Jeremy Borthwick
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Molly Siemers
Kiva, VP Product

Dear Molly Siemers,

I am excited to apply for the Principal Product Designer role at Kiva. I have over 10 years of experience designing and shipping consumer apps, with a recent focus on mindfulness at Ten Percent Happier.

At TPH, I had the privilege of leading product design for 5 years, collaborating closely with product, engineering and content teams to ship impact-driven, human-centered designs. We leveraged nimble prototyping and robust design systems to orient our process toward shipping skateboards instead of getting mired in designing a car. As an early employee on a small team, I also frequently had the chance to help steer product strategy and dive into analytics to find opportunities and measure outcomes. Our app was recognized by Apple numerous times as App of the Day, Trending App of the Year, and powers Apple's yearly internal wellness challenge.

Previously, I helped bootstrap Mapkin, a friendlier GPS app that was successfully acquired by MapQuest in 2016. On such a small team, I had the opportunity to craft both the visual design and iterate on the core rule-set that powered our unique voice guidance.

Kiva's drive to expand financial access for underserved communities matches my passion for creating impactful, mission-driven products. I am a strong collaborator and have a lot of experience shepherding projects to completion. Please head to jborthwick.com to see my portfolio and résumé.

Sincerely,

Jeremy Borthwick