



CASE STUDY

CareerEquity Unifying Workforce Development: End-to-End Talent Platform



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Project Overview

CareerEquity is a workforce development platform designed to centralize and streamline the training-to-hiring process. It connects employers, training providers, and job seekers through a single, integrated solution that manages ATS functionality, training workflows, candidate tracking, and program analytics.

At CanWill Athenaworks, we also invest in solving industry-wide challenges through our own product innovation. CareerEquity is one such initiative. Recognizing a critical gap in workforce development systems; fragmented platforms that separated training, candidate management, and hiring. We built CareerEquity to unify the full talent journey. This is a CanWill Athenaworks-owned platform, purpose-built to modernize and scale equitable employment pathways across sectors.

User Journeys & Personas

- Employers: Post jobs, manage candidate pipelines, access workforce analytics.
- Training Providers: Enroll candidates, deliver programs, track progress.
- Job Seekers: Access training, apply to roles, receive support and placement services.



Industry

CareerEquity serves the workforce development, clean energy, government, and education sectors. Clients include Willdan, Solar Landscape, Clean Energy, YouPro Placements, and George Washington University (sandbox phase).

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Key Technologies Used:

Platforms/Tools/Frameworks:

- Entirely serverless architecture built on AWS Serverless stack.
- Application is auto-scalable and doesn't require active traffic monitoring.

Plugins/Integrations:

- Integrated with an external AI-based resume parsing service
- Considering a custom-built parsing engine in future (inspired by prior work on RightSource).

Challenge

Across the workforce development landscape, we saw an overreliance on siloed tools. One system for resume tracking. Another for training enrollment. A third for reporting. This disjointed experience created inefficiencies for employers and diminished support for candidates.

Existing platforms didn't support cyclical growth models, where talent needs retraining and repositioning over time.

Technical Limitations:

Resume parsing proved especially challenging due to the unstructured nature of resumes and the need for adaptable, intelligent data extraction. Most tools lacked the flexibility and end-to-end visibility programs required.



Solution

We engineered CareerEquity as a full-stack, SaaS workforce development platform—capable of managing the complete employment lifecycle. It integrates training management, ATS capabilities, candidate progress tracking, and analytics in a unified experience.

CareerEquity's serverless AWS architecture allows the platform to scale without additional monitoring or infrastructure overhead. We embedded AI-driven resume parsing through a third-party integration and are iterating toward a proprietary model for deeper performance.

The platform has evolved through multiple iterations. The first two years focused on market research and validation. Based on client feedback, we refined features and UX to better support multi-stakeholder collaboration, compliance, and outcome tracking.

Team Composition:

The project was led by a 22-person team, including:

- 6 Backend
- 4 Frontend
- 5 QA (rotating)
- 2 DevOps
- 2 PMs (Sayali and Praveen)
- 1 Strategic product direction and stakeholder alignment



Impact and Results

Key Outcomes:

- Plug-and-play ATS integration with over 40 leading providers
- SOC 2 Type 2 compliant — built for trust and regulatory alignment
- 99.99% uptime ensures uninterrupted access for all stakeholders
- 1,000+ employers actively using the platform across multiple programs
- 2-week reduction in time to generate funder compliance reports

Business Impact:

CareerEquity enables public-private partnerships to run scalable, repeatable workforce programs. It simplifies training delivery, accelerates hiring pipelines, and provides actionable data to employers, educators, and policymakers. For CanWill Athenaworks, it demonstrates our capability to incubate, launch, and scale proprietary platforms alongside our client work.

The resume parsing challenge remains an ongoing innovation frontier. Our future roadmap includes expanding AI capabilities and deepening employer analytics. CareerEquity's success validates our thesis: purpose-built platforms can dramatically improve workforce outcomes when designed with all stakeholders in mind.

Contact Us

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