



Matthew Ball

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COVER LETTER

Dear Block Hiring Manager,

Thank you for considering me for this brand and interactive design role with Bitkey/Proto. I am a passionate and proactive designer with over 7 years of brand and interactive design experience and believe I would be a wonderful fit for this position. Joining this small team with big ambition is the perfect next step in my career and I cannot image a more fulfilling opportunity than to shape the identity and voice of Bitkey and Proto respectively. As a bitcoin enthusiast and customer and user of the Bitkey product, I am well positioned to join the team and deliver immediate value as Senior Interactive Designer.

At my current job at GE, I lead a design team and drive product strategy for a large enterprise application ecosystem. At GE I have acted as a lead in the company's rebranding and I was the sole designer that built and delivered the first Digital Design System in the company's history. I have in-depth knowledge of the Figma design tool and have built a design system in both Figma and Sketch. Additionally, I am proficient with the complete Adobe Creative Suite and am passionate about empathizing with the user and staying up with design trends both within the Bitcoin Design Community and UX design communities at large.

I am very interested in learning more about this role and look forward to hearing from you soon.

Best Regards,

Matthew Ball
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