JOSEPH VAN GEFFEN
ZORA SR. PRODUCT MANAGER

+ Greetings fellow creators and curators!

I'm excited to apply for this position as I resonate strongly with your goal of a creator and community-owned ecosystem. I'm currently helping Gnars Dao (a Nouns offshoot for extreme athletes) move to Zora and have been very impressed. My time in the NFT community is littered with disappointing "artist spaces" that hype for profit without truly supporting the artists or communities they spawn by the dozen. I've been watching Zora and believe you aren't only doing what you say, but will be instrumental in validating (and cleaning some of the cringe off of) the NFT art ecosystem.

A little bit about me - I'm a UX designer with 20 years of experience, and usually operate as the product design manager (5-10 people). I've been able to work on a wide range of projects. Lately, I've focused on creating design systems and applying them to fintech applications, both for traditional banking (Capital One) and cryptocurrency (Zcash). I have a very clear understanding of blockchains, smart contracts, and the Web3 paradigm.

My traditional design experience includes conducting user research, usability testing, and analysis to create designs that prioritize usability while ensuring a fun user experience. Collaborating closely with stakeholders, I translate business objectives and user needs into design solutions. This includes building needed design artifacts : style-guides, user flows, prototypes, and interaction design (transitions and animations).

I am a privacy-conscious individual; I understand the importance of data protection and the challenges of designing for educated, active, and trusting users. I've reflected on identity, privacy, and the balance between them - and I believe they are an integral part of the Web3 landscape.

In summary, my skills, knowledge, and passion make me a strong fit for a team dedicated to creating worlds and helping others do the same. Maybe we can do it together?

Sincerely,

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