

KEVIN HUANG

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Apple

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I am a curious designer who picks up new things quickly. As a senior studying Design, Social Entrepreneurship, and User Experience at the University of Southern California, I am positioned to contribute thoughtful intentionality, visionary perspectives, and infectious enthusiasm to your team. Driven to deliver significant impact within our communities, the Product Designer role at Apple seems like it would be an excellent match for my background and interests.

This past summer, I pioneered a solution for USC students to access personalized academic support in two minutes or less. In response to the impact of COVID on education, the result was a two-sided marketplace that empowers students to learn, work, and achieve their goals. I designed the iOS app experience from start to finish, tackling complex system problems along the way. I don't equate simplicity with doing less, but rather making powerful tools easier to understand.

Furthermore, your need for a designer comfortable with ambiguity and working in the gray zone where there is potentially a better idea around the corner coordinates with my background in social entrepreneurship. I seek to understand a problem and its context before venturing a solution or opinion, which means I typically have a framework in mind when working through a problem. An example of this is Encore, where I hypothesized letters from friends and family could be leveraged to motivate participation in physical therapy and create feelings of progress for stroke survivors. My enthusiasm for an iterative design process, and the feedback I received, inspired me to continue prototyping and testing until I got to the root of the problem. I ultimately discovered that Encore was a product needed not by the user, but by their family – who feel ashamed and responsible when they fail to encourage their mother or father.

I see design as the gap between what exists today and what we're aiming for – and I see Apple as the bridge to get us there. I believe Apple's dedication to individual growth and development will empower me to create experiences that deliver the impact I envision within our communities. I'm curious about contributing to Apple as a Product Designer, and I'm excited to speak with you further.

Sincerely,
Kevin Huang