



CASE STUDY · RESILIENT CODERS

Resilience, in print.

Resilient Coders hadn't published an annual report since 2021. In that time they added an AI fellowship, grew in Philadelphia, and launched a hiring site. The story existed. The document that tells it did not.

Over about twenty weeks, we turned the look of their new hiring site into a 33-page report, a 36-page print edition, and a flipbook their supporters can read online.

CLIENT



PLATFORM

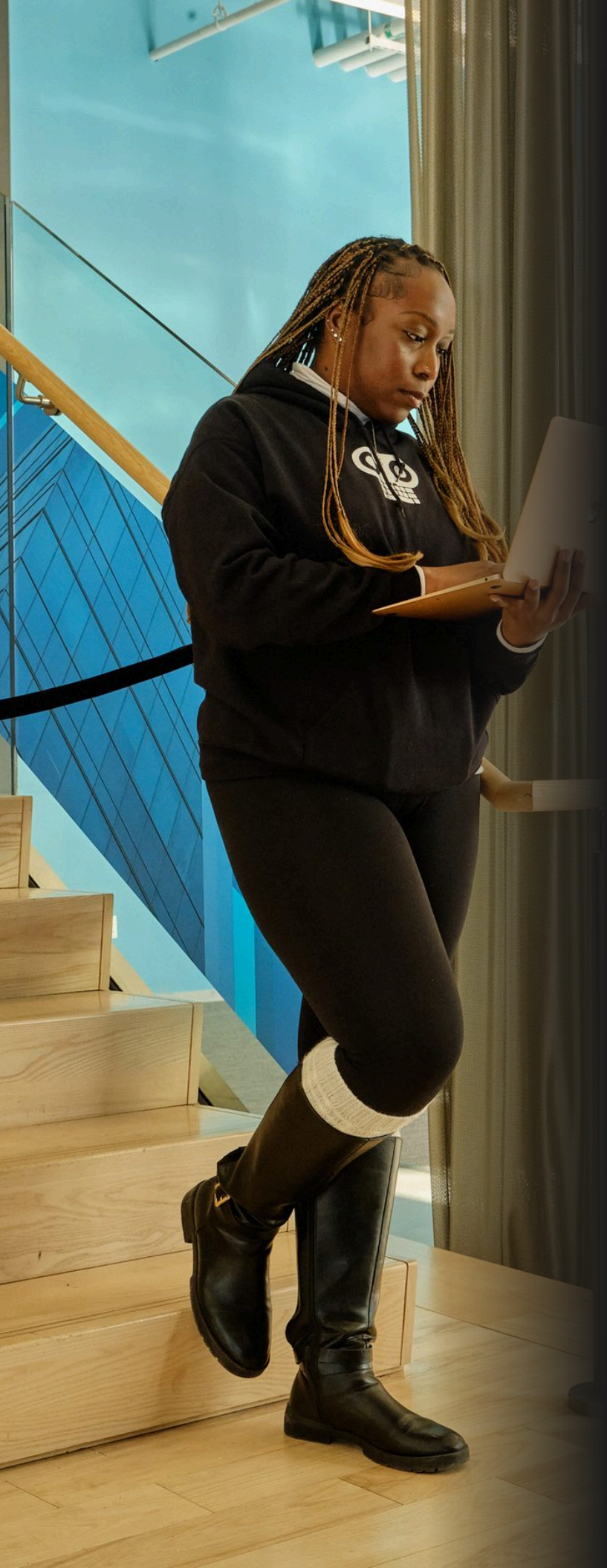
Figma · print PDF · flipbook

TIMELINE

20 weeks · released Mar 2026

STUDIO

MAVE Design
Led and created by Malachi Atkinson



— CONTENTS

Strategy, design, development. Then what it returned.

PART 01 · STRATEGY

1. The problem
2. The brief
3. Format and hosting

PART 02 · DESIGN

4. Taking the system to print
5. Laying out the pages
6. Photography

PART 03 · DEVELOPMENT

7. Print production
8. The release
9. The major decisions

10. What shipped

11. What we learned

Work with MAVE Design

Chapters follow the order the work happened: the problem first, then what we found, what we decided, and why it mattered.

Five years without a report. One chance to reintroduce the organization.

Resilient Coders trains software engineers in Boston and Philadelphia. Their last annual report came out in 2021. Since then they had added an AI engineering fellowship, launched Resilient Hires, and placed engineers at companies like HubSpot and Wellington Management.

Their development manager brought us the brief in November 2025 with one instruction that shaped everything: make it look like the new hiring website. The report would lean on alumni stories and industry research, not a highlight reel.

So we treated the hiring site as a design system and asked what each part of it would need to work on paper. The big headlines, the red sections, the background grid and the stat cards all made the trip. Their proportions changed.

The result is a 33-page digital report, a 36-page print edition with proper bleed, four engineer stories told across two pages each, and a flipbook on the hiring site.

The project in numbers

5

years since the last report. The 2021 edition was the only reference.

33

pages in the digital edition, released in March 2026.

36

pages in the print edition, with bleed and blank pages added.

4

engineer stories, each with a portrait page and a story page.

7

working sessions with the development team, November to March.

RESILIENT

BY THE NUMBERS

ENGINEERING IMPACT

576

2025 ANNUAL REPORT, BY THE NUMBERS
ENGINEERS TRAINED

76

ALUMNI RESKILLED





— ARCHITECT'S NOTE

"A website is designed for a screen that scrolls. A report is designed for a hand that turns the page. The brand had to learn to hold still."

01

— PART ONE · STRATEGY

The pressure: a new brand, a new voice, and a report due yesterday.

