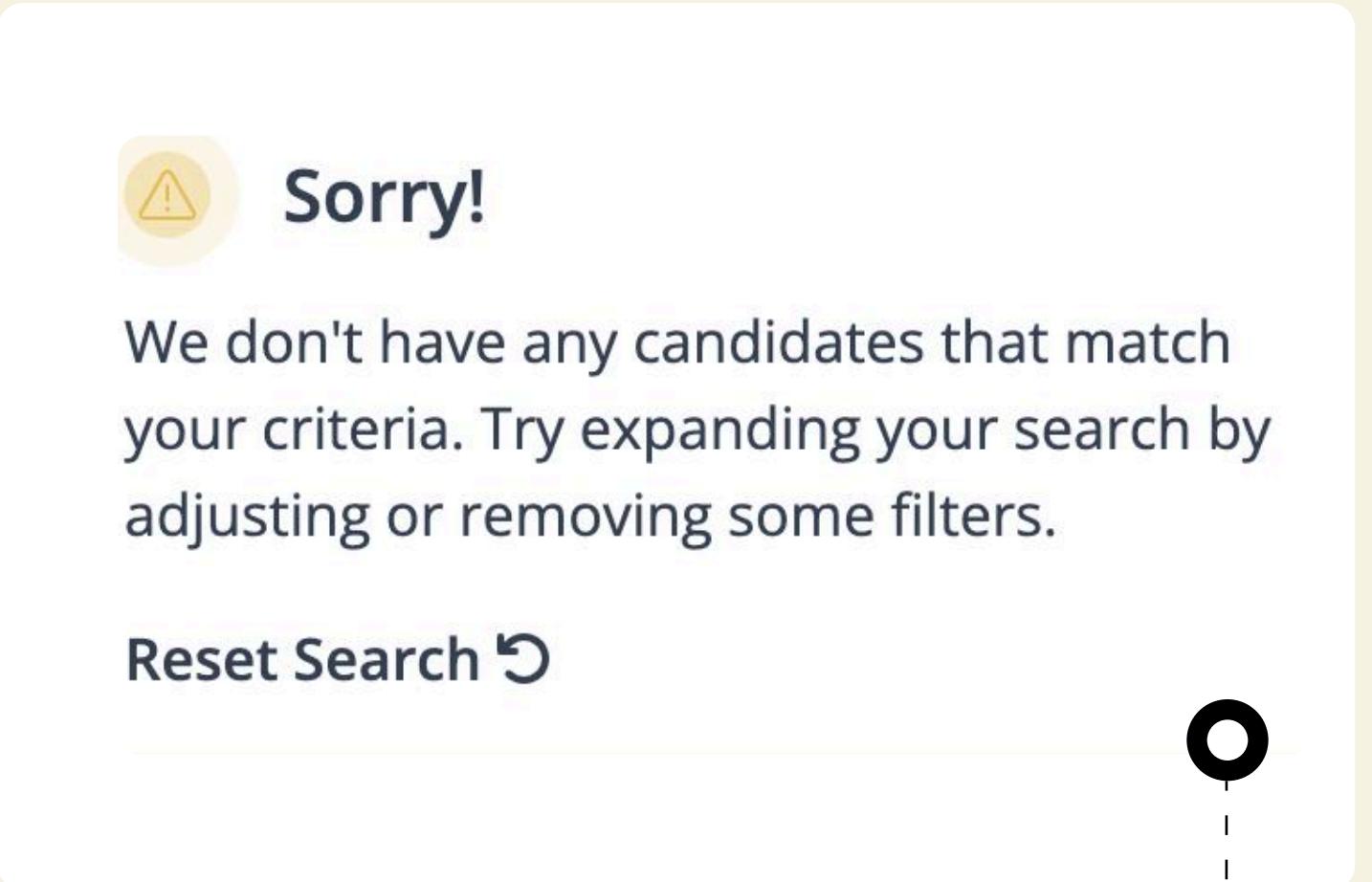
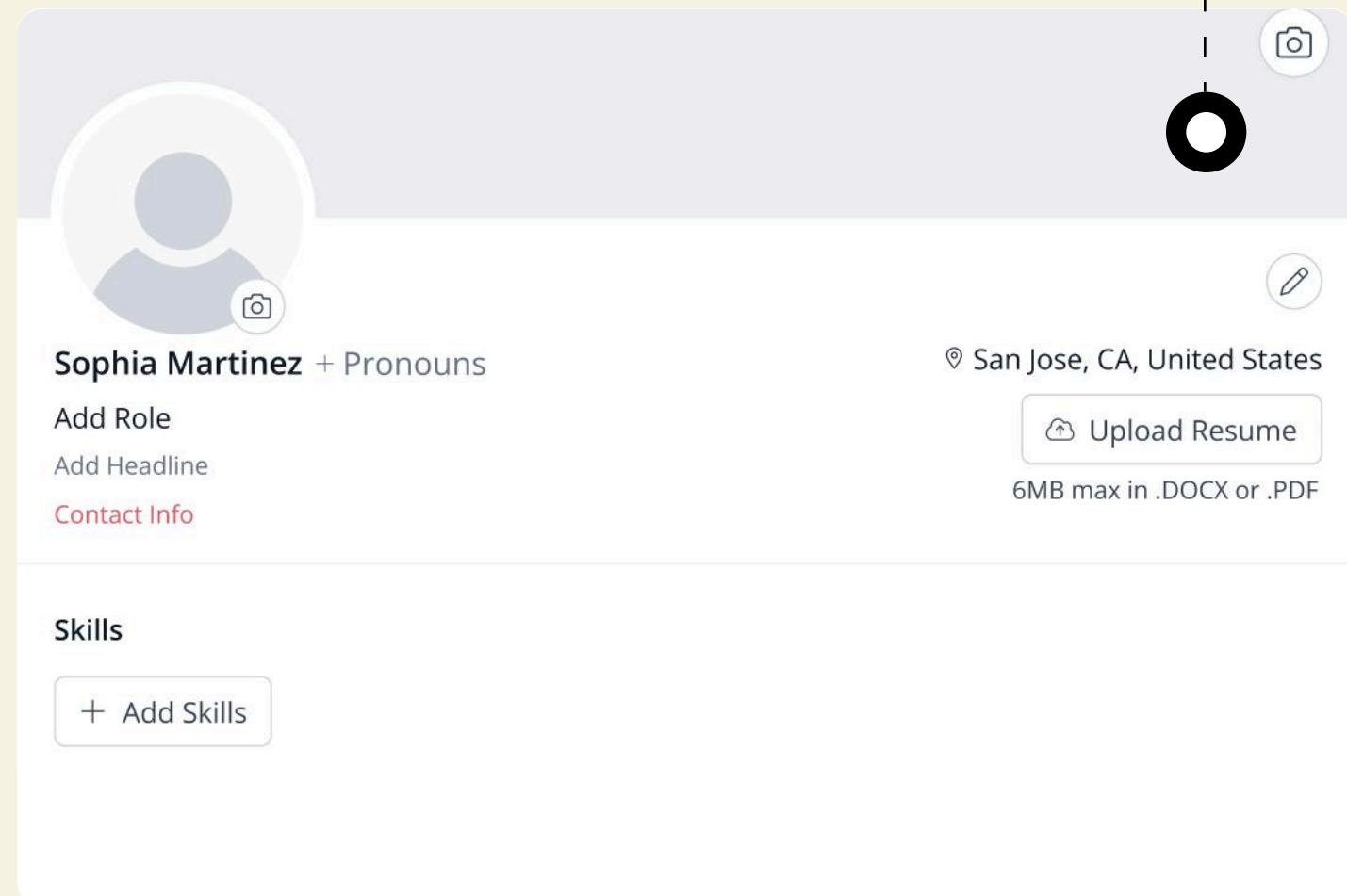
-Kelly, Creative

