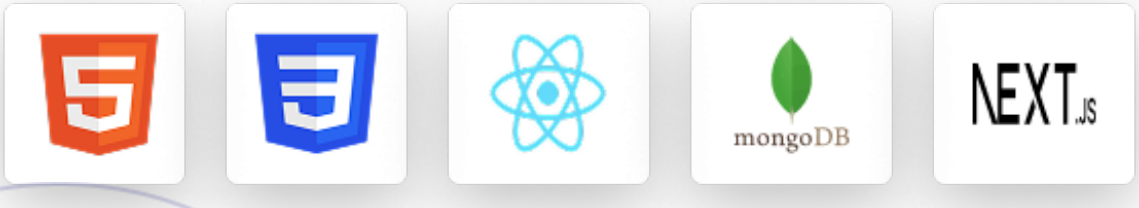
SKILLZY

Where Experience Meets Opportunity

Skillzy is, its purpose, and the industries it serves (graphics design, programming & tech, digital marketing, AI services, consulting, etc.). Mention the unique value proposition — connecting businesses with top talent quickly and efficiently.

Designing tools used:

Technologies used:



Aboutthe project

Skillzy isamulti-industry hiring platform designed to connect businesses with experienced professionals and freshers. It allows users to hire or offer services across categories like Graphic Design, Programming & Tech, Digital Marketing, AI, Business, Photography, and more.

The platform was built to be **fast**, **user-friendly**, and **trustworthy**, with features like verified profiles, ratings, and category-based listings. **Skillzy** helps businesses find the right talent quickly, while giving professionals a dedicated space to showcase their skills and grow their careers.

Problem & Solution

Hiring therighttalent is challenging—businesses struggle to find verified professionals quickly, while freshers and freelancers lack visibility and credibility. Existing platforms are often time-consuming and poorly structured across industries. **Skillzy solves** this by offering a centralized, user-friendly platform with verified profiles, ratings, and industry-specific categories, making the hiring process faster, transparent, and more efficient for everyone.

Problem Statement

- Businesses face difficulty finding **verified and skilled professionals quickly.**
- Freshers and freelancers struggle to **gain visibility and build credibility.**
- Existing platforms are **time-consuming and lack industry-specific categorization.**
  Hiring across multiple industries often requires **multiple tools or platforms.**
-

Possible Solutions

- Skillzy provides a **centralized platform** for businesses to hire talent efficiently.
- Verified profiles with **ratings and reviews** build trust for businesses and professionals.
- **Category-based navigation** makes it easy to filter by industry and specialization.
- A user-friendly interface ensures a **fast and seamless hiring experience** for everyone.

Goals & Objectives

- Build a platform to connect businesses with verified professionals and freshers.
- Ensure easy navigation and category-based job exploration.
- Offer tools for businesses to evaluate and hire faster.

- Create industry-specific sections for multiple domains.

Research & Discovery

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Target Users & Personas

- **Businesses**: Looking to hire skilled talent quickly.
- **Freshers**: Want exposure and freelance opportunities.
- **Experienced professionals**: Want to showcase their expertise.

Design Process

Thedesignprocess for **Skillzy**focused on building a **clean, intuitive, and professional platform** that meets the needs of businesses, experienced professionals, and freshers. The goal was to create a seamless user journey across all devices while maintaining a modern and trustworthy brand identity.

Empathize

- Conducted user research to understand the needs of businesses, freelancers, and freshers.
- Competitor analysis (LinkedIn, Fiverr, Upwork) to identify gaps and opportunities.
- Gathered insights through surveys and feedback sessions.

