

# Jordan Heatwole

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Hi!

My name is Jordan Heatwole, and I'm ecstatic that Basecamp finally has an opening I'm a fit for!

As a wife to an amazing husband and mother to the best almost-two-year-old boy around (with another little monster on the way!), my main mission in life is to help support my growing family in a way I enjoy and take pride in. The product designer role at Basecamp affords me that opportunity in a way that surpasses my current role and all that came before.

I began my career as a technical writer, then transitioned into marketing content creation/campaigning before focusing on front-end design and finally landing in my current role as director of marketing. I've always considered myself a writer and assumed I'd have a content-focused career, but I've found a true passion in HTML and CSS (and my good buddy Bootstrap) – or, more specifically, in the exacting syntax needed for coding; the magical way design enhances messaging; and the major satisfaction of seeing all the tiny pieces come together in a finished, functioning product.

Because of my career's natural evolution toward design based on my personal interests rather than formal training, I may not have as robust of a design portfolio as other candidates. I am, however, extremely proud of the work I've completed and believe it speaks to everything I've been fortunate to learn along the way.

As a web specialist at Tyler Technologies, I worked on the front-end of the [company's website](#), using DNN to publish new content, primarily within established templates. As I proved an affinity for design and light functionality, however, I was able to create new elements like the Transformative Technology module on the [Home page](#) and the "Explore the pieces" module on the [GovTech Stack page](#). I then moved on to projects with heavier design lifts, like [custom Marketo landing pages](#) and a new skin for the annual [client event microsite](#), which is updated yearly based on the event branding.

When I moved into my current role as a marketing department of one at Mandry Technology, the company's website needed a complete overhaul, and that's where I was really able to flex my front-end muscles (and a little back-end too). Not only did I write the content and perform the keyword research and SEO tasks needed, but I also built a [wireframe and prototype](#), custom-built HubSpot modules that matched what were required by the wireframe, and designed and coded the [website theme](#) to match our organization's branding.

As I was working on this website redesign, migrating the site from WordPress to HubSpot and learning the HubSpot CMS and HubL syntax for the first time, I realized the HubSpot marketplace was lacking any themes that allowed users to easily utilize Bootstrap components code-free. I decided to [build the theme I wanted](#) and enter it into a [Devpost hackathon](#). This hackathon is still ongoing and my project is awaiting marketplace approval and final judgment.

Finally, I've also created a [web version of my application](#) that mimics the Basecamp site for your perusal and enjoyment.

I am genuinely thrilled about the possibility of joining the Basecamp team. I hope you'll take the time to review what I've submitted and that we can meet to chat about the opportunity soon.

Thank you for your attention!

Sincerely,  
Jordan Heatwole