# #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.

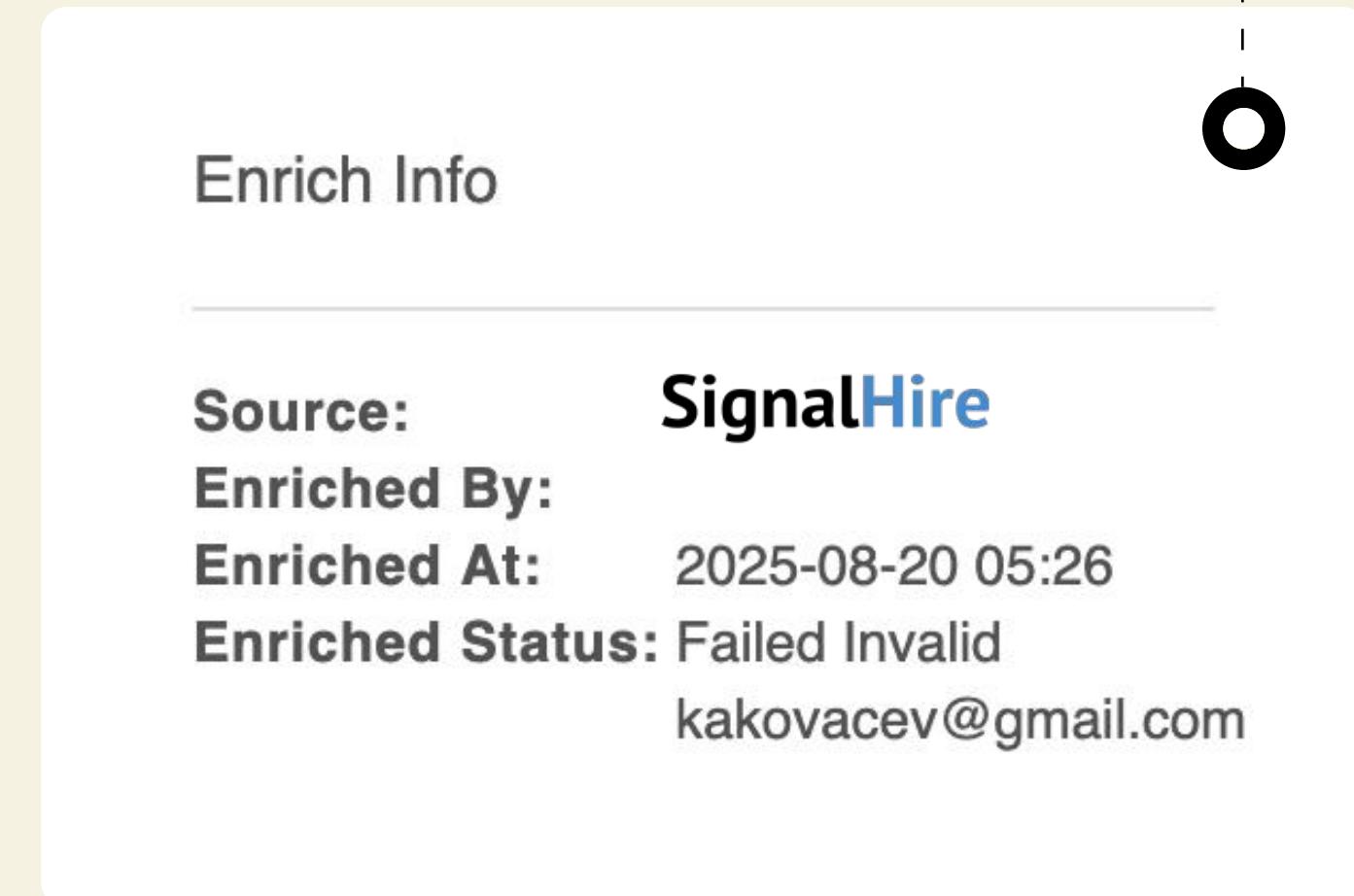


## Candidate search feature was unusable

When clients used candidate search, it returned too few results because profiles were low-scored.