Define

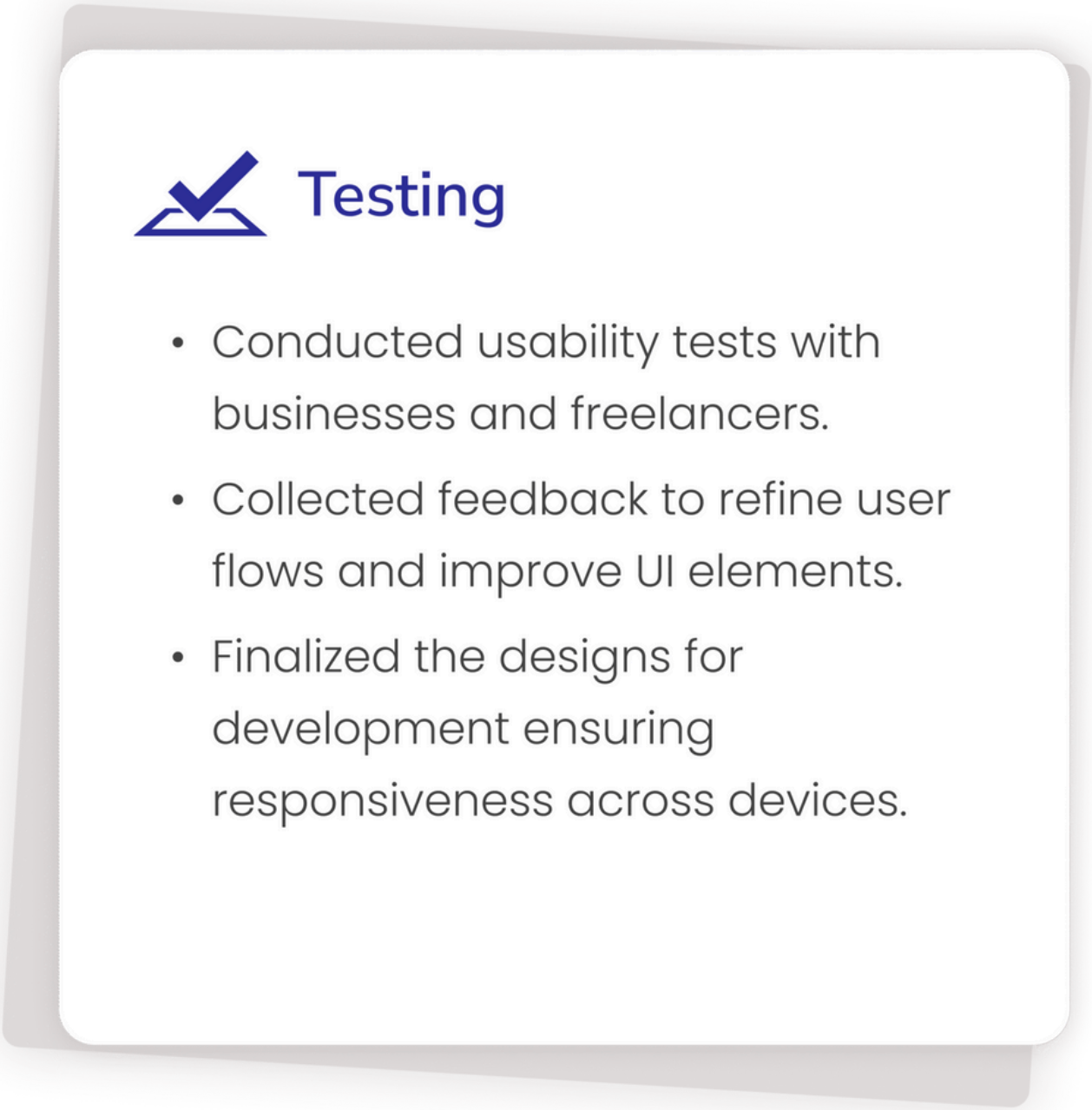
- Created the problem statement and set clear objectives for the platform.
- Developed user personas for businesses, experienced professionals, and freshers.
- Defined user journeys and mapped the core challenges.

Ideate

- Brainstormed solutions to improve hiring efficiency and user experience.
- Designed user flows for talent discovery, profile creation, and hiring.
- Planned information architecture and sketched initial layouts.

Prototyping

- Built low-fidelity wireframes to test layout and structure.
- Designed high-fidelity screens in Figma, applying brand colors and typography.
- Developed clickable prototypes for user testing.



Style Guide

TheStyle Guide for**Skillzy** was created to maintain a consistent and professional **visual identity** across the platform. A modern color palette with deep blue as the primary brand color was chosen to convey trust, while accent shades highlight key actions. Typography combines bold, clean headings with simple body text for easy readability. Flat icons, custom illustrations, and rounded components were used to make the interface friendly and approachable, ensuring a cohesive design experience for all users.

