

Courtney Clark
Managing Director, User Experience
Forum One

Re: User Experience Designer
24 August 2018

Dear Courtney,

From working in design and communications with the non-profit Results for Development (R4D), to raising awareness of malaria while living in West Africa, I have developed a passion for amplifying mission-driven organizations through design and the web. I would be thrilled to join Forum One's User Experience team to design user-centered experiences for non-profits and federal agencies.

I've looked to Forum One as the gold standard in communicating UX design to clients ever since meeting with your UX team on the Global Innovation Exchange. Since then, I've continued to admire Forum One for your educational and industry events, and for your award-winning work for essential agencies and non-profits.

In my role leading the Digital Platform Collaborative at R4D, I support strategic content and functional development for a variety of project websites. I provide UX guidance for stakeholders web strategy and design decisions, from helping outline task flows to analyzing content, SEO and site navigation. Recently, I led workshops on creating KPI's and aligning user needs with organizational goals – employing Forum One's excellent KPI manual. I've also used my skills in HTML, CSS, JavaScript and responsive design to create microsites and lead staff trainings, and guide staff in UX best practices for Drupal and WordPress-based project sites.

As a Peace Corps volunteer in a rural Guinea, West Africa, I worked with community members to design programs that addressed village needs. The process of understanding and empathizing with community members, and then co-creating solutions to their challenges was underpinned by a design-thinking approach. I've continued to grow my design skills through training in UX and front-end web development, always returning to this people-centered mindset.

I've had the privilege of designing websites and printed materials as both an in-house designer and as a freelancer. Now, I look forward to joining a team of like-minded designers and working on diverse applications of user experience design projects to solve problems for impact-driven organizations.

Thank you for considering my application, and I look forward to discussing the User Experience Designer role.

Sincerely,

Lane Goodman