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iOS Programmer – Front-End UI Internship

Apple's design approach fascinates me. As a whole organization, Apple has been committed to a key idea: remove the technical layer of their products as much as possible to improve what really matters, the user's experience. This letter is in response to the Front-End UI Internship that was dispatched on the Jobs.Apple.com website. Following are qualifications that are key offering that I can contribute to the company.

One thing that I learned a long time ago from Apple's design philosophy is that the average end user doesn't care about the number of cores a CPU has or the amount of RAM it has or how large the hard drive is; they simple care that their computer feels fast and that it *just works*. It isn't about GHz, or GBs, or TBs, or TZIs, it is about the experience (I won't lie, I made the last one up). This is an ideology that I've incorporated into my programming and design philosophy. Figuring out what really matters to the user and then making the product do that task really *really* well is what matters.

Which is a nifty abstract idea, basically all I've said so far is "do things well"; but to remove the technical layer actually requires a much greater understand of the underlying technology. This is another qualification that I can offer Apple: I have sufficient and extensive technical experience that is relevant to Apple. A list of these skills can be found at the top of my resume and the past experiences which utilized these skills are listed in the "Experience" section.

And I recognize that a great understanding of something doesn't warrant the ability to actually use that something extraordinarily well. For example, understanding the English language doesn't mean that someone can speak or write eloquently. The last qualification that I wish to mention is the relevant past development experience that I have shipped to customers in the past. I have been the lead UI designer on three of the four past iOS applications that I have released. Attached in my resume is a section devoted to links to finding these past applications so that the final product may be reviewed. Showcasing these applications is as much of a resume and proof of my proficiency as I can provide.

I want to thank you for your consideration. Even the thought of you reading this far delights me because of the excitement I experience thinking of this possibility. Working at Apple is a dream that I have had for many years, and I will continue a constant charge towards personal development so that I may have the possibility of assisting in Apple's constant charge towards innovation.

Thank you for your consideration,



Austin Fuller
Enclosed: Resume.