Typography

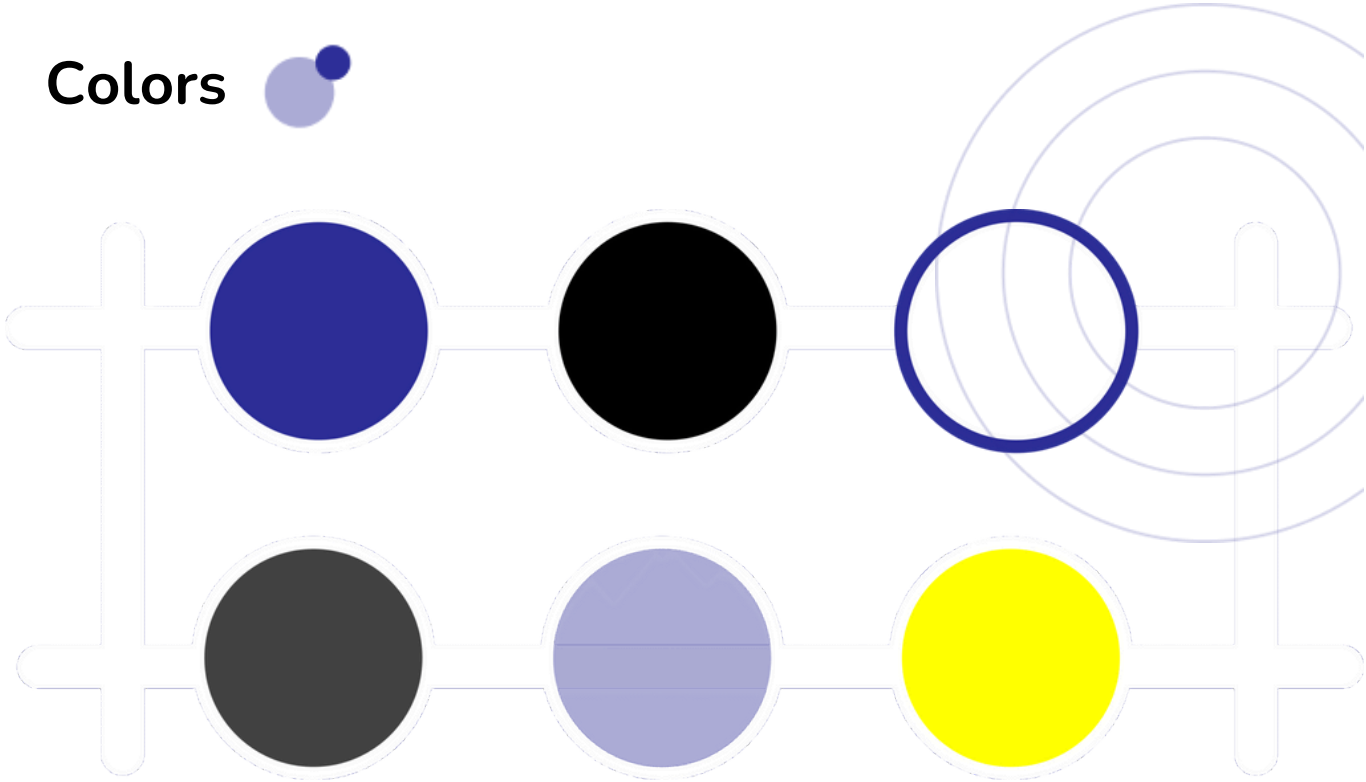
Regular Medium SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