Chapters 1 to 3. Why the report existed, what the brief asked for, and the calls we made about format before laying out a page.

01

CHAPTER ONE · STRATEGY

The problem

Five years of work had never been written down for the people who fund it.

In November 2025 the development manager opened a call with a different ask than we expected. Resilient Coders hadn't released an annual report since 2021. With a new hiring site and new programs, this was the moment to reintroduce the organization.

The report would be the medium, and the look would be Resilient Hires. The target was January 20, 2026. Draft content was due the first week of December.

There was one catch. The hiring site had to launch first, so design couldn't start until December. That made January a stretch from day one. It left us with one question:

How do you take a brand built for scrolling and make it work on a page someone holds?

What we had to work within

Timeline

Kickoff in November, content in December, a January target.

Visual system

The Resilient Hires look, extended rather than reinvented.

Two formats

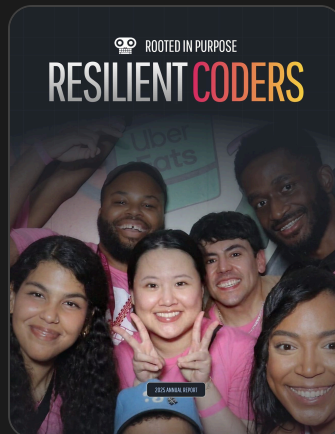
A public digital edition, and printed copies for funders.

Moving content

Stories, letters and data were still being written.



2021 · the last report



2025 · the new one



The hiring site that set the look

02

CHAPTER TWO · STRATEGY

The brief

The voice would stay familiar. The look would be new.

The outline followed earlier reports so longtime supporters would feel at home. It opens with a letter from the executive director. Then the mission, a research piece on the state of the tech industry, the AI fellowship, the hiring site, the numbers, alumni stories, the team, the supporters, and a thank you.

The theme came from the development manager and the executive director: rooted in purpose and prepared for the future. What changed from 2021 was the weight. This report leans on alumni stories and research, and the data section grew.

Funders and donors

They get the numbers, what it costs to train one engineer, and the supporters list.

The public

They get the reintroduction: who Resilient Coders is now.

Alumni and community

They get their own stories, told well.

Hiring partners

They meet the organization behind the talent. The thank-you page links to both sites.

One document, four audiences. We solved it with order: numbers early, stories in the middle, the ask at the end.



The contents page: twelve sections in reading order



The opening letter

Same voice, five years apart.

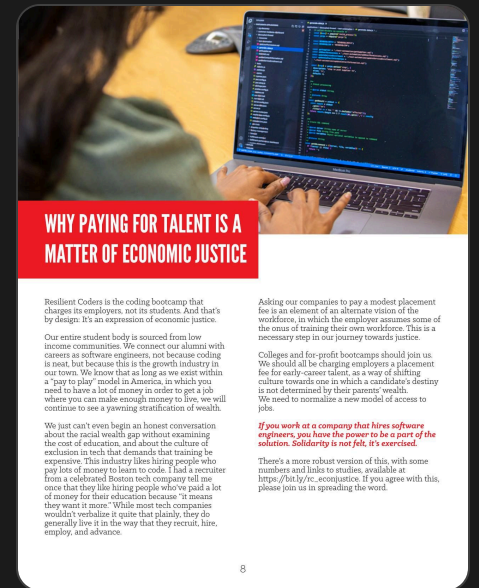
The 2021 report was the only precedent in the room. When we were overthinking the charts, the development manager pointed at it and said, keep it that simple. The 2025 edition keeps its warmth and replaces the look.



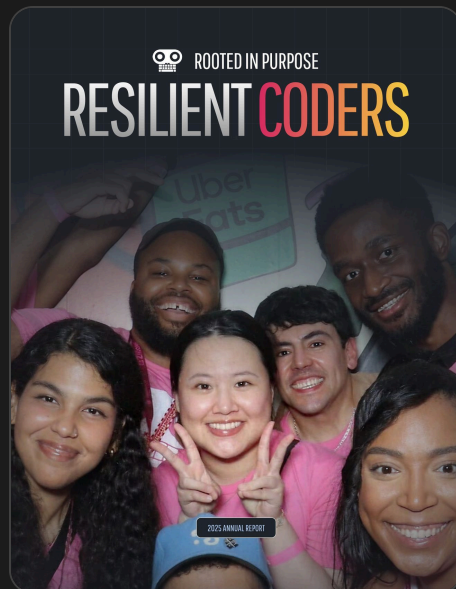
2021 · cover



2021 · letter from the founder



2021 · an article page



2025 · cover



2025 · letter from the executive director



2025 · the research article

03

CHAPTER THREE · STRATEGY

Format and hosting

The best idea in the room was the wrong project for the deadline.

At the first call we pitched an interactive web version: a scrolling page built from the hiring site's own parts, like a year-in-review you open from a link. The team loved it.

In February we scoped it honestly. It needed new styles and animation the site didn't have, about two to four weeks of work. The newsletter date wouldn't wait, so the PDF came first.

A flipbook, not a file link

We embedded the PDF on the hiring site as a book you page through. "I like this so much because it's like the actual physical report."

Hosted on Resilient Hires

It lives at resilienthires.com/annual-report, so partners find the organization's numbers where they find its engineers.

Built in a separate workspace

The page was built in a copy of the site, so report work never touched the live hiring site.

Print for the few

About 50 copies were planned for select funders, and we introduced two Philadelphia printers.

Deferring the interactive version kept the report on schedule. The flipbook gave the team the feeling they actually wanted: holding the thing.



