



Josh Ziman

joshziman@gmail.com

+18326066077

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Dear Homeaway,

Because of your **leading position** in the vacation rental space, **large and diverse customer base**, and **strong recommendation** from a Homeaway employee, I'm interested in joining your team as an:

Experience Designer

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



I've designed **OTAs & marketplaces** in the **hospitality** space



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



I solve **big & small problems** through *design thinking*.

Let me explain...

I've Designed OTAs & Marketplaces

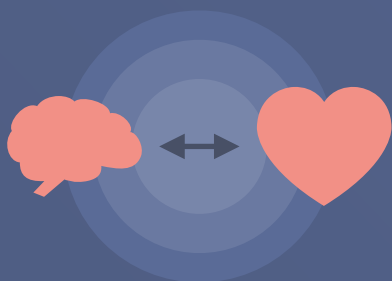
As the sole designer for a startup team of 8, I designed marketplaces for hostels, hotels, tours & activities, transportation, booking agents and their customers.



ACCOMPLISHMENT

Before I arrived, my employers attempted to build a three-sided marketplace for 5 years. **That became successful once I designed the Hostelhops Reception App.**

We then became the **first bootstrapped startup** in our space to create a liquid three-sided marketplace, by:



Empathizing through
immersive research



Adhering to 10 UX
design principles



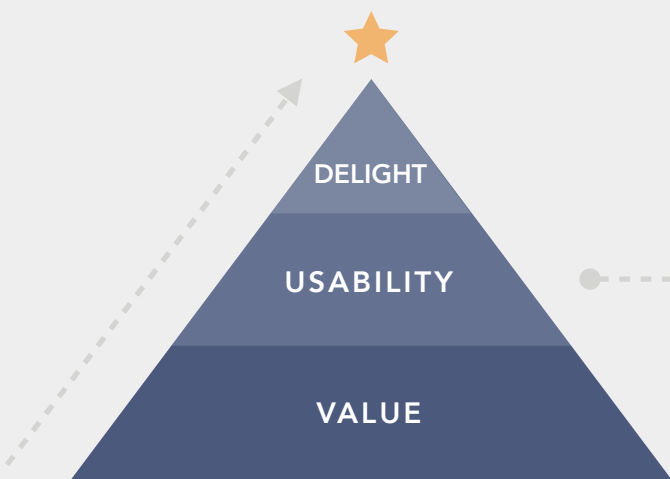
Designing habit
formation loops

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 eventually achieves *UX transcendence*. I do this by adhering to my **10 Principles of Highly Effective Design**.



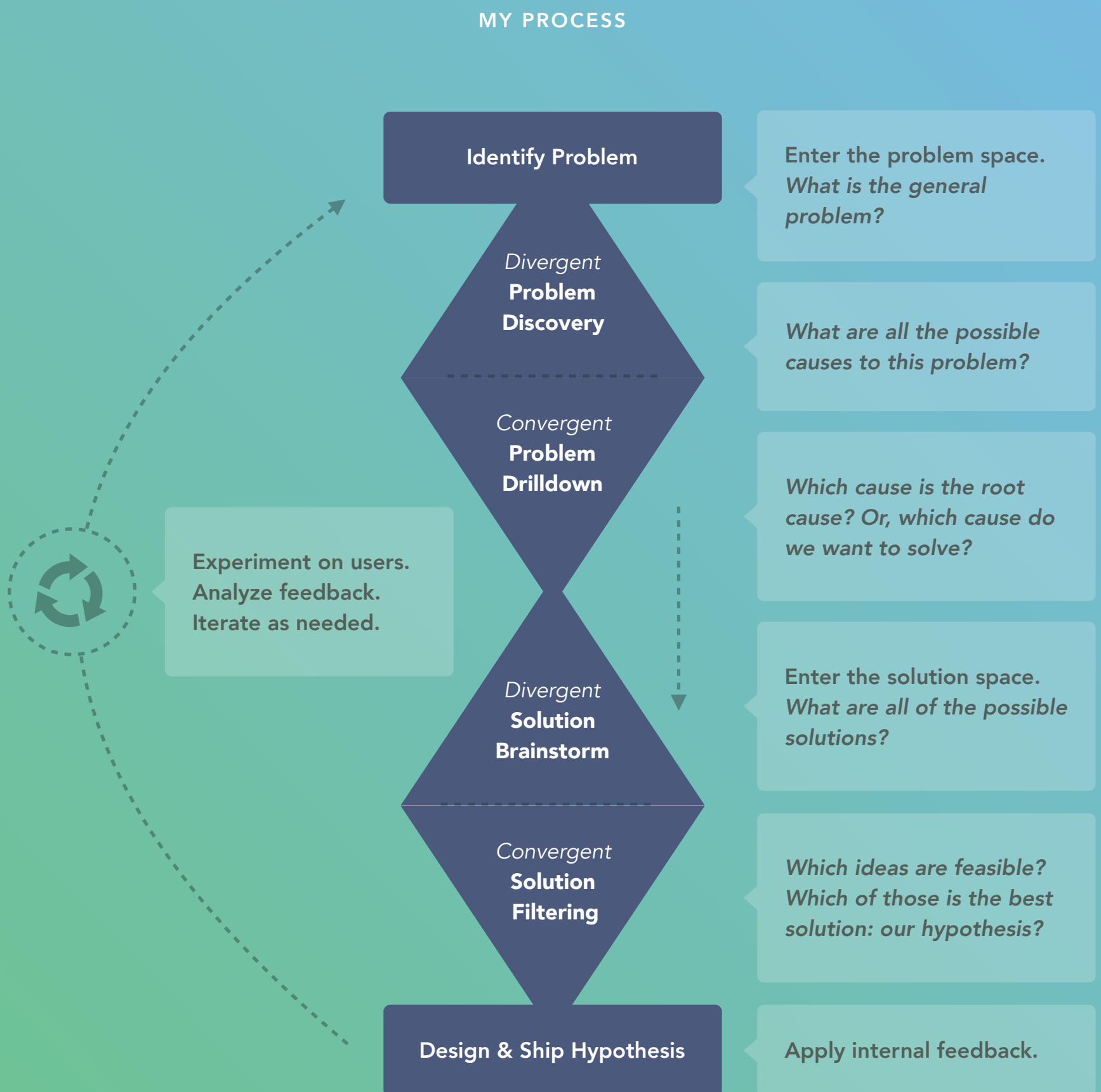
Usability, or *ease*, is achieved when the UX is findable, actionable, simple, forgiving, consistent, reliable, fast and human.