## We used Singlehire to enrich registrants data post-event.

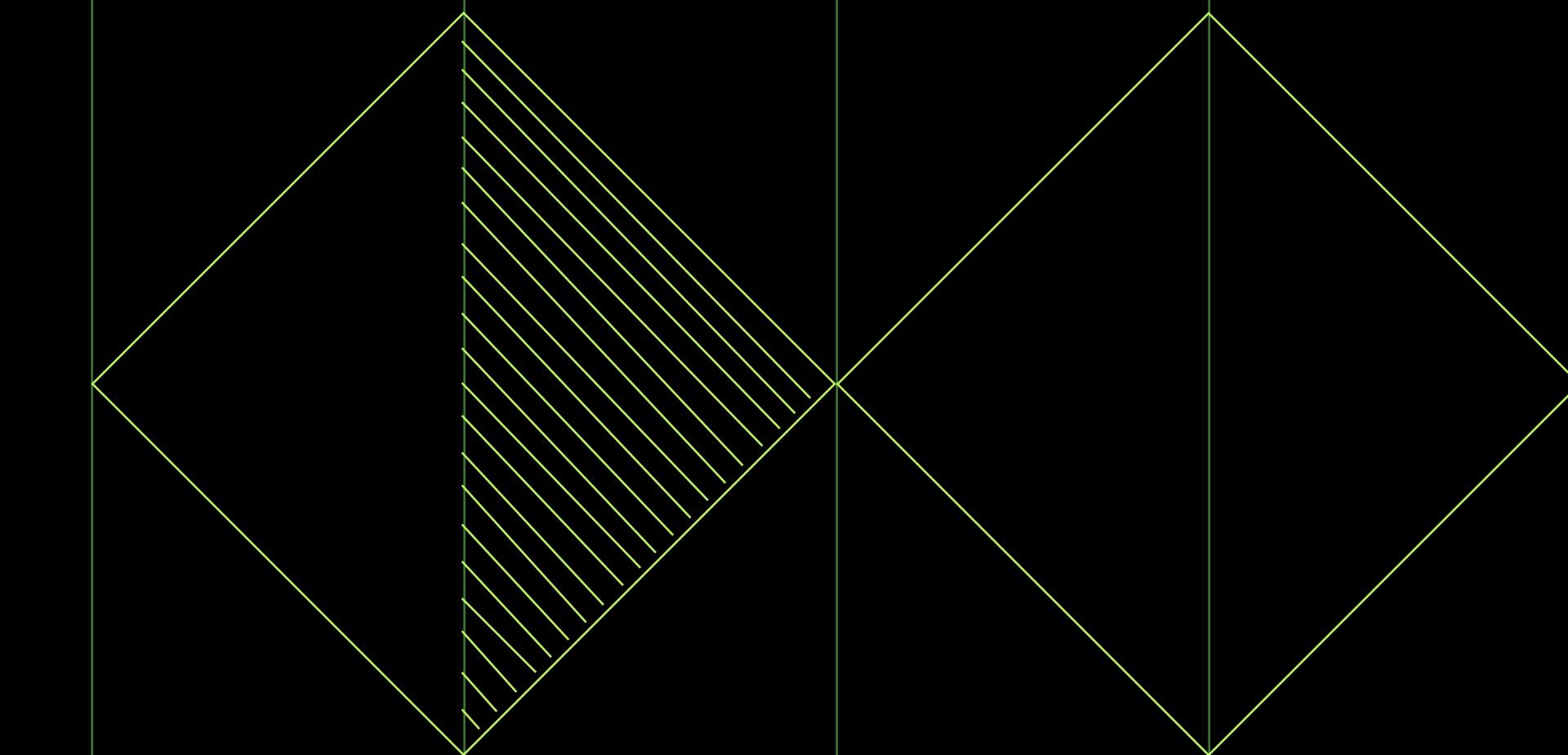
After each event, the team used SignalHire to deliver complete registrant data to clients by manually matching names and emails to LinkedIn profiles.