In production · the flipbook at resilienthires.com/annual-report

block.github.io/goose

What is MCP?

a standard for AI agents to communicate
with APIs, tools, and data sources

PART TWO · DESIGN

The shaping: a web system that learned to hold a page.

Chapters 4 to 6. How the site's headlines, grid and color carried into print, how the pages were laid out, and how photography shaped the biggest calls.



04

CHAPTER FOUR · DESIGN

Taking the system to print

Nothing in the report was invented. It was all resized.

The Resilient Hires brand was built for a screen. Its headlines are enormous, its red sections break up long dark scrolls, and a faint grid sits behind everything. None of that transfers to paper automatically.

A page is read at arm's length and taken in all at once. So we kept every device the site uses and changed its proportions.

The same headlines

Every section opens with the site's two-part heading: one big word, one supporting phrase. BUILDING what lasts. STATE of the tech industry.

Dark, then red

The site's rhythm became a print rhythm: dark pages for reading, a full red spread to break the run.

The grid stays

A faint grid sits behind every page and becomes the texture of the blank pages.

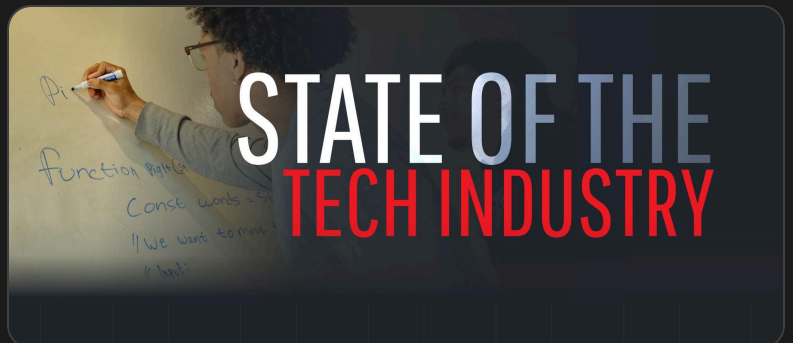
Cards for the numbers

Engineers trained, freelance earnings and starting salary sit in the same card style as the site.

Fewer moves per page than the site makes per scroll.



The site's heading styles



The same heading, in print

Every section opens the way the website does.

STATE OF THE TECH INDUSTRY

RESEARCH STUDY

Written by: Mel

In the past three years, the tech industry has fundamentally changed how it hires and develops talent. During the previous decade, companies regularly entered periods of hypergrowth, expanding teams rapidly and relying on on-the-job training to bring new hires up to speed. That model has shifted. Beginning in 2023, the industry laid off a record 450,000 employees. In 2024 and 2025, layoffs continued at roughly a quarter million each year. Today, tech job postings remain 36 percent below pre-pandemic levels. As opportunities have contracted, hiring power has shifted toward employers. Teams are leaner. Expectations are higher. Developers are increasingly expected to deliver outsized output by integrating AI into their daily workflows across nearly every function.

This moment has created both urgency and opportunity for Resilient Coders. We are in an agile position to seize that opportunity, since our curriculum evolves every cohort to reflect market demand. As expectations for new hires have changed, a widening gap has emerged between traditional entry-level preparation and the AI-enabled skillsets employers now expect. To better understand that gap, we conducted targeted conversations with industry partners and surveyed senior technical leaders about AI usage and hiring trends.

What we heard was clear: AI is already deeply embedded in day-to-day engineering work. Eighty-seven percent of respondents reported that their teams regularly use AI for writing, reviewing, and debugging code. Nearly half has changed their tech stack in the past year specifically because of AI. Most teams are not relying on a single tool. They are building multi-tool AI stacks, using different systems for reasoning and drafting, deeper analysis, and automation. AI is no longer experimental. It is part of core engineering infrastructure. Looking ahead two to three years, 65% of employers predict that deeper AI fluency will become even more important, alongside adaptability and the ability to learn quickly.

At the same time, employers were clear that the biggest gaps in today's hiring pool are not AI-specific skills. They cited weak fundamentals: writing clean and maintainable code, contributing to real-world projects, and communicating clearly and consistently. This creates a familiar trap for early-career talent. You need experience to get hired, but there are fewer opportunities to gain that experience. Certificates and theoretical education do not stand out in AI-saturated hiring pipelines. Demonstrated, applied skill does.

STATE of the tech industry

RESILIENCE IN ACTION

AI FELLOWSHIP AND OUTCOMES

Written by Atiya, shaped by the voices of the Resilient Coders Program Team

What it means to be a software engineer has changed dramatically over the last 5 years. In 2025, Resilient Coders piloted an AI Engineering Fellowship to adapt to the current tech industry's demands. The emergence of large language models in artificial intelligence has created unprecedented potential for software engineers to go from 0 to 10 very quickly. We've observed that having an arsenal of deep and machine learning fundamentals gives you an extreme competitive advantage when entering the job market, differentiates you on the job, and sets you apart from many engineers of all backgrounds in the field of technology in general. It's imperative that the community we train are in these spaces, lending their voices to this new, exciting, and world-changing technology.

Our two pilot cohorts met with the objective of our team learning how to best integrate AI into our curriculum while providing our community with relevant support and resources. During these phases, we were growing alongside our participants, solidifying our curriculum, and addressing challenges as they arose. Our current 14-week 2026A Fellowship continues to cover machine learning and deep learning fundamentals with a focus on building and practicable application. Our weeks are divided into sprints, with lectures consisting of digesting real technical papers, learning how AI can assist you in developing your own projects, and finally developing your own models. Through our programming, participants have access to unlimited Cursor plans, H100 GPU clusters to train their own LLM models, and virtually any additional tools our program team deems relevant to their success. RC's pedagogy remains: we're a group of peers coming together to learn and ship - the same way you would on the job. Our engineers get their hands on every part of the project and every role on the team. Today in engineering, construction is a crucial piece of what human contribution looks like in an AI-filled world.

