

Julie Walsh Smith
Chief Operating Officer
Complexly

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Dear Ms. Smith and the Complexly team,

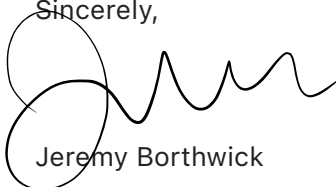
I am thrilled to apply for the Creative Director position at Complexly. As a long-time fan of Crash Course (and proud evangelist of the Awesome Socks Club and Sun Basin Soap), I'm really excited about the opportunity to contribute to such an exceptional team.

With over 15 years of experience, I wanted to specifically share my recent five years at Ten Percent Happier, a mindfulness company. I had the privilege of leading the product design for our award-winning app, helping bolster membership from 5,000 to over 100,000 paying subscribers. I also helped craft the design systems for our podcasts *More than a Feeling*, and *Childproof*, along with video courses like *The Dalai Lama's Guide to Happiness*. It was incredibly fulfilling to collaborate across our teams to ensure that each celebrated the spirit of the project, fit into the 10% universe, and resonated with our audience.

The team at Complexly's commitment to fostering a positive, nuanced view of the world matches my passion for creating impactful experiences. I am confident that my background and expertise would be a boon for Complexly's amazing set of shows and projects. By working closely with leadership and stakeholders, I'd be delighted to ensure that everything Complexly touches is just generally awesome to enjoy and behold.

Please head to jborthwick.com to see my portfolio and résumé. I didn't see a desired length of experience listed, and given the salary range, I may be a bit overqualified for the role. However, I would be honored to discuss how my skills and background align with what's next at Complexly.

Sincerely,

A handwritten signature in black ink, appearing to read 'JB', with a large, stylized loop on the left side.

Jeremy Borthwick

P.S. — I also wanted to sincerely wish Hank Green well during his treatment for Hodgkins Lymphoma. His dedication to curiosity, even while hungover from chemo meds, is an inspiration to me and I'm sure countless others.