

# Cover letter

**Théo Rochaix**  
12 Rue de la Poire  
Paris, 75002 France  
[theo.rochaix@dauphine.eu](mailto:theo.rochaix@dauphine.eu)

September 2022

**Center Pixel, Inc.**

After supporting product development at Aave and leading teams of tiers-S engineers at Wat and Coinhouse, I want to dedicate myself to making Center the leading, billion-dollar, NFT infrastructure.

Hi Omar.  
Hi Center.

I have spent the last four years building high-growth and leading web3 products.

Most recently, I led the development of Wat, a powerful natural-language [NFT search engine API](#) supporting [+7,000 requests in the first week](#). When one of our early supporters, John Johnson, introduced me to Center, I instantly resonated with both the product and the mission behind it.

I have extensive product experience which I believe would allow me to contribute greatly to Center (1) product decisions and (2) execution.

For example, I recently spent time at Aave, analyzing product opportunities and furnishing reports to the C-level. In addition to sharpening my product judgments, this built on my work at Coinhouse, the \$68m funded leading European crypto exchange, where I co-led road map definition, doing everything from in-depth data analysis to user interviews.

In addition to these positions, I cultivated, through the ETH Global hackathons I won and the ex-Amazon, Meta, and Google engineers I coordinated, a result-oriented mindset. In fact, I think vision needs to be complemented by efficient execution, something I see Center as a leader in. Ensuring communication among the cross-functional team will be essential to me, making sure we collectively keep driving product velocity and growth.

Put in a nutshell, building things people want is the obsession I have kept sharpening during the last few years.

After contributing to the most powerful DeFi lending protocol at Aave, I am ready to help with what I believe can be the leading NFT infrastructure with Center.

Following your expectations, my priorities when joining the team will be:

1. Gathering user feedback and completing data analysis
2. Helping establish the road map for the consumer-facing and API products
3. Leveraging my connections to recruit a surgical team of builders, and my management experience to help maximize their performance

NFTs are eating the world, and Center is on the verge of becoming a key foundation powering it.  
Let's make it together!

Book [a slot to chat here](#).

Best,  
Théo