

8a Portman Crescent
Bournemouth
Dorset
BH5 2ER
simon@madjester.co.uk

20th November 2019

Dear J.P.Morgan,

I wish to apply for the role of IT Manager, seen recently on monster.co.uk. I have submitted my CV via your recruitment portal for your consideration.

I have thoroughly enjoyed my career at QMetric Group in London, having started as a contracting web developer over 8 years ago. After growing in that role and guiding the business and the Policy Expert brand towards efficient, consistent use of brand assets and the recognition they build, I am now Lead Designer; defining the entire digital customer journey for insurance sales.

My creative skills and technical understanding have been an essential contribution in applying clarity and efficiency to our user journeys and this is something I look forward to applying for J.P.Morgan.

My achievements for the Policy Expert brand include:

- Increasing % of users completing journey on all devices, especially mobile
- Wireframing journeys for presentation
- Building working prototypes to test user engagement across devices
- Guiding UI team development of test and production webapp
- Presenting / demonstrating work-in-progress
- Designing and configuring central brand assets for a variety of uses including print, website, blog, helpdesk and internal dashboards

I welcome the opportunity to present myself in person and look forward to hearing from you shortly.

Yours sincerely,

Simon Rollett
Lead Designer