OPCITY +

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Dear Opcity,

Because of your fast growth, disruption in the massive home buying market, and our shared overlap in core values, I'm interested in joining your team as a:

Product Designer

I'm a **great fit** for Opcity and this role, because:

🌮 I design **user experiences** that are **valuable**, **usable** & **delightful**

🌮 I solve **simple** & **complex** problems through **process** & **principle**

🌮 I've designed a **3-sided marketplace** (buyers + sellers + agents)

Let me explain...

Buyers + Sellers + Agents

Unlike other product designers, I've achieved an exceptionally rare feat, relevant to Opcity's business model:

ACCOMPLISHMENT

As the sole designer for a bootstrapped startup team of 8, I designed a liquid three-sided marketplace application. Before I arrived, my employers attempted to simultaneously activate each of our 3 user groups for 5 years. **That finally became successful once I designed the Hostelhops Reception App on a tiny budget.**

We became the **first bootstrapped startup** in the **tourism space** to create a liquid three-sided marketplace, after I:

Empathized through immersive UX research

10 PRINCIPLES

Adhered to 10 UX design principles
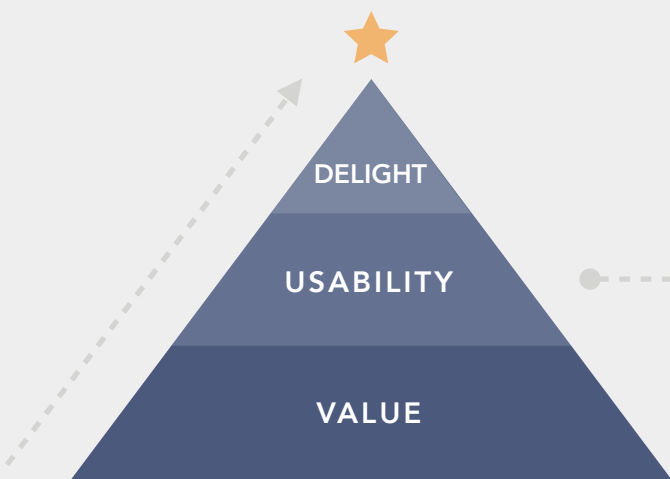
Designed habit formation loops

I break this all down in my portfolio.   *Let's take a quick look at my principles:*

