Jeremy Borthwick
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Dear Hiring Manager,

I am excited to apply for the Principal Product Designer role at Slack. 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.
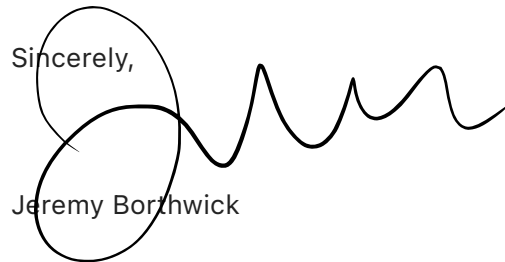
At Ten Percent Happier, I had the privilege of leading product design for 5 years, collaborating closely with product, engineering and content teams to ship impact-driven, human-centered designs. As an early employee, I constantly had the chance to steer product strategy and dove into analytics to to 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.

Most recently, I helped launch the beta of Happier Live, a high-touch, up-market membership tier allowing users to connect over video with personal mindfulness teachers and other members in practice groups.

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.

Slack's drive to empower teams while making work less dreary matches my passion for creating impactful, mission-driven products. Please head to jborthwick.com to see my portfolio and résumé.

Sincerely,

Jeremy Borthwick