Head of Design – UX / UI
Cover Letter

Jeremy Lefèbre
Fullstack Designer

Greetings YogiBen,

We live in a lightning-paced globalized world do we not? Everything is connected. Information is shared instantly. We've been witnessing the massive epoch shifting consequences of these technologies, ripple around the world for the last decade. Affecting everything from the food we eat, the way we communicate, to the way we travel. One industry however, conspicuously lags behind. Before we can benefit from the true power of a connected global world, we need to be able to exchange value with the speed and ease with which we exchange tweets.
I believe Bitwala is the solution to this problem.

The Bitcoin infrastructure that Bitwala is built upon, operating as an international conduit, will produce a service both faster and cheaper than your international competitors. And they know it. A race has begun, I can help you in this race. As Bitwala's target market begins to broaden from the Bitcoin-centric early adopters, towards less tech-savvy individuals; quality design will play an ever increasing role in determining the success of this transition.

My Bachelor in Industrial Design, has provided me with a comprehensive understanding of user-centered design, a holistic view in product design, and a deep familiarity navigating the creative process. In my role as the Head of Design at my previous company, I solved fresh creative problems on a daily basis, coordinated projects between departments, and managed freelance creatives.

In the fast-paced startup world of evolving iterations, adaptation is key. I'm a compulsive learner, a quick thinker, and have a great eye for aesthetic details.

I look forward to discussing more of these details during the interview. And eventually joining your excellent team, and revolutionising the way people exchange value.

Kind Regards,
Jeremy Lefèbre

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Resume