

Jeremy Borthwick

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jborthwick.com

Dear Hiring Manager,

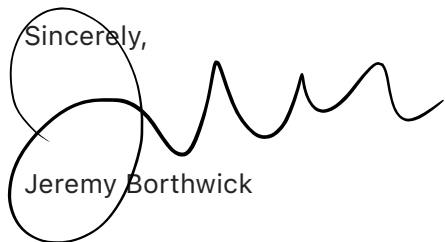
I am excited to apply for the Senior Product Designer role at Kickstarter. With over 10 years of experience designing and shipping consumer apps, and a recent focus on mindfulness at Ten Percent Happier, I believe I could bring a unique perspective to the team.

At Ten Percent Happier, 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. As an early employee, I constantly helped steer product strategy and dove into analytics to determine 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 GPS app that combined open datasets and user submissions into friendlier voice instructions. On such a small team, I had the opportunity to craft both the visual design and write the core rule-set that powered the voice guidance. Mapkin was acquired by MapQuest in 2016.

Kickstarter's drive to empower creators matches my passion for creating impactful, mission-driven products. I am a strong collaborator and self-manager, and have a lot of experience leading projects from ideation to completion. Please head to jborthwick.com to see my portfolio and résumé.

Sincerely,

A handwritten signature in black ink, consisting of a large, stylized 'J' followed by a series of connected loops and a final upward stroke.

Jeremy Borthwick