

Eric Browning

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<http://fiveoclockfriday.com/rethink-progressive>

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Progressive Insurance

Dear Progressive Team,

I'm excited to be applying to join your team as a Senior UI/UX Digital Designer. I've been a fan of Progressive's digital efforts for years now, and I'm impressed at what you've been able to achieve. I know I'd be a wonderful asset to help you reduce the human trauma and economic costs associated with automobile accidents.

Over my career, I've planned and built software products, bridging the space between technical and creative teams through user-focused design. Finding work that inspires me has always been important, and I've been lucky enough to help entrepreneurs build their MVPs, create massive online games, service big consumer goods brands, and even assist with lifelike animatronic robots. I feel driven now to take my next step and join an organization where I can be part of a team; learning and growing myself while pushing and teaching my teammates through collaboration.

One of the most interesting things about Progressive is how important you're making the user experience to a company that works in a very "numbers" driven space. A holistic design and UX approach, where everything from the pricing and service offerings to the interfaces is rendered with intent and clarity inspires me. I try to carry similar ideas through in my own recent work with small startups; I'm often creating branding and guidelines to accompany a UI simply because they wouldn't have anything otherwise and that's just not good enough. It's not about ego or seeking validation, but about making the best product you can within the constraints.

I look forward to speaking with you soon and learning more about becoming a part of Progressive.

Sincerely,



Eric Browning