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Enterprise Brand Strtgy & Mgmt
Arizona State University
Tempe, AZ

Dear Hiring Manager,

I am writing to express my enthusiasm for the Qualitative Research Aide position at ASU. As a junior pursuing a degree in Human Systems Engineering, I am passionate about improving user experiences through research and am eager to contribute to the understanding of ASU's key constituents to inform enterprise brand strategy.

Throughout my academic career, I have developed a strong foundation in user experience research methodologies, including moderating usability studies and conducting in-depth interviews. My experience assessing web designs through usability principles has honed my ability to identify user pain points, allowing me to provide actionable insights that drive design improvements. I have conducted independent research projects that involved employing ethnographic techniques to gather qualitative data, which has further deepened my understanding of user needs and preferences.

In addition to my research experience, I possess excellent verbal and writing skills, enabling me to communicate complex findings clearly and effectively. I am detail-oriented and have a strong analytical mindset, which allows me to follow instructions while also taking the initiative to think creatively and propose process improvement opportunities. My proficiency in Google Sheets and Microsoft Excel has provided me with the skills necessary to collect, analyze, and visualize large datasets, enhancing my ability to present findings in a digestible manner.

I have also utilized web performance software like Google Analytics and QuestionPro to assess user behavior and gather feedback, allowing me to enhance user experience further. My strong interpersonal communication skills enable me to work collaboratively in team settings, and I am dedicated to sharing questions and ideas to foster a productive research environment.

I understand the importance of upholding ASU Brand standards and am committed to ensuring that all research activities reflect the university's values. I am excited about the possibility of recruiting and screening research participants, designing usability studies, and conducting user experience testing across various modalities, including in-person and online formats.

Thank you for considering my application for the Qualitative Research Aide position. I look forward to the opportunity to discuss how my academic background, skills, and passion for user research can contribute to the team's success and help advance ASU's mission.

Warm Regards,
Armaan Sood