# DEFINE

I pulled together insights from candidates and cross-team stakeholders to uncover systemic issues in how our funnel was designed.

DISCOVER      DEFINE      DEVELOP      DELIVER



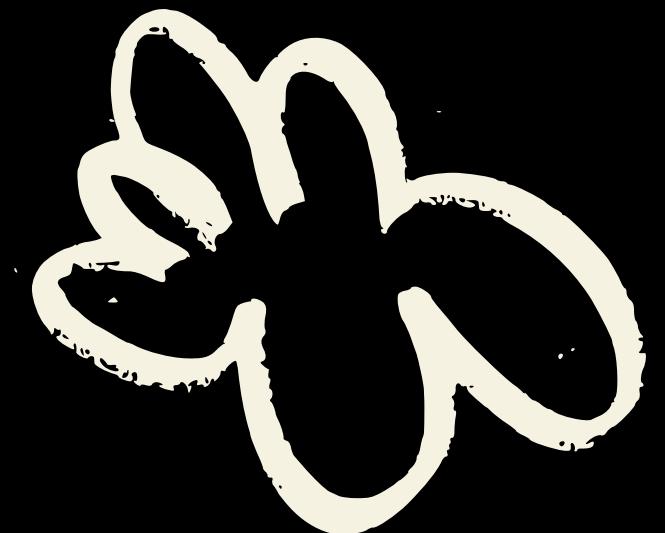
I discovered the system actually had two conflicting flows, each optimized for the wrong outcome

	The Job Application Flow	The 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 registrants 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**

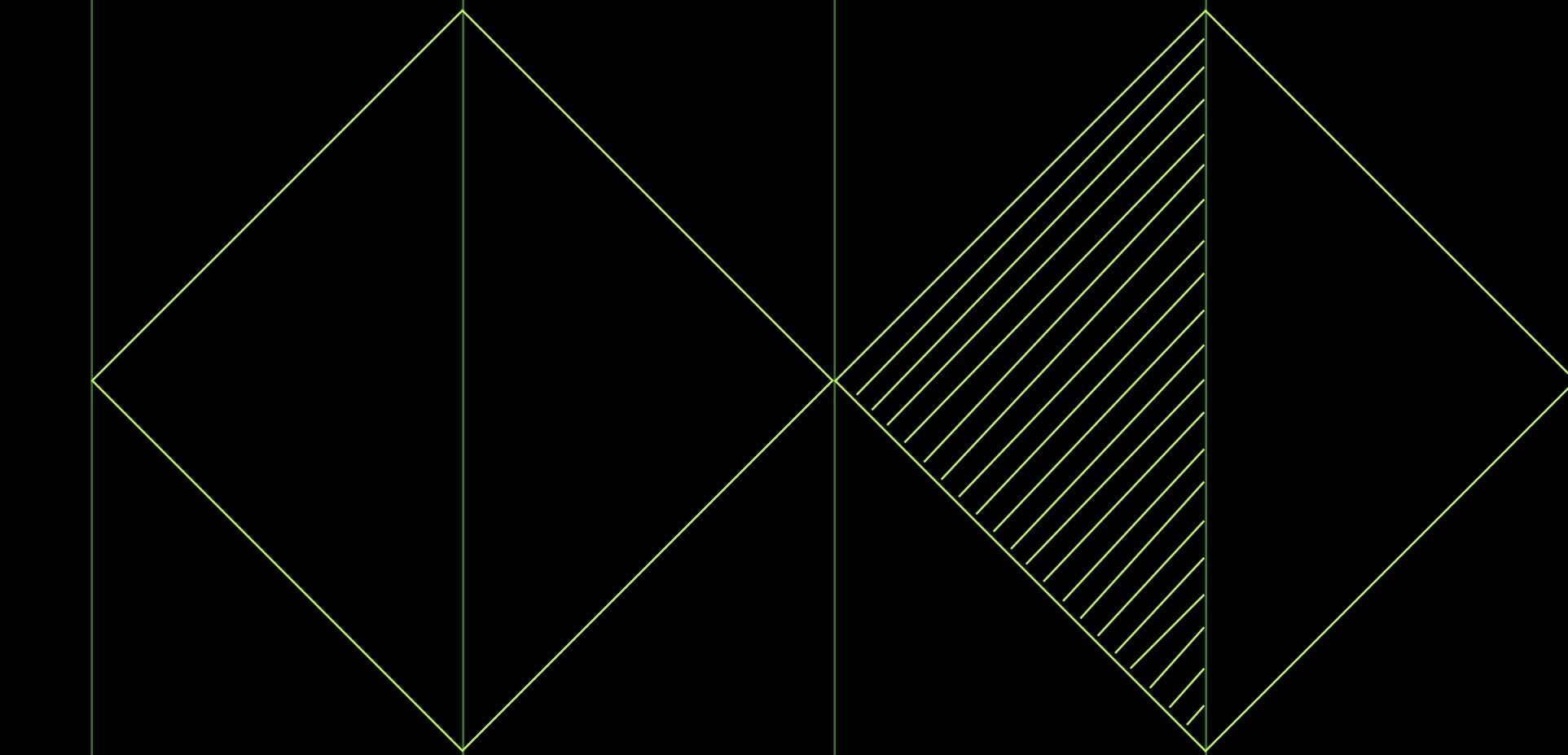
of registrants per event had to be  
manually enriched with SignalHire

