

Dear Hiring Manager,

I'm excited to apply for the Senior Product Designer, Monetization role at Nextdoor. The opportunity to design tools that help local businesses show up meaningfully in their neighborhoods - while preserving trust and community values - is exactly the kind of design challenge I'm motivated by.

Throughout my career, I've focused on designing polished, end-to-end experiences for complex workflows where clarity, usability, and visual quality matter. I enjoy working on business-facing tools that need to feel both powerful and approachable, especially for users like SMB owners who are balancing many responsibilities at once. Turning complexity into intuitive, confidence-building experiences is where I consistently add the most value.

I bring a strong eye for visual detail alongside systems thinking. My work spans web and mobile experiences, with deep attention to hierarchy, layout, typography, and interaction patterns that scale across surfaces. I've contributed to and evolved design systems to ensure consistency while still allowing products to feel expressive and human - an approach that aligns closely with Nextdoor's neighbor-first philosophy.

Collaboration is central to how I work. I partner closely with product managers, engineers, researchers, and go-to-market teams to define problems, explore solutions, and ship thoughtfully. I'm comfortable using research insights and behavioral data to validate decisions, iterate quickly, and make smart tradeoffs that balance user needs with business goals.

What excites me most about this role is the chance to help shape monetization experiences that feel native, trustworthy, and genuinely useful - not disruptive. Designing advertising and business tools that respect neighbors while empowering local businesses is a nuanced challenge, and one I'd be proud to contribute to.

Thank you for your time and consideration. I'd love the opportunity to discuss how my experience in craft-driven, user-centered product design could support Nextdoor's monetization efforts and broader mission.

Sincerely,  
Jake Maisel