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Simprints

The Chesterton Tower
Chapel Street
Cambridge, CB4 1DZ
30th May 2018

Dear Sir / Madam,

I am a third year 'Integrated Design Engineering' student at the University of Bath looking for the opportunity to join the 'Simprints' team in Cambridge as a Product Design Intern. Engineering has been the driving force of my academic achievements; however, design and art have been the roots of my passion. Since studying 'Design and Technology: Resistance Materials' during my GCSEs, I have found a creative outlet for my detail orientated, engineering mind in the form of creating products that are solutions to real problems.

When creating a personal device such as a finger print scanner, an iterative design method that implements user feedback is essential. During my studies, I have been accustomed to designing through a 'User Centred Design' approach. This has meant performing market research through focus groups and client interviews to generate valuable feedback. My course often involves creating detailed sketches, CAD models (Autodesk Inventor 2018 & Solid Edge) and prototypes along with professional presentations in order to communicate concepts clearly to clients. The consideration of the user throughout the design process has been embedded into my design ethos, allowing me to create products that customers want.

The balance between cost and function is essential when designing for developing countries such as for 'Simprints' target market. I have experienced this through a semester long 'Group Business Design Project' sponsored by a local accessibility tool design company called 'Designability'. In a group of 6, we were tasked to design a low cost, modular electric wheelchair for pre-school children in developing countries. Elected as the product manager, I maintained an overarching view of the design, ensuring core functions remain despite the reduction in cost. During the later stages of the project, I prototyped a scaled flat pack version of the product. The prototype consisted of 3D printed parts and hand cut cardboard, giving a realistic representation of the packaging assembly. 'Designability' were impressed with our final product and plan to further develop the concept. Through this project and many others, I have grown accustomed to creating parametric models and professional working drawing on CAD, Autodesk Professional 2018 in particular. My CAD abilities have translated to the year-long Internship I undertook at BOSCH where I created professional working drawing on 'CREO Parametric' and tolerance stack-ups for high fidelity prototypes.

Working at BOSCH Professional Lawn & Garden taught me the attention to detail necessary in bringing a product to market, especially during the testing phase of new products. I worked as a product design engineering intern with diverse tasks, from designing iteration of existing products to performing multiple tests on high fidelity prototypes, ensuring internal & external standards were met. Through this internship, I have understood what is required to bring a well-designed and safe product to market from initial conception.

The vast number of projects Simprints undertake in an attempt to improve the developing world is inspiring. I especially respect the design of the Simprints finger print scanner. The ergonomic and user-centred approach towards the design can be clearly seen through the large curved casing which emits a rugged aesthetics. It's mobile integration and robust nature display its cultural considerations for developing countries such as India where smart phones are widespread, and the environmental conditions are harsh. The large amount of field tests and security considerations show that Simprints is a company that truly cares about the products they make. Working for a respectable company who are meticulous in their product creation would complement my detail orientated mindset greatly.

Being a design engineer, I strive to create products that benefit people's lives. Hence, I would very much like to join the Simprints team to create a finger print scanner for young children. I believe I have the necessary relevant skills that can truly benefit the development of this life saving product and bring it to market.

Yours Faithfully,

Kinkit Wong

Design Portfolio: <https://2kdesigns40225533.wordpress.com/>

(References available upon request)