63 Second Avenue

Bath BA2 3NL

Mob: 07828828418

Email: [kw483@bath.ac.uk](mailto:kw483@bath.ac.uk)

**King**

The Ampersand Building

178 Wardour Street

London

W1f 8FY

28 March 2018

Dear Sir / Madam

**Summer Level Design Internship**

(Allow me to first state that I have noticed the application deadline for this position has long passed (6 December 2017), however due to my passion for creative problem solving, I have tried my luck and applied anyways. I hope you consider my application kindly regardless of the submission date.)

I am a third year ‘Integrated Design Engineering’ student at the University of Bath looking for a chance to join the ‘King’ team in London for a 1-3 month summer internship.

Both design and engineering have been passions of mine since GCSE. Through studying ‘Design and Technology: Resistance Materials’, my interest in making real products and services that benefit the lives of many grew. During GCSE and A level, DT projects focused on using a ‘User Centred Design’ approach. This has lead to me becoming accustomed to performing market research and prototyping in order to generate valuable market feedback and therefore valuable improvements to the product. This has been expanded upon during my University studies, especially during my third year ‘Product Design and Development’ module. For this module, I was tasked with creating a new and exciting toy for children that would teach them the benefits of sustainability. In a group of 4, we were able to generate multiple ideas and even organise a focus group at a local primary school to gather target market feedback. This greatly benefitted the final product we designed, truly creating a toy that children want. I believe this ethos of understanding the customer’s needs and testing them against the target market is relevant to gaming and this internship especially. Throughout my studies, I have been proactive in searching for real market data and ruthlessly testing products to ensure it appeals to the user.

Good teamwork and communication are also incredibly important to designers regardless of their field of expertise. I endeavour to constantly improve these skills, be it through work experiences or extracurricular activities. These attributes have allowed me to excel in group projects during University, never dismissing others’ ideas. My first university project was to design an improved child proof pill bottle. We were put in groups with random students and had little time to spare. 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 children. I was able to communicate clearly and efficiently though sketches and ultimately designed a product, which I am proud of till this day, in under 2 hours. I have no trouble working with students from different departments and educational backgrounds, be it marketing or business, and am able to effectively unite group to tackle problems together.

I have always loved being creative and inventing novel things. This obsession for creativity has guided my hobbies from a young age. I used to obsess about gaming, especially Starcraft 2. I would imagine new ways of playing and constantly devise not battle tactics, leading to me competing online and reaching the semi finals of some competitions. I have never let go of this creative passion and currently, I am a key choreographer for my University’s Hip Hop dance group. Dancing was never a skill I possessed, I started during university and within a year I had become leader of the society. I have choreographed many pieces that have won competitions and attracted many more members to the society.

It may seem far fetched to even consider an engineering student for a creative game design role. However, I believe I posses the skills to learn and adapt quickly to any environment and can to bring a creative flare that may be beneficial to ‘King’. I am amazed by the cross-generation audience ‘King’ has captured, especially through candy crush, and its seemingly bottomless wealth of enjoyable casual games. I would love to join your office in London for the summer and experience the creativity behind the process of producing these games and hopefully be a valued addition to your team. Thank you for considering me for the position and I hope to hear from you soon!

Yours Faithfully

**Kinkit Wong**