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

# DEVELOP

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

DISCOVER      DEFINE      DEVELOP      DELIVER



# Testing the LinkedIn + SingleHire Solution at scale

## Technical Feasibility

We were already using SingleHire successfully. The only challenge was that enrichment required manual LinkedIn lookups by the events team.

## Financial Feasibility

Budget for SingleHire was approved for higher enrichment volumes expected from job applications.

## Operational Feasibility

We needed to capture LinkedIn URLs directly during sign-up or registration, removing manual lookups and enabling automatic enrichment at scale.

## Next step: User Feasibility

Need to confirm that candidates are 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](#).

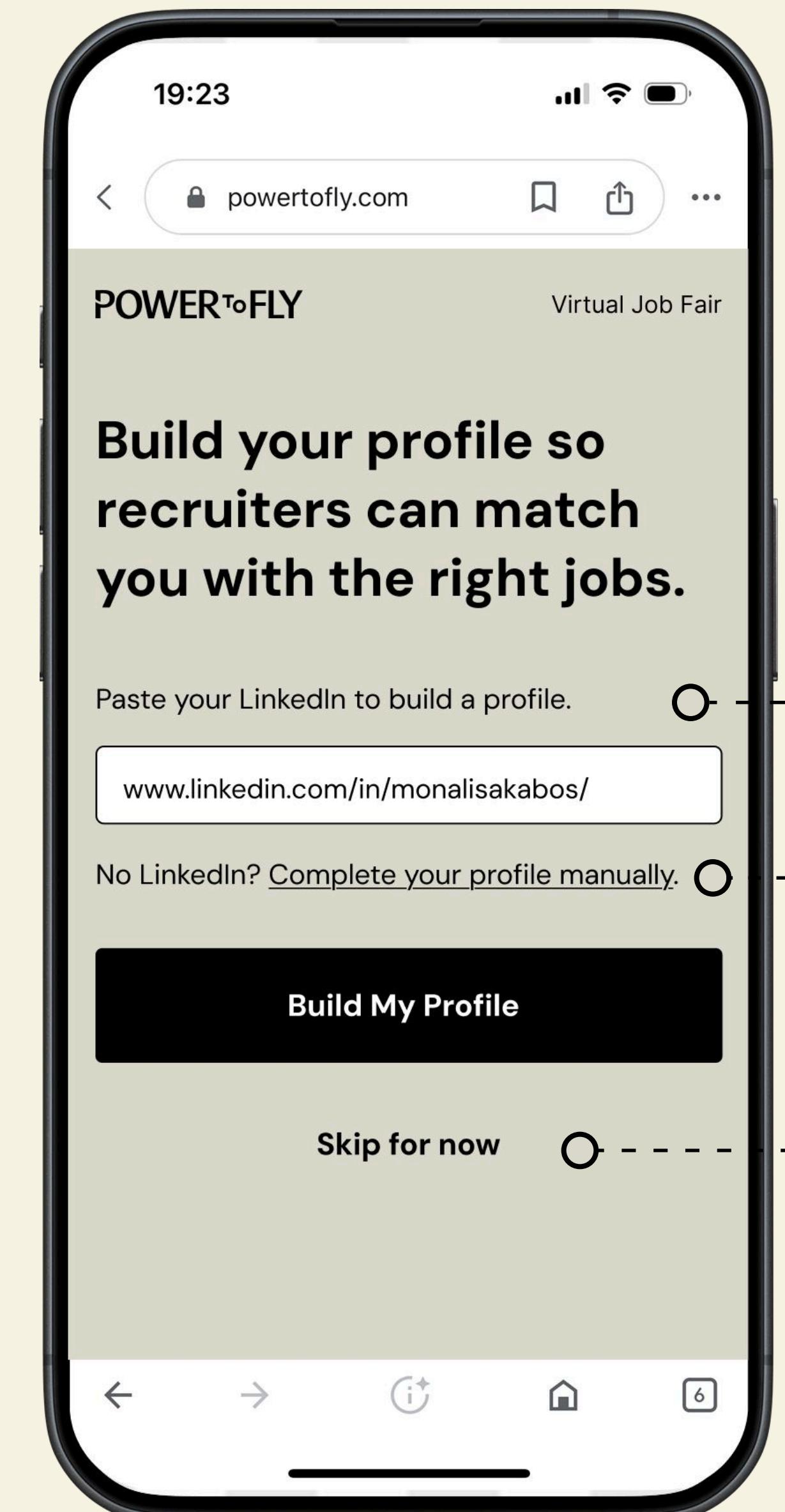
The Quick Sign-Up (email + LinkedIn) design.

