

# PFE BOOK



2026 - 2027

Shape Your Future

# About Shape



Shape is an AI-powered workforce development platform designed to bridge the gap between **education and employment**.

We operate at the intersection of **learning, technology, and real-world experience**, with one clear objective: turning skills into jobs.

At Shape, final-year students are not observers. They are **contributors, builders, and problem-solvers**.



# Position



## UX / UI Designer

Design and improve user experiences across the Shape platform (website, LMS, user journeys).

### Main Responsibilities

- User research and journey mapping
- Wireframes and high-fidelity prototypes
- Design systems and UI components
- Usability testing and iteration
- Collaboration with product and tech teams

### Skills You Will Develop

UX research, Figma, user flows, design thinking, product mindset.



# Position



## Content Creator

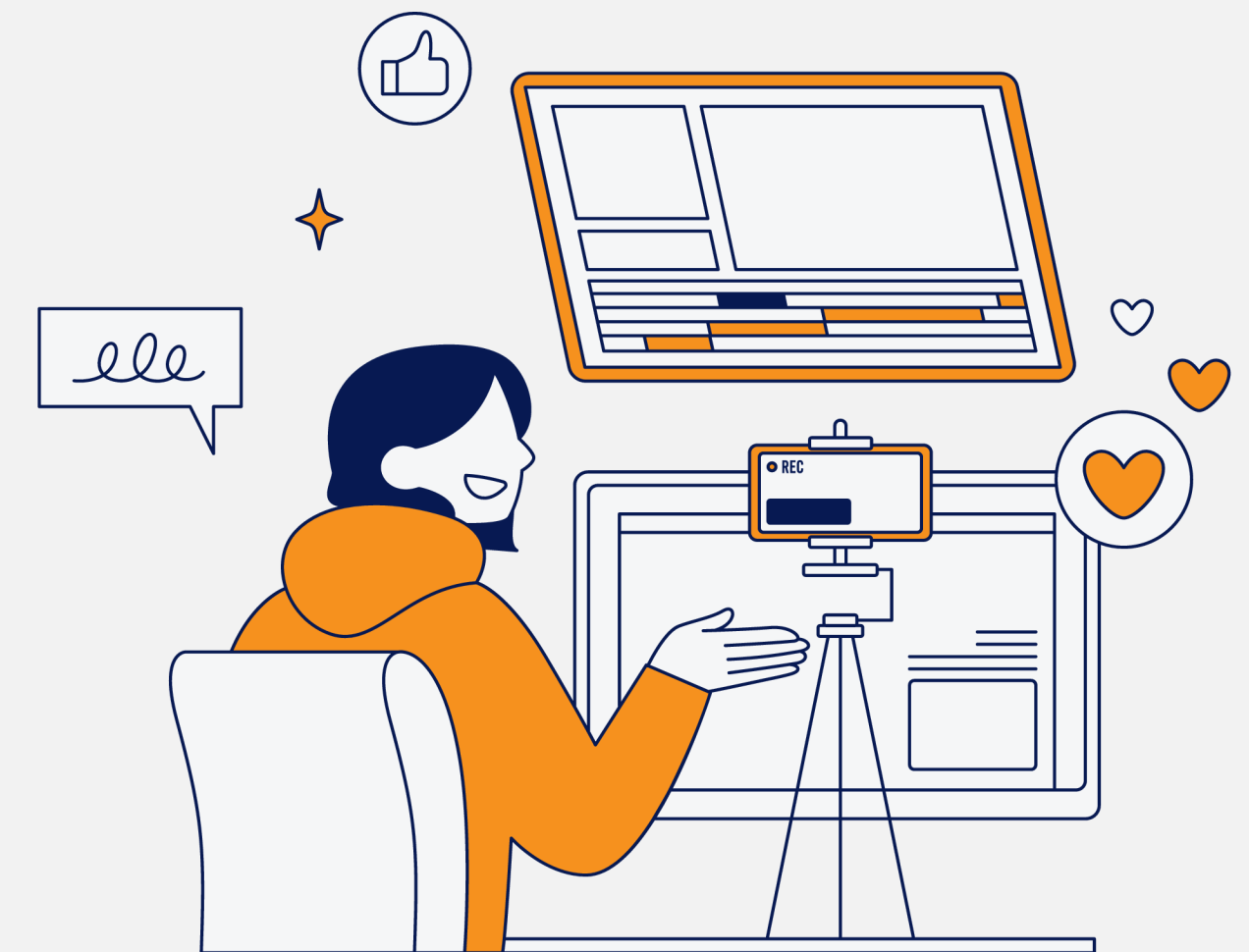
Create and structure high-impact educational and marketing content for Shape.

### Main Responsibilities

- Social media content creation
- Educational content for programs
- Brand storytelling and positioning
- Use of AI tools for content creation
- Performance analysis and optimization

### Skills You Will Develop

Content strategy, copywriting, generative AI, branding, analytics.