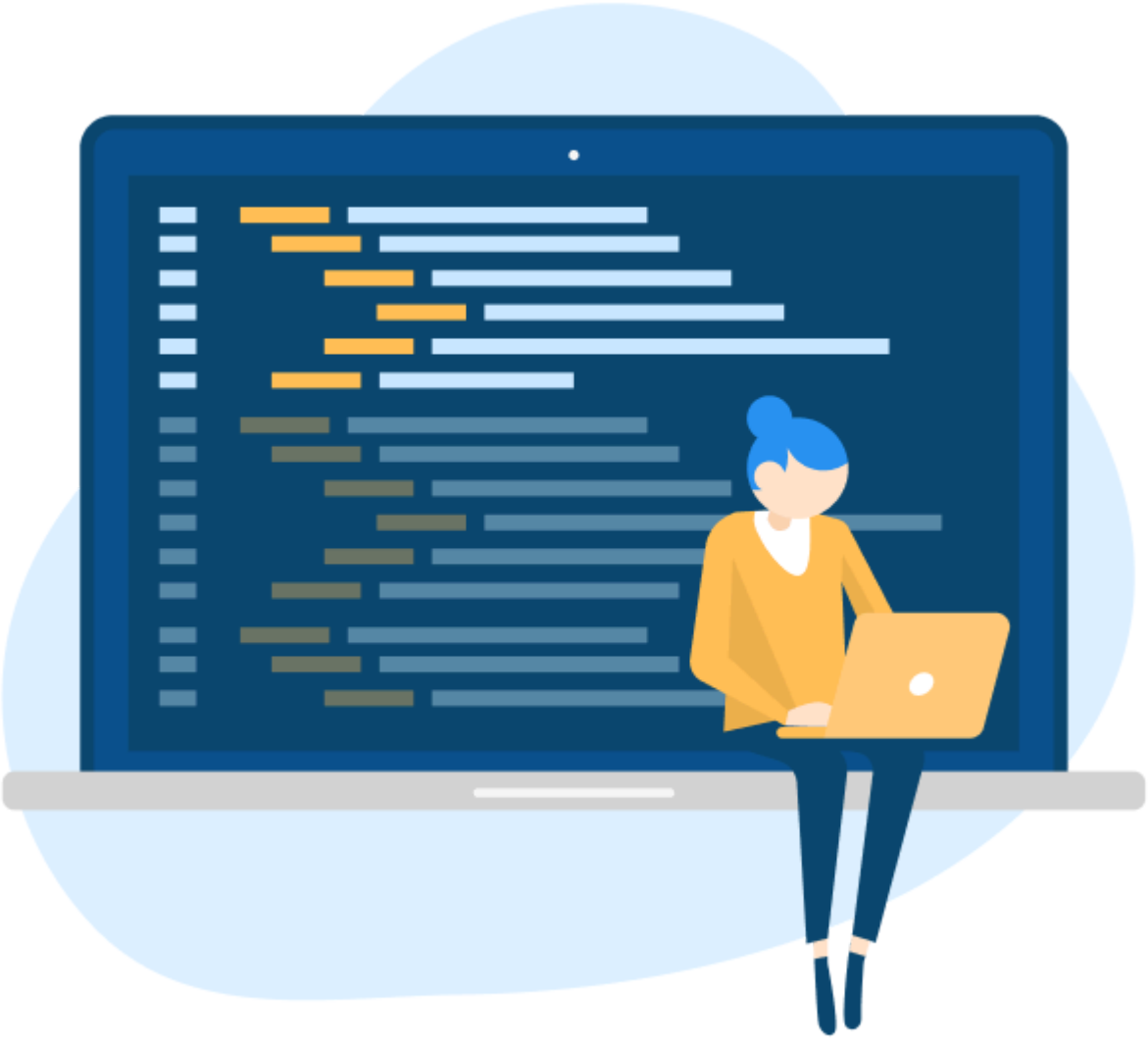
Colors



Website DevelopmentProcess

Thedevelopment of**Skillzy**focused on creating a fast, scalable,anduser-friendly platform using **Next.js.** We planned the core features, built reusable components for consistency, and implemented secure authentication with role-based user paths. Dynamic functionality like category pages, profile listings, and job postings was added to enhance user interaction. After thorough testing and optimization for performance and SEO, the platform was deployed on Vercel, ensuring smooth operations and quick load times across devices.

Our **Skillzy** website was developed through a structured 8-step process. Each step focused on building a **fast**, **scalable**, **and user-friendly platform** for businesses, freelancers, and freshers using **Next.js.**



Planning & Architecture

We began by defining the platform's core features such as employer and freelancer signup, job postings, profile creation, and category navigation. A clear folder structure and routing plan were established in Next.js for scalability and efficient development.

