

Jordan Mitchell

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Acme Corporation

RE: Career Change Product Designer

Dear Hiring Manager,

I am thrilled to apply for the Career Change Product Designer position at Acme Corporation, which I discovered on LinkedIn. With a strong background in user experience and a passion for innovative design, I am eager to leverage my skills in a new capacity within your esteemed company. Acme's commitment to creating user-centered products resonates deeply with my professional values, and I am excited about the opportunity to contribute to your team.

In my previous role as a UX researcher, I spearheaded a project that involved redesigning the onboarding flow for a mobile application, resulting in a 30% increase in user retention within the first month of implementation. By conducting user interviews and usability testing, I identified key pain points and collaborated with designers to create an intuitive layout that significantly improved the overall experience. This experience has equipped me with a solid foundation in user-centered design principles that I believe is crucial for a Product Designer.

Additionally, while transitioning from a marketing background, I led a cross-functional team in developing a digital product that simplified our service offerings for small business clients. Through iterative prototyping and stakeholder feedback sessions, we launched a user-friendly platform that increased our client engagement rates by 50%. This not only showcased my ability to manage projects effectively but also highlighted my adaptability and eagerness to embrace new challenges within the design landscape.

I am excited about the possibility of discussing how my background and experiences align with the goals of Acme Corporation. Thank you for considering my application. I look forward to the opportunity to contribute to your team and help drive impactful product design initiatives.

Sincerely,

Jordan Mitchell