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*

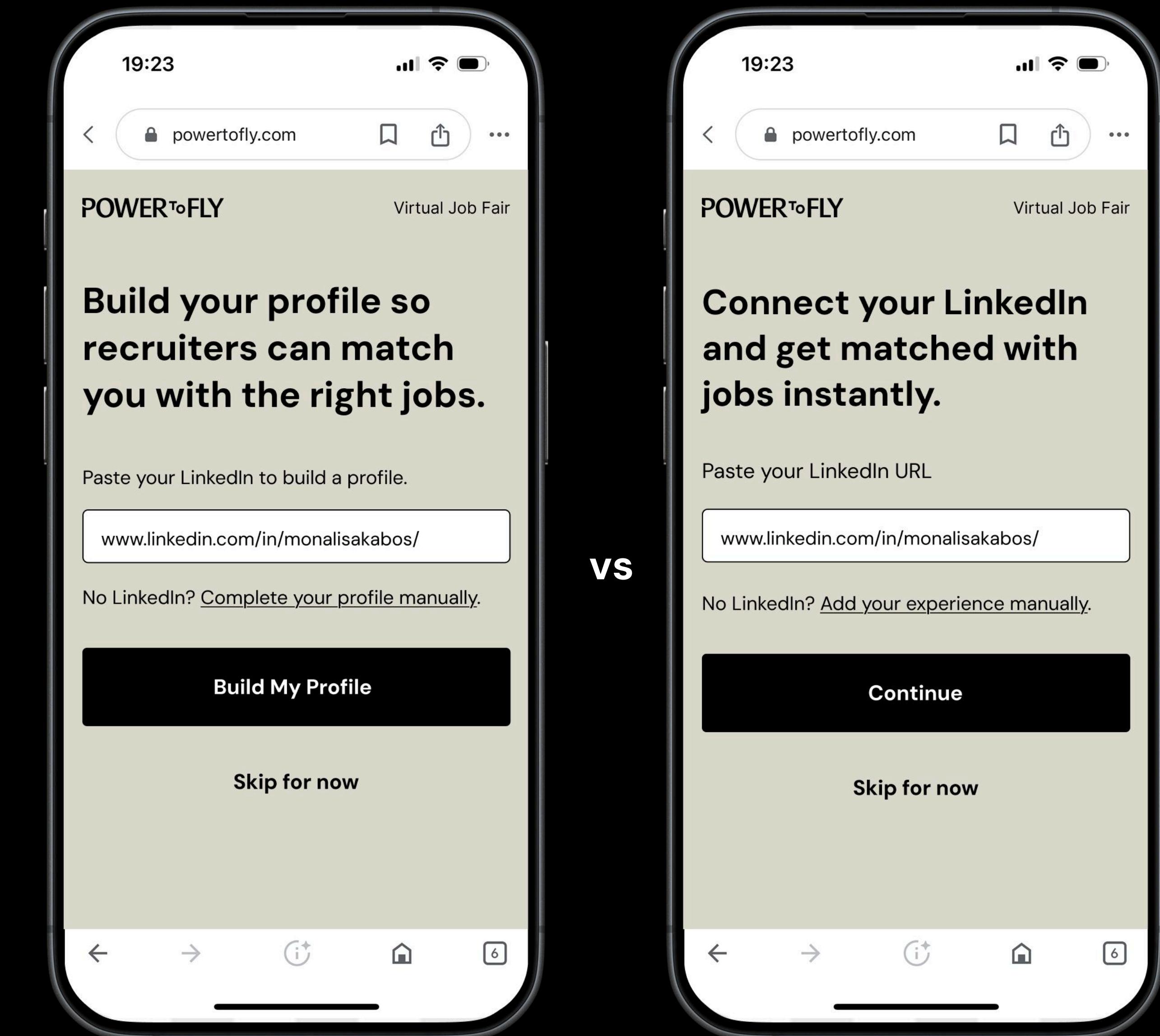
Candidates were open to sharing their LinkedIn YAY. But having profiles didn't feel valuable to them.