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

Design Thinking



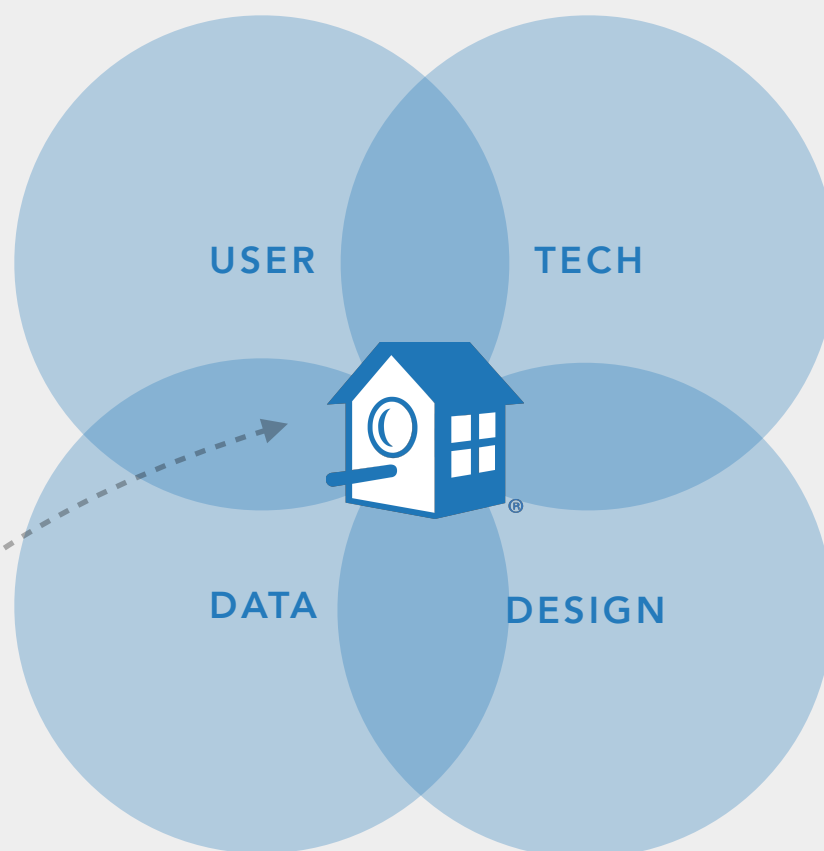
I love solving problems of all sizes — *big* and *small*. Creativity needs structure to be applied practically. So I follow this simple and effective methodology:



Now that you know my **designs are principled**, my **process is made simple and effective**, and that I've designed OTAs, you may agree that:

I should be Homeaway's next **Experience Designer**

I'll fit right in!



Please also check out my **featured work**. It details my accomplishments and decisions while designing a three-sided tourism marketplace.

Thank you for reading! ❤️ Josh Ziman, in Austin

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