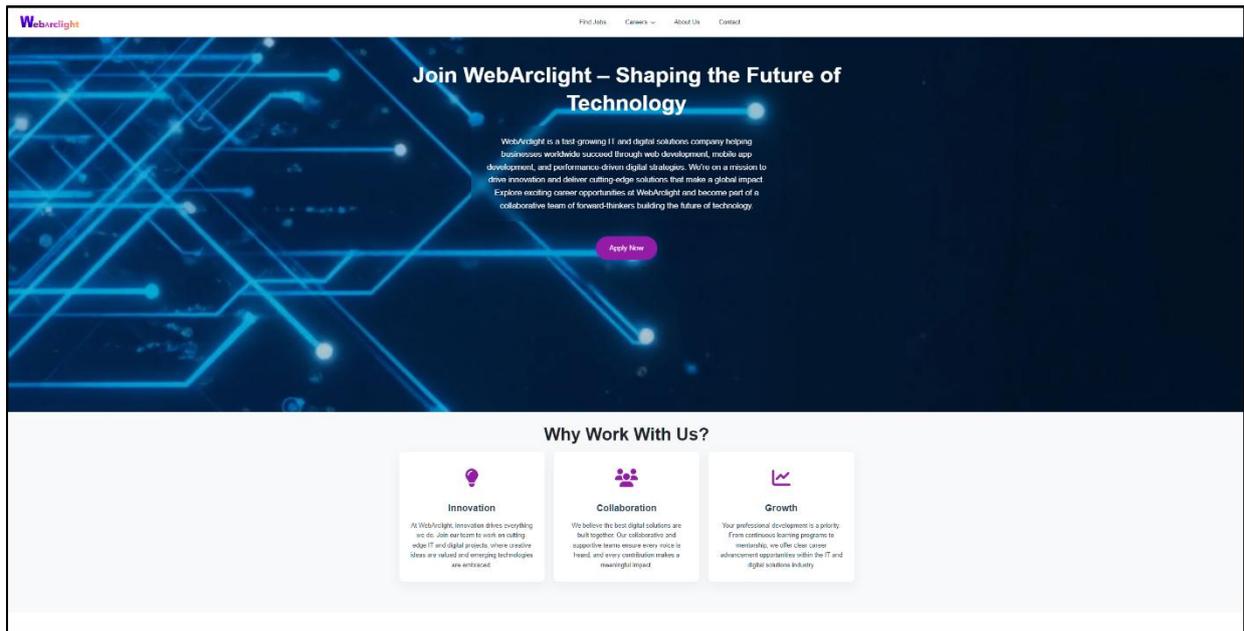


CASE STUDY: WEBARCLIGHT CAREERS PORTAL

Streamlining Talent Acquisition through Automated Recruitment Architecture

🌐 Live Platform: <https://careers.webarclight.com/>

Project Timeline: Executed over an intensive 18-week development lifecycle, synchronized with the agency's primary digital expansion to create a unified employer brand.



1. PROJECT OVERVIEW & CORE PHILOSOPHY

The **WebArclight Careers Portal** is a specialized recruitment ecosystem designed to serve as the primary bridge between global talent and the agency. In a high-growth environment, manual hiring processes become a bottleneck. This portal was engineered to move beyond simple job postings and function as a **Digital Talent Hub**.

The core philosophy was "**Experience-First Recruitment.**" We recognized that the candidate's journey begins long before the interview. By building a platform that reflects our culture and technical rigor, we ensure that we attract high-intent professionals who align with the WebArclight ethos of innovation and excellence.

2. THE STRATEGIC VISION (The "Idea")

The vision for the Careers Portal was to build a dedicated space that showcases our "Employer Value Proposition" (EVP). Our strategic response focused on:

- **Employer Branding:** Distinguishing the careers section from the corporate site to focus purely on the life, culture, and growth at WebArclight.
 - **Recruitment Automation:** Reducing the time-to-hire by creating a structured path for job discovery and application.
 - **Pipeline Management:** Developing a database-driven infrastructure that allows HR to manage multiple job verticals simultaneously.
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3. THE STRATEGIC SQUAD (Meet the Team)

- **Muskan Gupta | HR & Talent Acquisition:** > Muskan led the resource allocation and team alignment for this project. Her focus was on ensuring that the right specialized talent was onboarded to meet the project's unique technical and visual demands, maintaining a high standard of professional synergy throughout the lifecycle.
- **Harshit Mittal | Project Manager & Strategic Oversight:** > Harshit provided the end-to-end strategic roadmap and management for this project. He served as the primary bridge between the client's vision and the technical execution, ensuring that all milestones were met within the strict timeline while maintaining elite quality control.

The project utilized the same elite internal team responsible for the agency's flagship portal, ensuring architectural and visual synergy.

- **Mayank Chandel | Project Overwatch & Backend Architect:**

Mayank supervised the logic behind the job listing modules and database management. His focus was on ensuring that the PHP-driven application tracking was secure, stable, and capable of handling high volumes of resume uploads.