Through our Fellowship, participants learn to build better products while using best practices with these tools, so they can ship products that impact their communities. This recent objective stems from the two-sigma problem. Research shows that students who received one-on-one tutoring perform two standard deviations better than students in traditional classrooms. Therefore, tutored students often outperform about 98% of all other classroom learners. At Resilient Coders, we have a limited staff, and cohorts sometimes expand to 30+ participants.

RESILIENCE in action

ECONOMIC MOBILITY OVER TIME

Year	Pre-RC (Average)	Post-RC (Average)
Year 1	\$98,000	\$142,192
Year 5	\$200,032	\$167,620
Year 10	\$367,500	\$33,193

WHAT IT MEANS

These figures reflect alumni-reported salaries compared to state-level industry averages for software engineers (Massachusetts and Philadelphia), not a generic national projection. Pre-RC earnings are based on common pre-program roles and modeled using typical wage growth, while post-RC earnings reflect two alumni outcomes alongside industry benchmarks over time. While traditional career paths often follow gradual 3-5% annual increases, many Resilient Coders alumni accelerate beyond that pace through job mobility, specialization, and advancement into higher impact roles. We have seen graduates reach \$125K+ within just a few years, with senior alumni surpassing \$250K and beyond in significantly less time than a standard 10-year trajectory.

Together, this comparison highlights not just a shift in starting salary, but a fundamentally different long-term economic trajectory.

ECONOMIC mobility, on red

PROJECTED LIFETIME NUMBERS

\$2.9M → \$8.8M

PROJECTED LIFETIME EARNINGS FROM A PRE-RC INCOME PATH TO A CAREER IN TECH (THROUGH AGE 65)

Based on average pre-RC income (\$54,000), median placement salary (\$84,000), conservative wage growth, and modeled career progression. Projections are estimates and not guaranteed outcomes. See RC.org.

ABOUT OUR RC ENGINEERS

Our RC Engineers reinvent the ecosystem that helped launch them: mentoring our new leaders, giving their voice to influential and critical conversations at events and conferences, teaching others through a lens of equity and awareness, and referring the next generation of technologists ready to rebuild tech ecosystems.

As their careers grow, so does their stability: paying down debt, purchasing homes, continuing their education, and being a force of economic change for the people and communities they care about most.

Resilient Coders measures our success not just by who enters tech, but by economic resilience, skill compounding, and community-driven mobility.

PROJECTED lifetime numbers

TABLE OF CONTENTS

1. LETTER FROM THE EXECUTIVE DIRECTOR
2. EVOLUTION OF OUR MISSION, CORE FOCUS, VALUES
3. THE STATE OF THE TECH INDUSTRY
4. OUR AI ENGINEERING FELLOWSHIP: RESILIENCE IN ACTION
5. HIRING WEBSITE
6. RC STATS
7. ENGINEERS' STORIES
8. RC COST DATA
9. PHOTOS
10. OUR PEOPLE / DREAM TEAM
11. WITH GRATITUDE TO OUR SUPPORTERS
12. WHERE MORE RESOURCES COULD TAKE US

TABLE of contents

05 CHAPTER FIVE · DESIGN

Laying out the pages

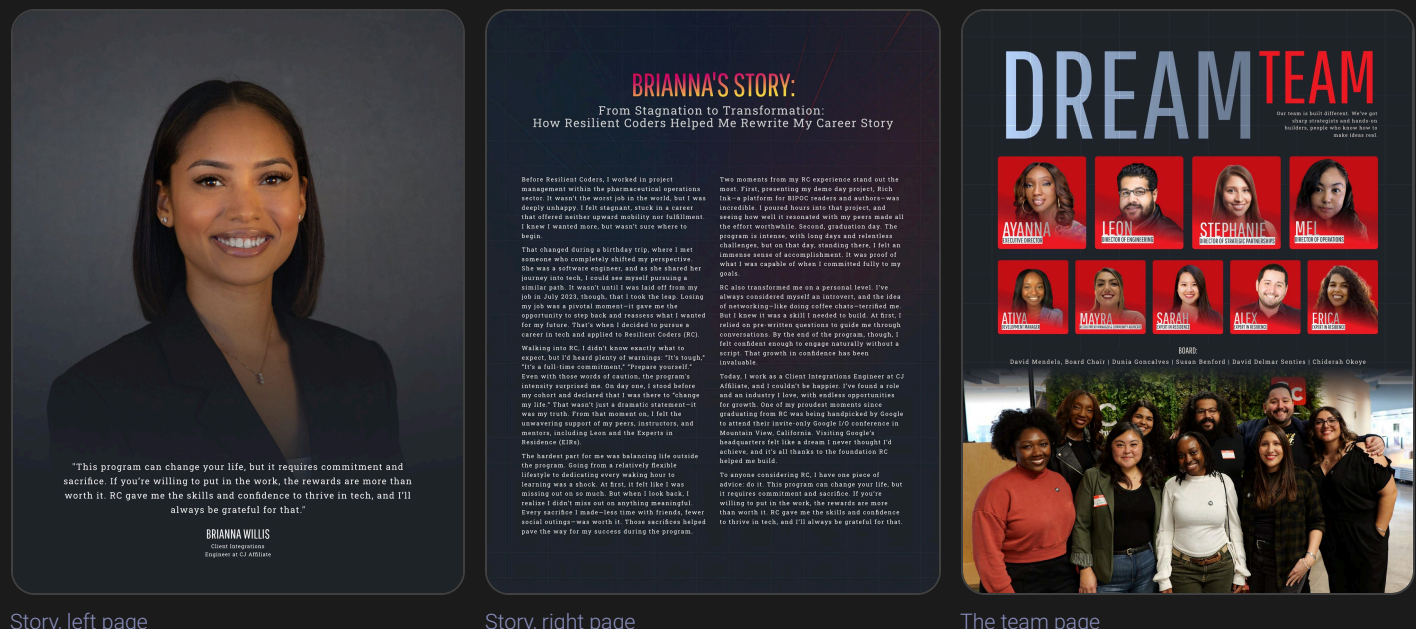
A page you look at, then a page you read.

