

Dear Hiring Manager,

I'm excited to apply for the Senior Product Designer role on Omada Health's member experience team. Omada's mission - to inspire and support lasting behavior change through thoughtful, evidence-based digital care - deeply resonates with how I approach design and impact.

In my current role, I design complex, data-driven products where trust, clarity, and motivation are essential. I thrive in ambiguous problem spaces and enjoy partnering closely with engineers, researchers, and product partners to explore, prototype, test, and iterate toward solutions that genuinely improve people's lives. I'm comfortable driving the full design process - from problem definition and concept development through validation, high-fidelity execution, and launch - while staying grounded in user needs and real-world constraints.

What draws me most to Omada is the emphasis on behavior change and whole-person health. I've designed experiences where success depends not just on usability, but on helping users understand their data, feel supported, and build confidence over time. I regularly connect user needs with data insights, business goals, and domain expertise to craft experiences that are both effective and human. This systems-level thinking aligns closely with Omada's approach of blending behavioral science, clinical insight, and design craft.

I bring a strong visual sensibility and experience working within and contributing to design systems, ensuring designs are not only beautiful and accessible, but also scalable and production-ready. I value collaboration and feedback, and I'm used to incorporating input from cross-functional partners - including engineering, operations, and domain experts - while advocating for thoughtful, user-centered outcomes.

Beyond execution, I'm an advocate for asking the right questions early, identifying gaps and opportunities in existing experiences, and pushing for work that delivers meaningful results. I care deeply about impact over output and enjoy working on teams that hold a high bar while supporting one another along the way.

I would love the opportunity to contribute my experience, curiosity, and care for users to Omada's mission. Thank you for your time and consideration - I look forward to the possibility of connecting.

Sincerely,  
Jake Maisel