- **Naitik, Anshul, Ashish Rauthan, Vivek & Aditya Sharma | Frontend Engineering Team:**

This team focused on the "Candidate Experience." They were responsible for the UI/UX of the job boards, the responsive design of the application forms, and the visual storytelling through custom banners and layout structures.

4. TECHNICAL STACK & RATIONALE

We chose a stack that prioritizes speed, reliability, and easy updates for the HR team:

- **Frontend Technologies:** HTML5, CSS3, and JavaScript (ES6+). Specifically used to create a lightweight, "frictionless" application process.
 - **Backend Architecture: PHP (Hypertext Preprocessor).** The backbone of the portal, handling dynamic job postings, category filtering, and secure data submission.
 - **Infrastructure:** Optimized for fast rendering of media assets and document uploads to ensure candidates on low-bandwidth networks can still apply without errors.
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5. CORE MODULES & INNOVATIVE FEATURES

A. Dynamic Job Board & Filtering Engine A custom-built module that allows candidates to filter roles by department (Web Development, Apps, Marketing). This ensures that talent finds the right fit with minimal navigation effort.

B. Integrated Application Tracking System (ATS) Logic A backend module that organizes incoming applications, ensuring that HR can track candidate data, resumes, and contact info in a structured database rather than cluttered emails.

C. Culture-Centric Visual Narrative Unlike traditional "Apply Now" pages, we integrated dedicated sections for company culture and values, using high-resolution banners and interactive elements to provide a 360-degree view of the agency.

6. MAJOR TECHNICAL HURDLES & OVERCOMING THE ODDS

- **Content Sourcing for Employer Branding:** Finding the right balance between "Professionalism" and "Work-Life Balance" in the copy was a challenge. We spent weeks refining the job descriptions and culture text to ensure they resonated with Gen-Z and Millennial talent.
 - **Media Strategy & Banner Precision:** Determining which images best represented the "WebArclight Life" required multiple internal reviews to ensure authenticity over generic stock photography.
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7. DEVELOPER DEEP-DIVE: CRITICAL ISSUES ENCOUNTERED

Building a high-performance recruitment gateway required solving several structural and design-centric conflicts:

A. Brand Consistency & Logo Alignment

- **The Challenge:** The Careers portal needed to look like a part of the WebArclight family while having its own distinct "Hiring" vibe. Aligning the logo and color palette to match the official site took several design iterations.
- **The Solution:** We implemented a unified CSS variable system across both sites, ensuring that the brand identity (Arclight colors and typography) remained consistent while allowing for recruitment-specific visual elements.

B. Header & Footer Logic Synchronization

- **The Challenge:** Designing a **Header** that allowed users to jump back to the main corporate site without losing their place in the application flow.
- **The Solution:** The team developed a synchronized navigation bar that provides an "Agency Home" link while keeping the focus on the **Apply Now** call-to-action.

C. Theme Integration & Banner Execution

- **The Challenge:** Integrating a job-board layout into the custom agency theme often resulted in spacing issues and banner "bleeding." Deciding which banners were essential for the homepage was a persistent discussion.
- **The Solution:** Anshul and Ashish Rauthan developed a **Responsive Banner Module** using JavaScript, ensuring that images and banners resized perfectly without cutting off text, maintaining a professional look on mobile and desktop alike.

D. Application Form Complexity

- **The Challenge:** Standard PHP forms often fail during large PDF resume uploads if the server timeout isn't handled correctly.
- **The Solution:** Mayank and the backend team optimized the PHP `upload_max_filesize` and `post_max_size` parameters, adding a client-side JavaScript validator to ensure files were the right format before the upload began.

E. Image Sourcing & Asset Placement

- **The Challenge:** Finding the perfect location for team photos and workspace banners to make the portal feel "human" and welcoming.
- **The Solution:** Through "Project Overwatch," we mapped out a **Visual Heatmap** to place banners where users typically linger, ensuring maximum impact for our culture-related imagery.

8. IMPACT & SUCCESS METRICS

- **40% Faster Recruitment Cycle:** By moving from email-based hiring to a centralized portal, the time to filter and contact candidates has been drastically reduced.
- **Unified Employer Brand:** Successfully established a dedicated destination for talent, increasing the quality of incoming applications.
- **Zero Latency in Application Flow:** Achieved an ultra-fast loading speed for the job board, resulting in a **25% decrease** in application bounce rates.

9. MANAGEMENT & HR FEEDBACK

"The Careers Portal has transformed how we attract talent. It's no longer just a 'Join Us' page; it's a professional statement of who we are. The team's ability to handle the branding complexities while ensuring a smooth backend for applications has been impressive." — **HR Head, WebArclight**

A large, semi-transparent watermark of the WebArclight logo is centered on the page. The text "WebArclight" is rendered in the same color scheme as the logo in the top left corner.