


# Lucas Castro

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Dear Benbria Hiring Committee,

I am delighted that a recruiter approached me for the position of Product/Web Designer at Benbria. While my CV does a great job of detailing my qualifications, I would also like to highlight why I see myself fitting in perfectly at your organization.

## I have genuine passion for what I do

I have been working with graphics and programming languages since I was ten years old, when I taught myself Visual Basic and created a game editor. I have always had a passion for expressing myself through creative outlets, but I also truly enjoy problem solving, which means I enjoy coding and the necessary debugging that comes with it.

Consequently, I love positions that challenge me to learn new technologies, use my visual creativity, and employ my problem solving skills. This position, and the bleeding-edge technology employed at Benbria, certainly fits the bill.

## Benbria provides an environment of excellence

The team at Benbria, in Ms. Andrea Baptiste's words, "is fantastic, very sharp people, very motivated, self starters, and fun to work with," which she cites as being key to success in a startup environment. I believe that a fun and amicable corporate culture, when matched with talented individuals, results in an environment that both challenges its members to do great work, and empowers them to do so.

I am excited by the prospect of joining a startup company I can grow with, one whose environment of excellence has allowed it to be agile and innovative enough to beat out incumbents in typically enterprise markets.

## My work is user-centric

When I design an interface, I consider such factors as: how users will interpret and behave toward that interface; how the colours and contrast will direct or distract their attention; how to structure and present information in a way that is intuitive and that prevents overload; what the users' expectations are, and which conventions they are familiar with; etc. This approach, when coupled with my ability to create elegant designs, results in positive user experiences.

I look forward to elaborating on my qualifications and discussing how I can become a valuable member of the Benbria family.

Sincerely,



Lucas Castro.