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.
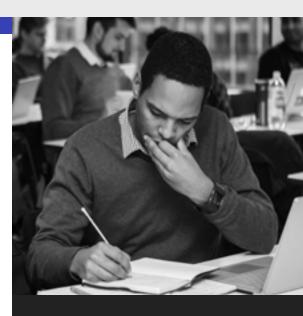
SOLUTION:

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.