On January 28, 2026 we laid the whole report out end to end in Figma, every page in order, and invited the development manager in to comment. Three weeks later the polished version followed.

The report is heavy on words, so pacing mattered more than any single layout. We alternated visual pages with reading pages all the way through.

PAGE	WHAT WE DID
The letter	The executive director's portrait as a cutout on a red-to-dark gradient, beside her letter.
Reading pages	Two columns with charts. We tried one column. It read easier but ran too wide.
Engineer stories	A portrait page with a pulled quote, then the story. One story was too long for any layout, so it was cut down.
Data pages	One bar chart, one pie chart, one big number per idea. "Nothing too wild," on the team's instruction.
The team page	Directors on top and slightly larger, the board as a list of names, and two empty tiles: you could be here.

The alternation, more than any one layout, is what made a wordy document feel like the website.



Story, left page

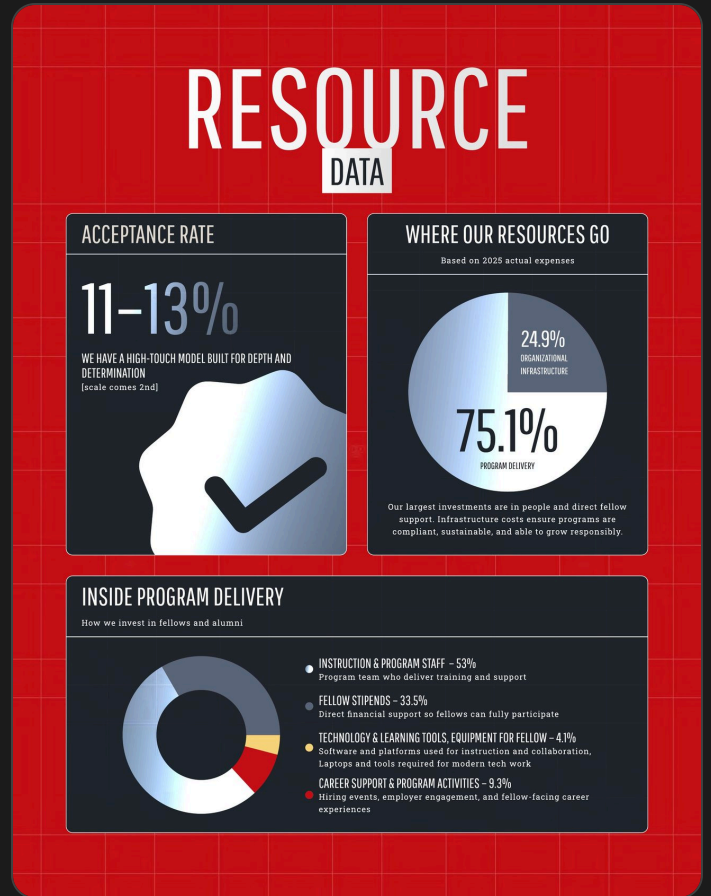
Story, right page

The team page

Stories, data, people, thanks.



