

Jordan Smith

January 16, 2026

Acme Corporation

RE: Promotion Design System Designer

Dear Hiring Manager,

I am thrilled to apply for the Promotion Design System Designer position at Acme Corporation, as advertised on your careers page. With a strong background in design systems and a passion for creating cohesive promotional strategies, I am excited about the opportunity to contribute to your innovative team and help shape the visual identity of Acme's promotion efforts.

In my previous role at Creative Solutions, I successfully led the redesign of our promotional design system, which improved brand consistency across all channels. By establishing clear design guidelines and templates, I enabled our marketing team to produce materials that not only aligned with our brand values but also increased engagement by 30% over six months. Additionally, I spearheaded a cross-functional project that integrated user feedback into our design process, resulting in a more intuitive experience for our stakeholders and a 25% reduction in design-related revisions.

I am particularly drawn to this role at Acme Corporation because of your commitment to innovation and quality in promotional design. I am eager to bring my extensive experience in creating scalable design systems that drive results and elevate brand presence. I believe my proactive approach to problem-solving and collaborative mindset would make me a valuable addition to your team.

I would love the opportunity to discuss how my background, skills, and enthusiasms align with the objectives of Acme Corporation. Thank you for considering my application. I look forward to the possibility of contributing to the exciting work being done at Acme.

Sincerely,

Jordan Smith