

Jessica Beasley
Recruitment Director
ActBlue

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Dear Hiring Manager,

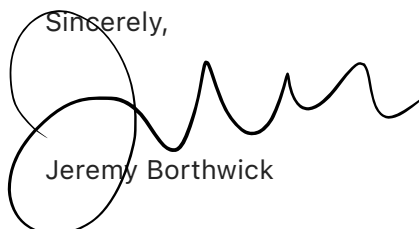
I am excited to apply for the Senior UX Designer role at ActBlue. With over 10 years of experience designing and shipping consumer apps, and a recent focus on mindfulness at Ten Percent Happier, I believe I could bring a unique perspective to Signal.

At Ten Percent Happier, I had the privilege of leading product design for 5 years, helping bolster subscribers by 25x through impact-driven roadmaps, multivariate testing, and human-centered design. As an early employee, I also constantly collaborated on product strategy and analyzed user behavior to determine opportunities and measure performance. Nimble prototyping also allowed the team to quickly pressure test ideas internally, run qualitative feedback, and gain confidence to ship early and often. 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.

ActBlue's mission to empower small-donors and outstanding causes 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 ideation to completion. By working closely with leadership and stakeholders, I'd be thrilled to ensure that every inch of ActBlue feels meaningful and secure.

Please head to jborthwick.com to see my portfolio and résumé. I would love the opportunity to discuss how I can contribute to ActBlue's vision.

Sincerely,

A handwritten signature in black ink, consisting of a large, stylized 'J' followed by a series of connected loops and a final upward stroke.

Jeremy Borthwick