A portrait page and its quote



Resource data: acceptance rate and where money goes

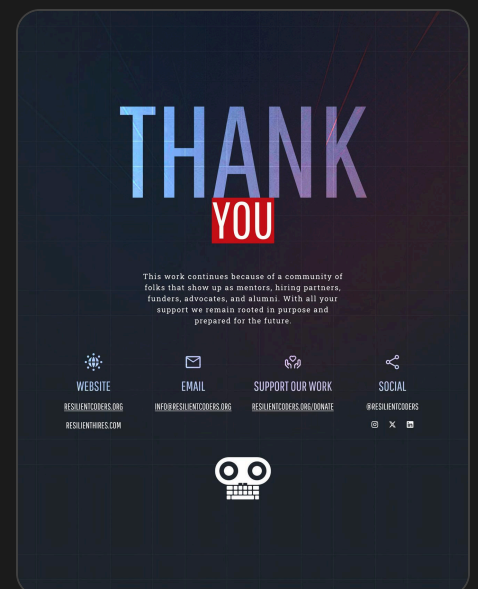


What it takes to train one engineer

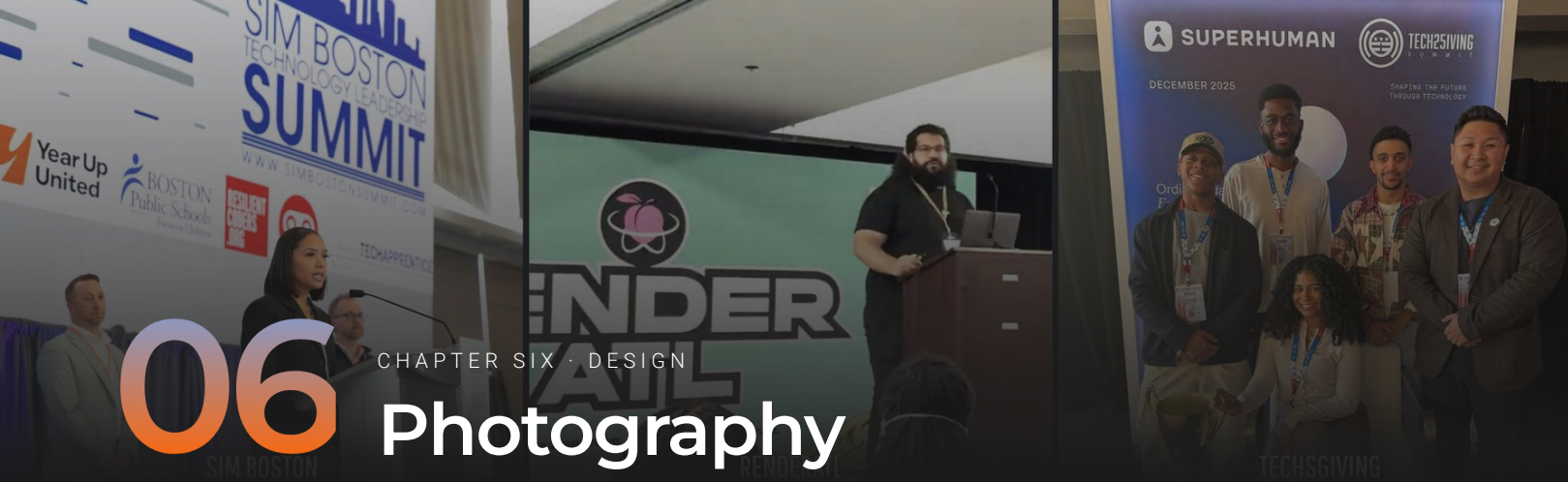
2025 EMPLOYERS

01 FARM CREDIT FINANCIAL PARTNERS	13 NAVSEA
02 COMSOL	14 CITY OF PHILADELPHIA
03 DYAD	15 IDEATE
04 LAUNCHPAD	16 HOME DEPOT
05 LEXIGRAPHS	17 TALLO
06 CAMBRIDGE MOBILE TELEMATICS	18 AHEAD
07 HUBSPOT	19 PAULHUS AND ASSOCIATES
08 TRAINGENT	20 LIBERTY MUTUAL
09 ARYSANA	21 WORKDAY
10 CITY OF PHILADELPHIA	22 TRANSFORMATIVE POWER SYSTEMS
11 WELLINGTON MANAGEMENT	23 GOTEACHER
12 CACI INTERNATIONAL	24 HUNTER INDUSTRIES

2025 employers, by company name



Thank you, with both sites linked



06 CHAPTER SIX · DESIGN

Photography

The photos we had decided what the report could say.

Only two events in 2025 had a professional photographer. Everything else was phone photos from staff. The development manager handed us the folders in early January and told us to place them where they fit.

That limit shaped three of the biggest calls in the report.

The cover

A phone selfie of six alumni beat a polished single portrait. "It's all our alum, too. So to have them on the cover, it's really nice."

Cutout portraits

The executive director and the featured engineers were cut out and set on gradients, the same way the site treats its hero.

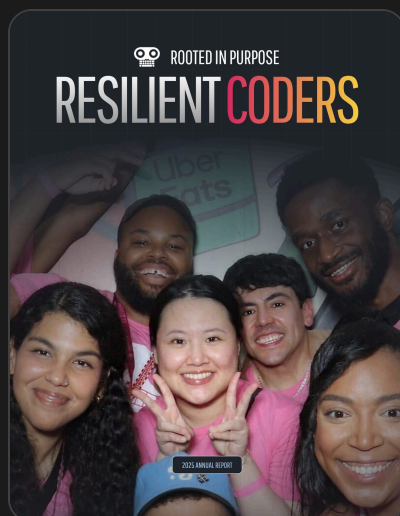
The events grid

Nine event photos in one grid, with the caption moved into the middle of the spread.

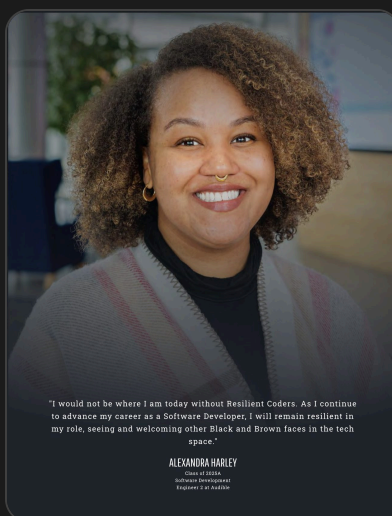
The page we cut

A second photo page came out. The team didn't have good photos of alumni who'd landed jobs, and we weren't going to stage one.

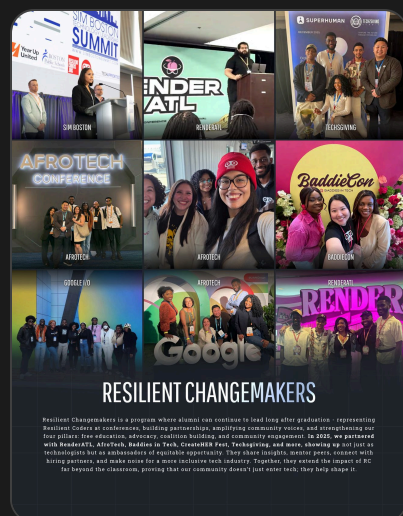
When the pictures are real and there aren't many, build the layout around what exists.