# Position



## Business Developer

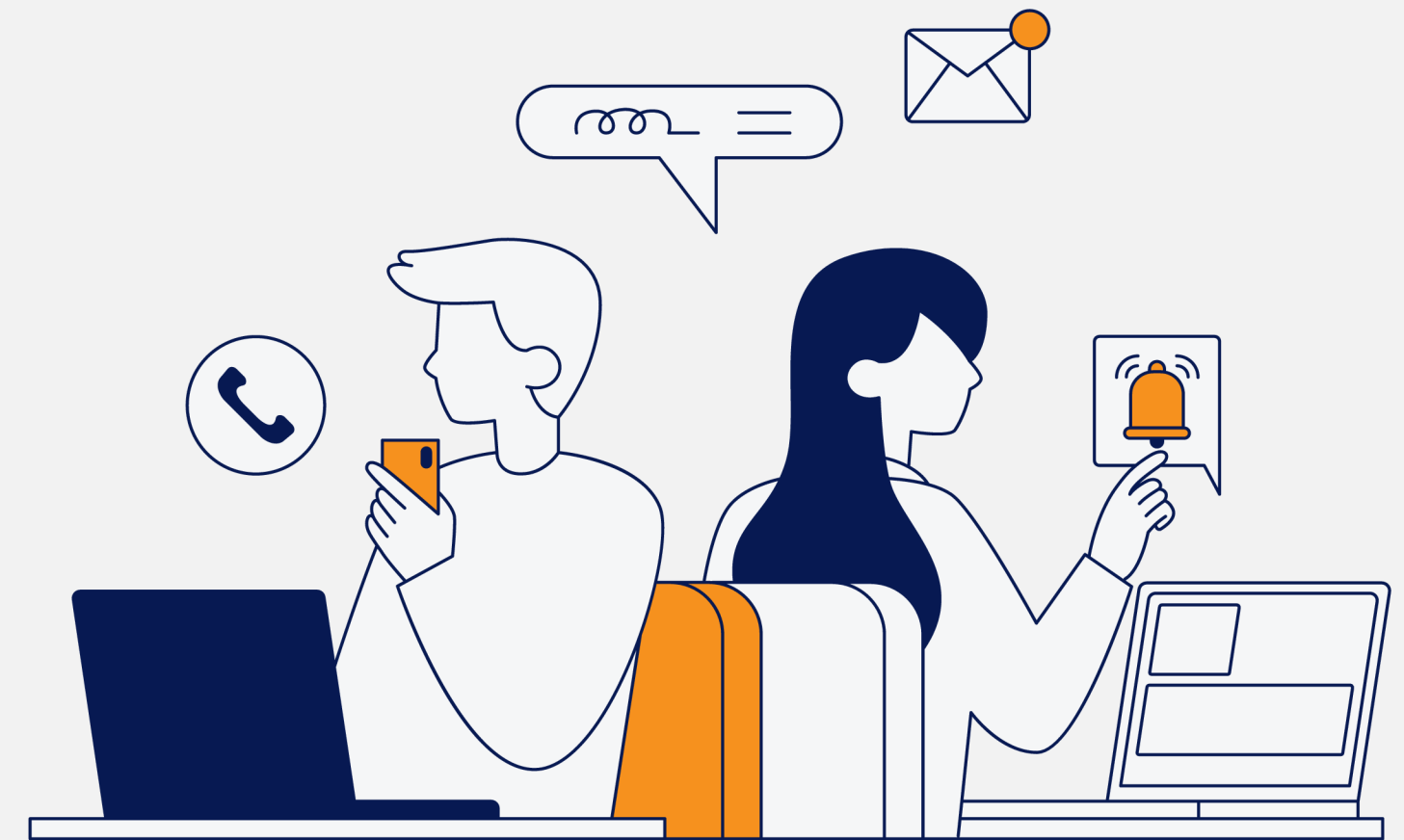
Support Shape's B2B growth through partnerships and business development initiatives.

### Main Responsibilities

- Market research and prospecting
- Lead qualification
- Sales pitch preparation
- Partnership development
- CRM and pipeline tracking

### Skills You Will Develop

B2B sales, negotiation, CRM tools, commercial strategy, growth thinking.



# Why join us ?



Korina Villanueva

Chief Executive Officer / Co-Founder

At Shape, we don't offer internships for observation.  
We offer **real responsibility, real learning, and real outcomes.**

You develop **job-ready skills** aligned with what the market actually demands, not what textbooks describe.

You receive **close mentorship** from a startup team that understands both education and business realities.

You build a **strong portfolio** and a final-year project that recruiters can immediately understand and value.

You operate in a **fast-moving startup environment**, where initiative is encouraged, ideas are tested quickly, and impact is visible.

**You graduate with more than a report.  
You leave with experience, confidence, and employability.**

**Apply - [contact@theshapers.co](mailto:contact@theshapers.co)**

Please attach :

- Your CV
- Your Portfolio
- A brief introduction