Frontend Development

All key pages including the home, categories, profiles, and dashboards were developed using Next.js with server-side rendering. Reusable components for buttons, cards, and forms were created to maintain design consistency.

Dynamic Functionality

We built dynamic category pages and profile listings along with job posting and profile management forms. These features allowed users to interact with the platform seamlessly.

Planning & Architecture

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Testing & Optimization

Cross-browser and device testing were conducted to ensure a fully responsive design. We also optimized performance and SEO using Next.js features like static generation and image optimization.

Deployment

The final platform was deployed on Vercel, ensuring fast load times, scalability, and continuous integration for smooth updates post-launch.

Technical Highlightsof the Website Development

The **Skillzy** platform was built using **Next.js** to ensure high performance, fast loading, and server-side rendering for SEO benefits. A **scalable architecture** with reusable components was implemented to support multiple user roles—freelancers and employers—with tailored experiences. The project focused on **responsive design**, optimized routing, and secure role-based authentication. Additionally, the deployment via **Vercel** enabled seamless updates and global access, while integrated analytics helped track user engagement and platform growth.

Technical Insights

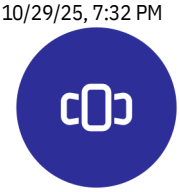
Show how you solved specific coding or architecture challenges (e.g., route protection, lazy loading).

Tech Stack

List all technologies used — like Next.js, Tailwind, Vercel, etc.

Security Measures

Describe how you handled authentication, data protection, and role management.



Responsive Design Approach

Explain how the website adapts to all devices, especially for mobile users.

Reusable Components

Mention design system elements you reused: buttons, cards, form inputs, etc.

SEO & Performance Optimization

Highlight how you optimized metadata, page speed, and structure using Next.js.

Testing & QA

Performed device, browser, and flow testing to ensure a bug-free, user-friendly experience.

Deployment Strategy

Deployed using Vercel, enabling continuous integration, real-time updates, and global CDN.

Analytics Integration

Set up Google Analytics to monitor user behavior, improve flows, and track performance metrics.

Authentication Screens

The authentication screens for **Skillzy** were designed to be **simple**, **secure, and user-friendly**. Users can quickly sign up or log in using email, phone, or social accounts, with clear input fields and call-to-action buttons. The design follows the brand's color palette for familiarity and uses subtle validations and error messages to guide users through the process. These screens create a smooth entry point into the platform while establishing trust and professionalism from the first interaction.

