B2C – ClearanceJobs Mobile App Design

ClearanceJobs has maintained a responsive mobile solution for years, however, user data indicated that mobile usage was nearing half of their total traffic. In response, my team conducted extensive competitive and user research to guide product development. This research resulted in usability recommendations, product features, design, a three-year product roadmap, and marketing strategies for ClearanceJobs.

User personas, brand elements, and marketing strategies were developed to ensure rapid and effective execution and delivery.

These findings were adopted by ClearanceJobs, leading to the release of their first mobile app in December 2023. Displayed here are the prototype wireframes and initial design recommendations that were forwarded to the product team for MVP and future development.