

Julie Walsh Smith
Chief Operating Officer
Complexly

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Dear Ms. Smith and the Complexly team,

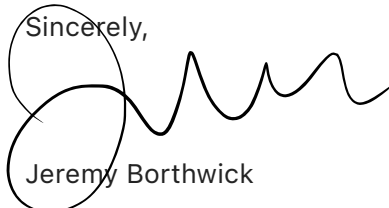
I am thrilled to apply for the Creative Director position at Complexly. As a long-time fan of Crash Course (and proud member of the Awesome Socks Club and Sun Basin Soap), I am really excited about the opportunity to contribute to such an exceptional team.

With over 15 years of experience, I particularly wanted to share my recent five years at Ten Percent Happier, a mindfulness and meditation company. I had the privilege of not only leading the product design for our award-winning app, but also the creative direction for our suite of podcasts like *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 felt properly unique, part of the 10% universe, and resonated with our intended audience.

Complexly's commitment to developing a positive, nuanced view of the world aligns perfectly with my passion for creating meaningful experiences. I am confident that my background and expertise will contribute to the continued success of Complexly's initiatives. By working closely with Complexly's leadership, I am eager to build impactful design systems, develop exciting new projects, and ensure that everything meets a general sense of awesomeness.

Please see my attached résumé and visit jborthwick.com to see my portfolio. I would be honored to discuss how my skills and vision align with Complexly's goals. Thank you for your time and consideration.

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 fostering curiosity, even while hungover from chemo meds, is an inspiration to me and I'm sure countless others.