

# Amelia Hart

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Mr. Daniel Brooks  
Vice President, Product Design  
Harbourline Software  
Toronto, Canada

Dear Mr. Brooks:

When Harbourline shipped its self-serve onboarding last spring, I rebuilt my own team's flow around the same principle — let people reach value before they are asked to commit. That instinct is exactly why I am applying for the Senior Product Designer role: I design calm, high-trust products for complex SaaS, and Harbourline is one of the few teams treating onboarding as a craft rather than a funnel.

At Northline Systems I led the onboarding redesign that cut time-to-value by 28% and lifted activation by 15%, then built the design system now used across web, iOS, and Android. I work close to the data and closer to the people using the product — running weekly research, shipping in small increments, and mentoring designers as the system scales.

I don't design screens so much as remove the moments where a person hesitates.

What draws me to Harbourline specifically is your public design-systems work and the way your team writes about its decisions in the open. I would welcome the chance to bring that same rigour to your activation experience, and I am confident I could contribute from the first sprint.

Sincerely,

**Amelia Hart**

Product Designer