

Jordan A. Thompson

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Acme Corporation

RE: Career Change Packaging Designer

Dear Hiring Manager,

I am excited to apply for the Career Change Packaging Designer position at Acme Corporation, as advertised on your careers page. With a strong background in graphic design and a passion for sustainable packaging solutions, I believe I can contribute significantly to your innovative team and your commitment to environmentally friendly practices.

In my previous role as a graphic designer at Creative Solutions, I led a project to redesign the packaging for a major product line, which resulted in a 25% increase in sales within the first quarter of launch. By implementing a more user-friendly design and using eco-friendly materials, we not only improved the product's marketability but also aligned with the growing consumer demand for sustainability. Additionally, I collaborated closely with cross-functional teams to conduct market research, which informed our design choices and ensured we met customer expectations.

Moreover, while working at Dynamic Branding, I initiated a packaging redesign project that focused on minimizing waste. We developed a new prototype that reduced packaging materials by 30% while maintaining product integrity, ultimately leading to cost savings of over \$15,000 annually for the company. This experience taught me the importance of balancing aesthetics with functionality and sustainability, skills that I am eager to bring to the Packaging Designer role at Acme Corporation.

I am enthusiastic about the opportunity to discuss how my unique background and innovative mindset can contribute to your packaging design initiatives. Thank you for considering my application. I look forward to the possibility of discussing this exciting opportunity with you.

Sincerely,

Jordan A. Thompson