

**Jeremy Borthwick**

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[jborthwick.com](http://jborthwick.com)

Dear Megan Waterman Diller,

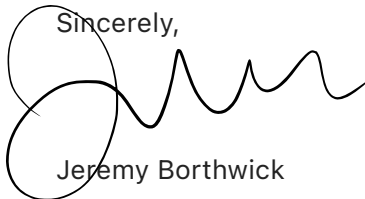
I am excited to apply for the Senior Mobile Product Designer at Brave. With over 10 years of experience designing and shipping mobile apps, and a recent focus on mindfulness at Ten Percent Happier, I believe I could bring a unique perspective to the team.

At Ten Percent Happier, I had the privilege of leading product design for 5 years, collaborating closely with product and engineering 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 performance. Nimble prototyping (Sketch, Figma, napkins) allowed the team to quickly pressure test ideas internally and gain qualitative feedback before iterating in the wild. 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.

Before Ten Percent Happier, I helped bootstrap Mapkin, a GPS app that combined open datasets and user submissions into friendlier voice instructions like "Go past this light, and then take the first left, just after the McDonald's." On such a small team, I had the opportunity to craft both the visual design and write the core guidance rule-set in python. Mapkin was acquired by MapQuest in 2016.

Brave's mission to democratize privacy 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 idea to completion. Please head to [jborthwick.com](http://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 loops and a final horizontal stroke.

Jeremy Borthwick