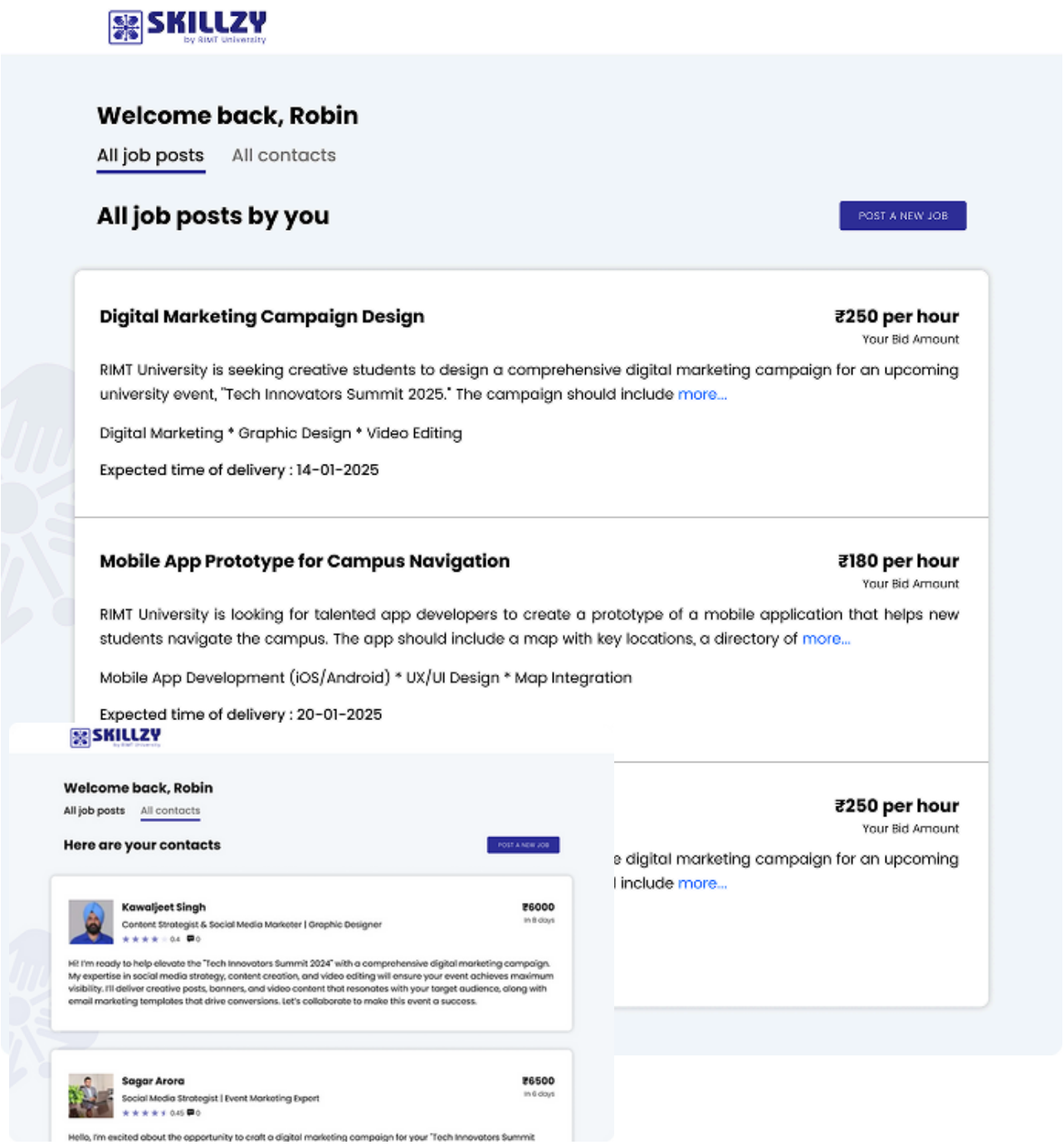
For Employers

- **Employers** can quickly create an account by entering their company details, email, and password or by using social login. The flow highlights how employers can post jobs, browse categories, and hire talent faster.

For Freelancers

- **Freelancers** sign up by adding their basic information, professional skills, and portfolio links. This helps them create a verified profile that stands out to employers.

Website Result



The launch of **Skillzy** resulted in a responsive, intuitive, and performance-driven platform that successfully connects freelancers with employers. The seamless navigation, secure user authentication,

and dynamic content delivery led to improved engagement and reduced bounce rates. Thanks to optimized SEO and fast-loading pages via **Next.js** and **Vercel**, the site gained early traction and user trust. **Skillzy** now serves as a reliable space for professionals to showcase skills and find relevant work opportunities efficiently.

SKILLZY
Welcome back, Robin
All job posts
All contacts
Here are your contacts
POST A NEW JOB
Kawaljeet Singh
Content Strategist & Social Media Marketer | Graphic Designer
0.4
0
₹6000
in 8 days
Hi! I'm ready to help elevate the "Tech Innovators Summit 2024" with a comprehensive digital marketing campaign. My expertise in social media strategy, content creation, and video editing will ensure your event achieves maximum visibility. I'll deliver creative posts, banners, and video content that resonates with your target audience, along with email marketing templates that drive conversions. Let's collaborate to make this event a success.
Sagar Arora
Social Media Strategist | Event Marketing Expert
0.45
0
Hello, I'm excited about the opportunity to craft a digital mark
2024." With a background in event marketing and social medi
online presence. My services include innovative content creat
marketing templates. I've successfully executed campaigns t
confident we can achieve the same for your event.
SKILLZY
Welcome back, Robin
All job posts
All contacts
All job posts by you
Digital Marketing Campaign Design
₹250 per hour
Mobile App Prototype for Campus Navigation
₹500 per hour
Digital Marketing Campaign Design
₹250 per hour

DON'T
MISS A
NEW
WORK