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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?

I ran a compare-and-contrast test (Teresa Torres style), mocking up two versions of the value prop: one with profiles and one without, to see if users found any value in them.



# #Key insights

*3 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 updating my LinkedIn — I wouldn't bother doing the same somewhere else.

-Diego, Marketing

\*Source: Moderated candidate interviews, session testing docs

# Strategic Decision: To remove “Profiles” from our value prop

Partnered with the CEO and VP Product to make a strategic shift: retire “profiles” as part of our value prop. While collecting candidate data was essential, positioning it as ‘creating a profile’ added unnecessary friction and no longer aligned with our value proposition — especially after we moved away from the staff augmentation business model.

Supporting data:

75%

of candidates quit at the first profile screen

100%

of users in testing said maintaining a second profile beyond LinkedIn had no value to them.

<2%

of candidates ever returned to their profile page after creating it

# DELIVER

Partnered with engineering to launch new job and event flows (A/B tested vs. historical data) and rolled out the new funnel branding, already validated on marketing pages.

# Jobs Flow Before

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

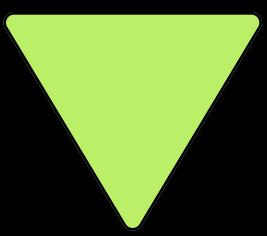
The figure consists of five screenshots arranged in a grid, illustrating the 'Profile Creation Wizard' in the 'Jobs Flow Before' state:

- Screenshot 1 (Top Left):** Shows a success message: "Hello lizu, your account was created successfully!" Below it, a file upload area shows "Copie a Resume Template 1\_.pdf" with a trash icon. A note says "Supported upload formats: 6MB max in .DOCX or .PDF". A "Complete Profile Manually" button is at the bottom.
- Screenshot 2 (Top Right):** Shows an error message: "Copie a Resume Template 1\_.pdf" with a red X, followed by "Error uploading the file. Something went wrong". The "Complete Profile Manually" button is also present.
- Screenshot 3 (Bottom Left):** Shows the "Work Experience" section with a card for "MTV" (2010 Oversaw digital integrated marketing...) and edit/trash icons. A note says "Please verify that everything looks good before continuing". A "Save and Continue" button is at the bottom.
- Screenshot 4 (Bottom Right):** Shows the "Tell us about yourself" section with fields for "Headline" (containing "test"), "Pronouns" (set to "she"), and "Location" (United States, Arkansas, Alexander). A note says "Adding your information will help you stand out". A "Save and Continue" button is at the bottom.

Screens from Profile Creation Wizard in the job application flow.

## Jobs Flow

After



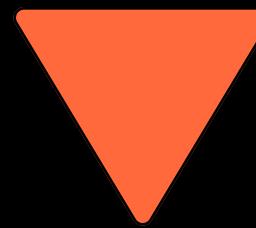
- ① View job
- ② Click "Apply"
- ② Quick Sign-up New  
Modal
- ③ Apply on client website
- ④ Email Push New  
to account completion

The image displays two screenshots of a mobile application interface. The left screenshot shows a search results page with various job listings from companies like Morgan Stanley, Citi, and Contentful. A modal window titled 'Start Your Application' is overlaid, prompting the user to 'Enter your email to apply.\*' with a large green 'Continue to Apply' button at the bottom. The right screenshot shows an email inbox with a new message from 'PowerToFly' dated '22 Aug'. The email subject is 'Welcome Just one more step to complete your account'. It contains instructions for account completion and a 'Set up your password' button. The PowerToFly logo and address are visible at the bottom.

Quick Sign-Up Modal and Email Push to account completion in the job application flow.

## Events Flow

### Before



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

**POWER<sup>to</sup>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<sup>to</sup>FLY** x

**Tell us a little more about you**

Company  
 Company

Job Title **\*** Required  
 Job Title

[Back](#) Privacy - Terms

**Continue**

**POWER<sup>to</sup>FLY** x

**Thank you for registering!**

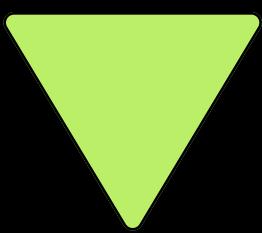
You're being redirected now ...

