

Abigail Matthews

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London, UK

London, UK, 30 January 2024

Dear Hiring Manager,

I am writing to express my interest in the Product Design Manager position at Burberry Group plc. As an accomplished professional with a robust product design and management background, I am excited about the opportunity to contribute to your renowned Product Development team. My expertise in steering complex consumer goods from initial ideation to successful manufacturing aligns seamlessly with Burberry Group plc's commitment to solving everyday problems through innovative design.

In my recent role as a Product Design Manager at Innovate Design Solutions Ltd., I have gained over 5 years of experience in both B2B and B2C sectors. This has equipped me with skills in leading design initiatives, collaborating with cross-functional teams, and delivering high-quality solutions aligning with brand identity. My proficiency in user-centered design, project management, and client communication has been vital to my success in the field. I have consistently managed projects within budgetary constraints and margin objectives, always paying attention to detail and striving for performance excellence. Additionally, I led a crucial rebranding initiative and played a key role in launching a popular mobile application. This experience allowed me to witness firsthand the impact of thoughtful design on user engagement and business growth.

I am genuinely inspired by the mission of Burberry Group plc., finding resonance in my belief that outstanding product design emerges from bold, creative thinking. Your company's commitment to fostering innovation at every level aligns seamlessly with my values, and I am eager to contribute significantly to your product lineup. The supportive environment at Burberry gives me confidence in my ability to make meaningful contributions. I am excited about the prospect of bringing my entrepreneurial spirit and adaptability to your esteemed company, actively engaging both in-house and external resources. My goal is to lead projects that challenge conventional thinking and remain commercially viable.

Thank you for considering my application. I anticipate the opportunity for an interview to delve deeper into how my background aligns with the requirements of Burberry Group plc.

Sincerely,
Abigail Matthews

Attached: CV & references