Valuable, Usable & Delightful UX

A successful, iterative design aims towards *UX transcendence*. I do this by adhering to my **10 Principles of Highly Effective Design.**
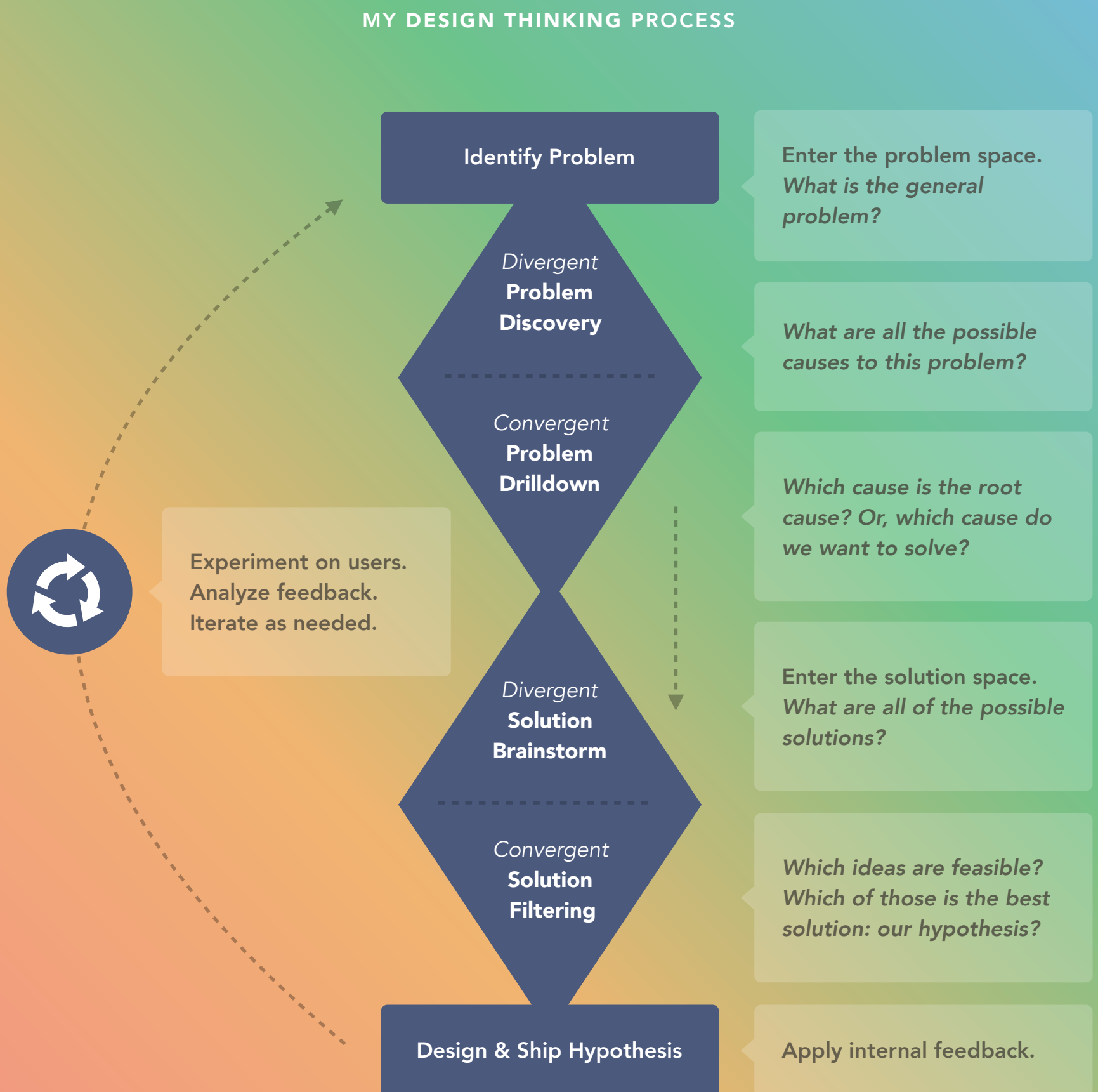
DELIGHT

USABILITY

VALUE

Usability, or *ease*, is achieved when the UX is findable, actionable, simple, forgiving, consistent, reliable, fast and human.

10 Principles of Highly Effective Design	
Be Delightful	*Excite pleasure responses and impress value.*
Be Findable	*Draw attention to the core task: signal over noise.*
Be Actionable	*Guide users through the finish line.*
Be Simple	*Don't make users think.*
Be Forgiving	*Allow users to correct their errors and update as needed.*
Be Consistent	*Reuse familiar, standardized patterns to prevent relearning.*
Be Reliable	*Meet users' expectations; build confidence and trust.*
Be Fast	*Value users' time as they do for themselves.*
Be Human	*Communicate warmly as a helpful, mutual partner.*
Be Valuable	*Solve meaningful problems.*

Solving **Complex Problems**

The challenge of solving complex problems fuels me with energy and creative ambition. Because creativity needs structure to be applied practically, I follow this simple and effective methodology — *Design Thinking*:

MY **DESIGN THINKING** PROCESS

Identify Problem

Enter the problem space. *What is the general problem?*

Divergent
Problem Discovery

What are all the possible causes to this problem?

Convergent
Problem Drilldown

Which cause is the root cause? Or, which cause do we want to solve?

Experiment on users. Analyze feedback. Iterate as needed.

Divergent
Solution Brainstorm

Enter the solution space. *What are all of the possible solutions?*

Convergent
Solution Filtering

Which ideas are feasible? Which of those is the best solution: our hypothesis?

Design & Ship Hypothesis

Apply internal feedback.

We Share **Core Values**

We're a perfect match on core values. The one that I'd like to highlight is:

KNOW OUR CUSTOMERS

We feel our customers' pain and work tirelessly to understand their experience and make their lives better. Our work has purpose.

I would champion this value by continuously empathizing with customers to inform all of my design decisions. **Understanding users is my strength as a UX and product designer.**

Now that you know I'd love to solve problems for your customers and product team using my principles and creative processes, you may agree that I should be the next:

Product Designer for OPCITY

...but there's more for you to see:

Please also check out my **featured work**. It highlights my accomplishments and decisions while designing a three-sided marketplace, like Opcity.

Thank you for reading! ♥ *Josh Ziman, in Austin*

MY WEBSITE →

VIEW FEATURED WORK →