hotjar +

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Dear Hotjar,

Last year, I tried your product and experienced my first Aha! moment —
getting easier, more actionable user feedback from the form analysis tool,
which I absolutely love. Since then, I've enjoyed much more of your product
and refer it to others. Now, I want to join the Hotjar team as a:

UX/UI Designer

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

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

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

🔥 We can **create value** and make **analytics accessible to everyone**

Let me explain…

A **Symbiotic Relationship**

Together, we'd create value: the Hotjar product improves me while I improve the product, cyclically. The product (and team) teach me more about analytics and feedback. And, in turn, I improve the product's user experience. **Repeat**. **Grow**. That is a **true value creating relationship**.
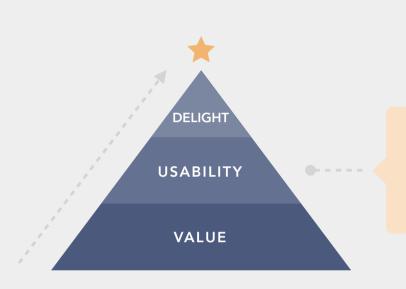
Product improves the UX designer

UX designer improves the product

hotjar

Additionally, being on the **marketing team**, I get to extend that value creation to a larger audience: making feedback and analytics accessible to more people.

Valuable, Usable & Delightful UX

A feedback-driven, iterative design aims towards *UX transcendence*. I stay en route, towards my north star, by adhering to my **10 Principles of Highly Effective Design.**
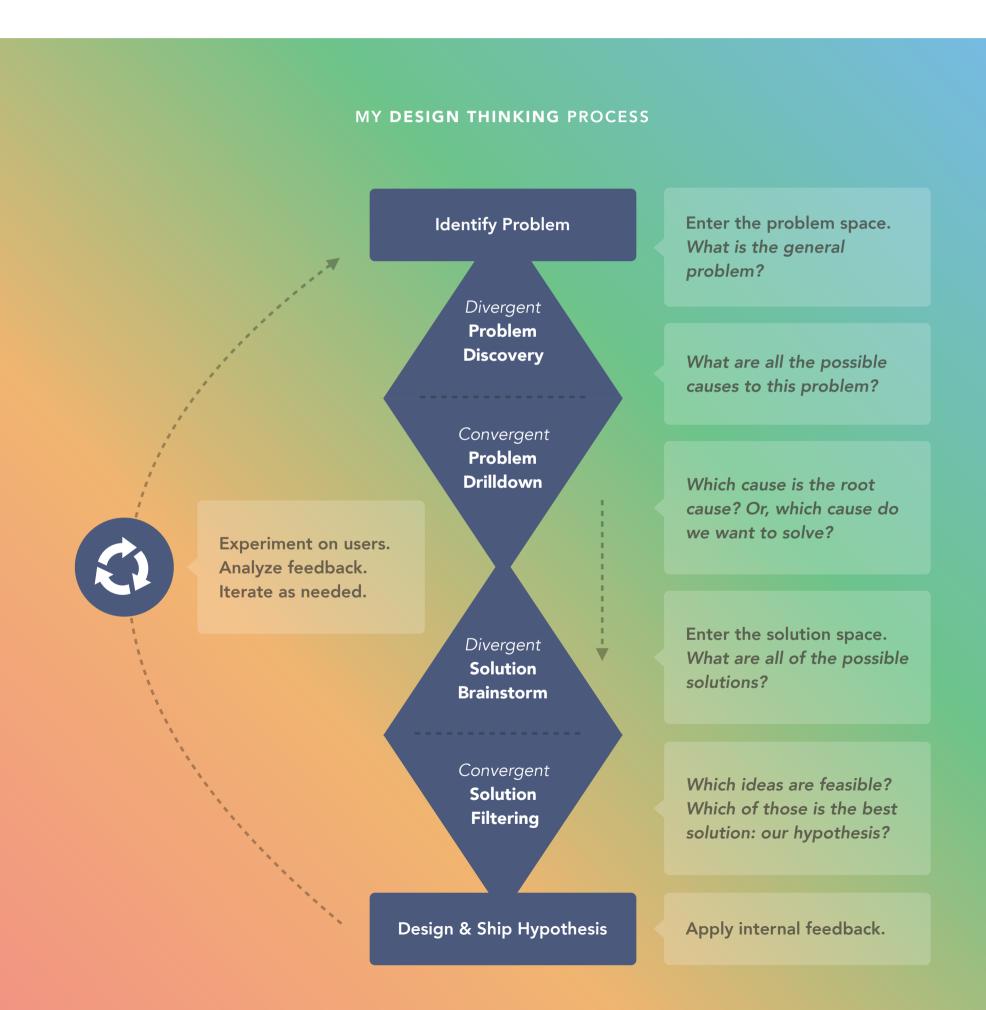

DELIGHT

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 a 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.

Now that you know what I'm all about:

Creating and **extending value**

Designing with principles and **purpose**

Iteratively solving complex problems

...you may be thinking, *this guy... he's the next*:

UX/UI Designer for hotjar

I'd be excited to take on the video step and continue demonstrating my value and fit. Together, we'll stride towards the goal to make analytics and feedback accessible to all!

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

Thank you for reading! 	♥	*Josh Ziman*

MY WEBSITE →

VIEW FEATURED WORK →