GA CASE STUDY
CREATING A MORE DIVERSE TECH TEAM FOR A FORTUNE 500 TECH FIRM

CHALLENGE:
A Fortune 500 tech firm wanted to create a more diverse tech team. In tandem, they also wanted to offer opportunities to community members who may not otherwise be able to break into tech.

SOLUTION:
Reskill community members from historically marginalized, underrepresented, and high financial need groups into UX designers. We partnered with the Fortune 500 tech firm to create a tailored, nine-week UX Design Bootcamp and invited focused community groups to participate.

• Discover untapped talent through targeted community screening efforts, identifying the most motivated participants upfront.

• Boost diversity in tech with a program specifically built to help those often overlooked in the space.

• Reskill with speed and focus on job-readiness through customized, best-in-class user experience design curriculum paired with individualized support.

• Create a roadmap for continued success by deploying grads in an eight-month apprenticeship program where they continue to refine and acquire on-the-job skills.

OUTCOME:
The Fortune 500 tech firm placed 100% of the program grads into a tech role, achieving their two-pronged goal to create a more diverse tech team while also giving their community members opportunities to break into tech.

WHAT A PARTICIPANT SAYS
“I liked learning very applicable information and it was clearly delivered.”
– Program Participant

BY THE NUMBERS
75%
Diverse Backgrounds
from historically marginalized, underrepresented, and high financial need groups.

100%
Female Participation
with all participants identifying as female.

100%
Graduate Placement
into a technical role.