The cover: six alumni, one selfie



A cutout portrait



Nine events, one spread

03

PART THREE · DEVELOPMENT

The shine: 33 pages you can scroll, 36 you can hold.

Chapters 7 to 9. Getting a screen-first design ready for a printer, releasing it in stages, and the decisions behind both.

LETTER FROM OUR EXECUTIVE DIRECTOR

Value is a word we use often but rarely pause to define. At Resilient Coders, value is not abstract. It lives in the economic mobility of our career, community by community. It lives in the trust of our partners, and the belief engineers, the confidence of our learners, the trust of our partners, and the belief that access to opportunity should not be determined by zip code, race, or pedigree.

Three years ago, I stepped into the role of Executive Director with a deep respect for the legacy of this organization, its founder and its early leaders. I also stepped in with clear eyes. The social impact sector was already under strain, and the ground beneath us was shifting its philanthropic priorities. All necessary. All worthy. And all competing for increasingly scarce resources.

At the same time, I was charged with leading a team, stewarding a mission, and ensuring that Resilient Coders did not merely survive but remained relevant, rigorous, and real. That tension taught me something enduring: mission without strategy is fragile, and strategy without values is hollow.

We recognized how the organization had evolved into a broader community hub, anchored by multiple pillars of impact. In addition to being one of the few organizations offering tuition-free, stipended technical education, we continue to support graduates through ongoing career coaching, opportunities for upskilling, and sustained mentorship.

To date, Resilient Coders has supported hundreds of engineers in accessing high-growth careers in technology across Boston, Philadelphia, and beyond. The value we create extends far beyond job placement. It is in the dignity of meaningful work, the compounding impact of generational income, and the leadership our engineers now bring back into their communities and companies.

This annual report marks our return to telling that story clearly, honestly, and with intention.

It is both an accounting of what we have accomplished together and an invitation. We invite our philanthropic investors, employer partners, mentors, and community members to participate in what comes next. The future of work is changing. Technology is changing. And Resilient Coders is changing too. We are anchored by mission, guided by learning, and committed to building pathways that last.

With gratitude and resilience,

AYANNA
EXECUTIVE DIRECTOR



07

CHAPTER SEVEN · DEVELOPMENT

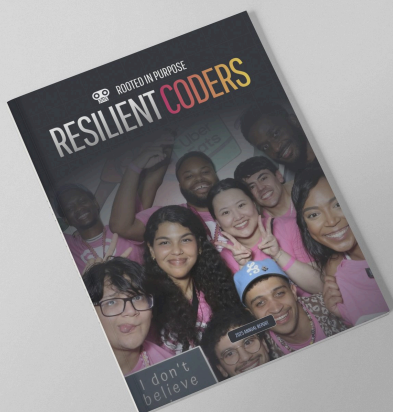
Print production

We designed it for screens first, and print called that in.

The report was built as a digital document. Elements ran off the edge, and spreads assumed a screen. A printer needs bleed, page counts that fold, and sections that start on the right-hand page.

STEP	WHAT CHANGED
33 pages became 36	We added blank pages so sections open on the right and the booklet folds correctly.
A bleed edition	A second build with an eighth of an inch of extra image on every side, so nothing important sits at the trim.
A rebuilt contents page	Section numbers came out, page numbers went in, and the order was corrected.
One title shortened	A two-line section title was cut to "Resilience in action" so it fits on one.
A failed first proof	The printer saw dots and overlapping text. We had sent the compressed newsletter file. We resent the full-quality one.
A different delivery	One section looked wrong in Google Drive's preview, so the final file went by Dropbox.

There are two master files now, and the print one never gets compressed.



The cover as a printed object



A red grid page facing the letter



08

CHAPTER EIGHT · DEVELOPMENT

The release

The report went out in stages, and each stage bought something.

We didn't wait for a finished report to start showing it. Each release was a decision about who should see it first.

STAGE	WHEN	WHAT IT BOUGHT
A newsletter preview	Late February	Goodwill. Supporters saw it was coming.
A flipbook on a test page	Early March	Approval. "I really, really like this."
A pause for the board	Mid March	Cover. Their notes were small: move two charts and add context.
The announcement	Late March	The public launch, then publication on the hiring site.
One post per story	April onward	A reason to keep talking about it for weeks.

The print awards deadline had already passed. The report is queued for next year's cycle.

Once the team could turn pages, the feedback stopped being about pixels and became about pages.



The report's page about the hiring site



The hiring site's page about the report

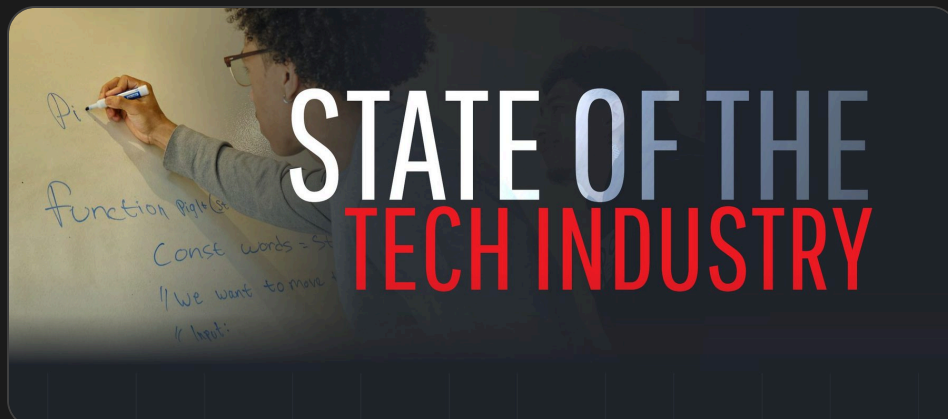
The major decisions

A few decisions shaped almost everything that followed.

