EM

Elena Marchetti

SENIOR PRODUCT DESIGNER

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TO

Markus Brandt
Head of Product Design
Cadence Mobility GmbH
Ritterstraße 12–14
10969 Berlin, Germany

Berlin, 27 June 2026

Application for Senior Product Designer (Ref. CM-2026-047)

Dear Mr. Brandt,
I am writing to apply for the Senior Product Designer role at Cadence Mobility, advertised on your careers page on 14 June. After six years shaping consumer mobility and fintech products, I have followed Cadence since your Hamburg launch — your mission to make multi-modal transit feel effortless is exactly the problem I want to work on next.

At Helio Bank I led the end-to-end redesign of the mobile onboarding journey. By restructuring it around progressive disclosure and rebuilding the identity-verification step, my team cut drop-off by 34% and brought time-to-first-transaction down from over nine minutes to under four. I also founded Helio's design system — 42 components now shared across three product lines and used daily by 18 engineers.

Earlier, at Studio Northlight in Amsterdam, I worked agency-side for clients including Velora Rail and Northbound Airways, learning to move quickly from research to validated prototype. That mix of in-house depth and agency pace — paired with a genuine obsession with accessible, WCAG-compliant interfaces — is what I would bring to your team.

What draws me specifically to Cadence is your commitment to designing for the whole city, not only the smartphone-native commuter. I would relish the chance to extend that thinking into ticketing and real-time disruption handling, two areas where I have shipped measurable improvements before.

SELECTED IMPACT

−34%	4 min	42
ONBOARDING DROP-OFF	ACTIVATION TIME	DESIGN-SYSTEM COMPONENTS

I would welcome the opportunity to walk you through my portfolio and discuss how I can help Cadence reach its 2027 expansion goals. Thank you for your time and consideration.

Sincerely,

Elena Marchetti

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ENCLOSURES Curriculum Vitae · Portfolio (PDF) · Reference — Helio Bank