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## Jeff Berlin

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Dear AMEX Recruitment Team,

I am excited to express my interest in the Product Designer position at AMEX. With over five years of experience in designing and building websites, logos, and various other creative projects, I am confident in my ability to contribute effectively to your team. Upon reviewing the job description, I believe that my diverse background and skill set align perfectly with the requirements of the role.

Throughout my career, I have continuously pursued opportunities to enhance my skills and knowledge in design and development. In 2017, I completed the Udacity Front End Web Development Nanodegree program, which served as my entry point into the tech industry. Since then, I have further expanded my expertise by successfully completing the Udacity React Developer Nanodegree program and, most recently, the UX Designer Nanodegree program. These comprehensive programs have equipped me with a wide range of technical proficiencies, including HTML, CSS, JavaScript, jQuery, ReactJS, Figma, Zeplin, Adobe Creative Suite, and more.

I have gained practical experience in a variety of industries, demonstrating adaptability and versatility in my work. Following the completion of my first Udacity program, I joined JOMO, a local mobile app startup, as a front-end web developer. During my tenure, I played a crucial role in designing and developing websites and promotional marketing materials. Subsequently, I engaged in contract design and development work for TRU Colors Brewing, where I designed, built, and maintained their website while also handling advertising materials.

My journey also led me to BMT Micro, an e-commerce company, where I assumed multiple responsibilities and made significant contributions. Within this role, I created a custom WordPress plugin for customer use, designed a new company logo, rebuilt all company websites, and implemented a user-friendly "pop-up" shopping cart checkout screen. As a result of these efforts, the new company website experienced a significant increase in traffic, tripled its previous numbers, and successfully generated new accounts during its first year of operation.

I invite you to review my attached resume, which provides further details on my experience, skills, the tools I have worked with, and my educational background. I am confident that my proven track record of delivering high-quality design solutions, combined with my technical expertise and passion for user-centric experiences, will make me a valuable asset to your team.

Thank you for considering my application. I am eager to discuss how my qualifications align with your team's objectives.

Sincerely,  
Jeff Berlin