DECISION	WHY
Match the hiring site	A fresh look would have been faster to draw. One brand across the site and the report was the point.
Ship a flipbook, not an interactive page	The interactive version was two to four weeks of new work. The flipbook shipped in a day and reads like the object.
Host it on Resilient Hires	Hiring partners are an audience too, and that site already carried the new look.
List companies, not people	The hiring page names where alumni landed jobs. That avoided asking every employer for logo approval.
Show the board as a list of names	Five headshots would have needed their own page. Names under the directors kept the team on one spread.
Cut one story down	We tried every layout and it still didn't fit. The author shortened it and kept the closing line word for word.
Use two columns for reading pages	One column read easier but ran too wide. Two columns with charts worked.
Add blank pages on purpose	They gave sections room to breathe in the flipbook, and made the print edition fold.

What we chose not to build

An org chart for the team page. A second photo page without real photos. Elaborate charts. Photos on the contents page. City names in the page corners. The interactive edition, for now.



In production · a section opener: the site's heading, carried to print



10 CHAPTER TEN RESULTS

What shipped

From a first call in November to a final print file at the end of April. The report shipped as a digital edition, a print edition, a flipbook and a series of social posts.

33

pages in the digital edition.

36

pages in the print edition, with bleed.

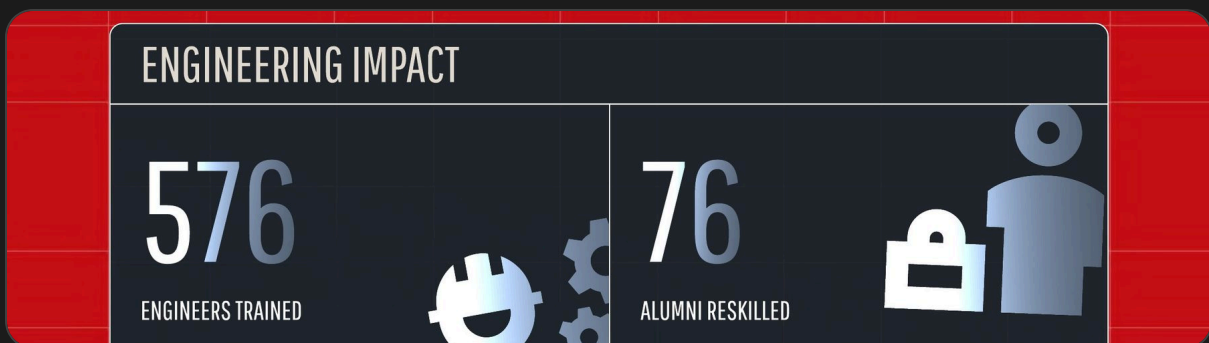
4

engineer stories across two pages each. The brief asked for five or six.

2

cover directions shown. The group photo of alumni won.

AREA	BEFORE	AFTER
Frequency	The last report came out in 2021.	The 2025 edition was released in March 2026.
Look	Each report had its own one-off design.	The report shares one visual system with the hiring site.
Format	A PDF.	A flipbook online, a print edition with bleed, and social graphics.
Release	One link in one email.	A preview, a test page, a board review, then the announcement.
Data	Highlights.	Earnings over time, projected lifetime earnings, acceptance rate, and cost per engineer.
Stories	Summaries.	Four alumni in their own words, with a portrait and a full article each.



2025 annual report · Resilient Coders' numbers, not design outcomes

What we're measuring next

Flipbook views and time spent on the report page. Newsletter clicks through to the report. How the report gets used in donor conversations. Requests for printed copies.

We publish numbers when they are real, never before. A good-looking report doesn't automatically raise more money. Until the team has those numbers, this paper stays on what shipped.

What we learned

Content set the schedule.

We built layouts on draft text and rebuilt them as the letters, stories and photos arrived. The stories and photos were the last things to land.

The system did most of the work.

Every page started from something the site already had. That is the only reason a January brief could ship in March.

Showing the object changed the approval.

A flipbook the team could page through did more for sign-off than any PDF we sent.

Print needs its own file from day one.

Next time the print and digital files split on the first day, with the printer's template in hand before the first spread.



2025 ANNUAL REPORT · PRINT EDITION



The strongest result wasn't the design. It was five years of work finally told in one place.

Resilient Coders now has a report that looks like their hiring site, reads like a magazine, and gives funders, alumni and partners the same story in their hands or on a screen.

Resilient Coders · resilienthires.com/annual-report · released March 2026

— WORK WITH MAVE DESIGN

When the pressure creates a diamond, we **make it shine.**

MAVE Design builds for organizations with something real to prove and the budget to prove it: media and entertainment brands, funded startups, mission-driven teams, and professional services firms like BEI. Design and development in one set of hands, so nothing is lost between the idea and the thing that ships.

BOOK A CALL →

VISUALIZE YOUR FUTURE

01 · STRATEGY

Market position, competitor research, audience, architecture, sitemap, wireframes, direction board.

02 · DESIGN

High fidelity across every breakpoint, motion decided deliberately, structured revisions.

03 · DEVELOPMENT

Built on the platform that fits the work. CMS architecture, motion, QA, launch, ongoing.



MAVE Design LLC · Philadelphia, PA
Led and created by Malachi Atkinson

mave.design
calendar.notion.so/meet/mavedesign/meeting