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**Deliveroo**

Cannon Street  
London HQ  
04<sup>th</sup> April 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 'Deliveroo' team in London 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 design orientated mind while using my analytical skills in the form of creating products that are solutions real problems.

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 and prototypes along with professional presentations in order to communicate concepts clearly to clients. The consideration of the user throughout the design process has allowed me to create relatable and understandable products that customers want. This has been expanded upon during my University studies, especially during a module I undertook in my third year, solely focusing on 'User Centred Design'. The project was to redesign an ATM for a user with a specific disability. I conducted several interviews with the client, incorporating their requirements into a design specification. Using this, I iteratively created and improved concepts thorough creating low fidelity prototypes and observing the user's interaction with them resulting in a simple yet useful product.

I have applied my creative problem solving skills in a host of different disciplines and in every task I am given. At part time jobs, I would figure out the fastest and most effective way to perform tasks. When coaching tennis to children under 9 years old, I would create new games and novel ways of explaining techniques to aid their understanding. Whilst on committee for the University of Bath's Urban dance society, I choreographed many competition and performance pieces, including producing and directing the theme of each performance. I also designed custom clothing on Photoshop and liaised with multiple companies to purchase cost efficient merchandise for the society. During my time as an intern at 'nice agency' and UBS, I strengthened my digital designing skills through adobe software (Illustrator and Photoshop) and code. On my year in industry with BOSCH Professional Lawn and garden, I aided in concept generation for both new product and improvements of existing products. Regardless of the project and company, I have found ways of applying my creative design mindset strategically, creating valuable results.

Good teamwork and communication are traits I endeavour to constantly improve, be it through work experiences or extracurricular activities. These attributes have allowed me to excel in group projects during University, never dismissing others' input, but rather, working collaboratively to successfully execute a range of ideas. My first university project was to design an improved child proof pill bottle. We were randomized into small groups and was time-constrained. I was able to unite everyone and attack the problem at hand logically via consideration of the five senses and the effect each had in attracting the attention of a child. I communicated my ideas clearly and efficiently though sketches, and ultimately designed a product in under 2 hours – an achievement that I am proud of to this day.

The delivery service in the UK has been transformed by technology and Deliveroo has been the catalyst. I have grown to respect and admire the innovative steps that Deliveroo has taken and how they continue to innovate regardless of its size and popularity. For example, the 'Roobox' concept for reducing restaurant food prices was an incredibly creative solution to an almost impossible problem of reducing the amount restaurants charge for food. To think that a delivery company can dictate the price of a restaurants' food seems nuts, and I highly admire Deliveroo's ideas. However, above all the business and design qualities I admire, I cannot thank Deliveroo enough for bringing food to me in times of need. When I come home in the late evening after dance training, I am thankful that I can enjoy my favourite meals from my favourite restaurants. I feel I can bring a fresh perspective to problem solving in Deliveroo, through implementing novel design techniques and valuable idea input during team discussion, ultimately creating working concepts and bringing them to fruition. I would love to join Deliveroo and help offer my skills to continually innovate the service for both the customers and the Deliveroo riders, and ultimately, bring more great food to people in need.

Yours Faithfully,

**Kinkit Wong**

P.S.

I have noticed you want someone with a good appetite and I assure you, I can eat my own weight in food. I usually order two main courses at restaurants or have the largest set meal on my own. One of my proudest food related achievements has been completing the mission burrito food challenge, which was to eat a 2.3kg burrito in one sitting. I achieved it in under 30 minutes and could not move for the next half hour, but it was all worth it for the free t-shirt!