Privacy - Terms

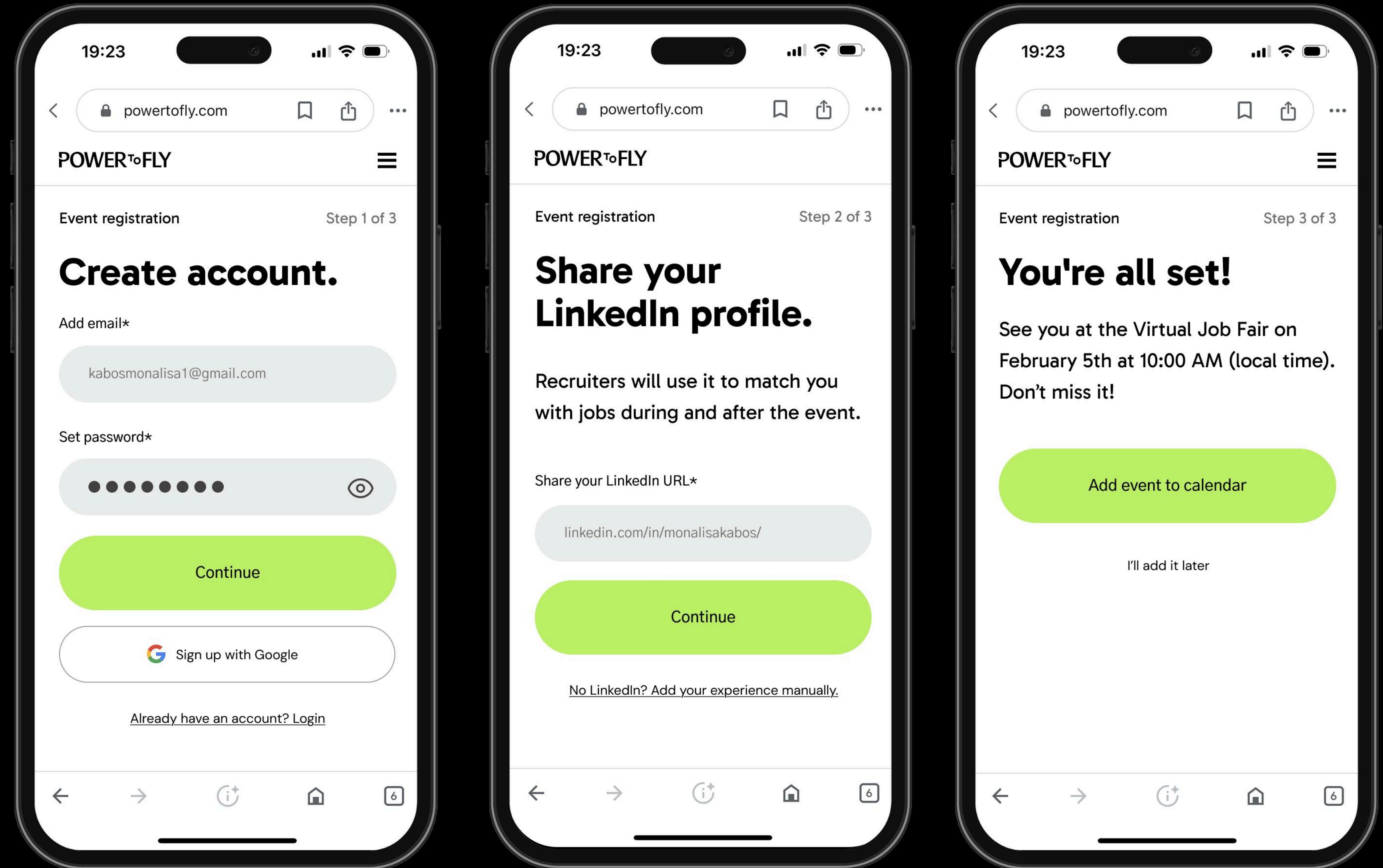
Screens from the old events registration flow.

## Events Flow

After



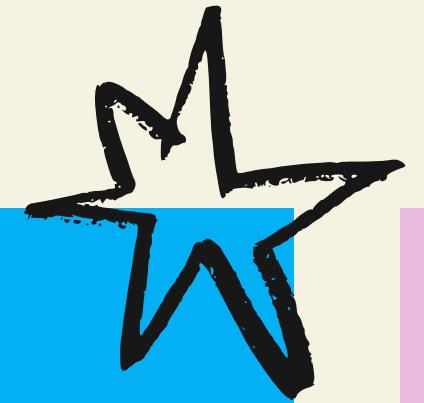
- ① View event
- ② Click "Register"
- ③ Create account
- ④ LinkedIn ask New
- ⑤ Finish registration



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.

Aligned business goals & user needs by removing 'profiles' value prop.



Directly contributed to \$1.2M+ in renewals.

