

Jeremy Borthwick

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Dear Hiring Manager,

I am excited to apply for the Senior Product Designer at Hatch. With over 10 years of experience designing and shipping mobile apps, and a recent focus on wellness and sleep products at Ten Percent Happier, I believe I could bring a unique perspective to the team. And as a father of three, currently battling a toddler to sleep every night, I'm deeply supportive of Hatch's mission.

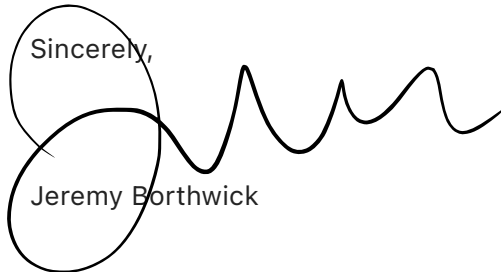
At Ten Percent Happier, I had the privilege of leading product design for 5 years, collaborating closely with product, engineering and content teams to ship impact-driven, human-centered design. I'm especially proud of the impact we had by helping people develop a meditation habit, sleep better, and live more mindfully. 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.

Before Ten Percent Happier, I helped bootstrap Mapkin, a GPS app that combined open datasets and user submissions into friendlier voice instructions like "After this light, take the first left, onto Green Street." Mapkin was acquired by MapQuest in 2016.

Hatch's drive to help families get sleep 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 to see my portfolio and résumé.

Sincerely,

Jeremy Borthwick

A handwritten signature in black ink, consisting of a large, stylized 'J' followed by a series of connected loops and peaks, resembling a wave or a series of 'm's.