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## Jeff Berlin

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Dear Kard Financial Recruitment Team,

I am excited to express my interest in the UX Product Designer position at Kard Financial. 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