

RACHEL KENNEDY

JUNIOR SOFTWARE DEVELOPER | CREATIVE WEB DESIGNER

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Dear Twine & Hiring Committee,

I am excited to apply for the Web Designer role with your artistic duo. With a background in both **creative design and full-stack web development**, I specialize in creating **minimal, playful, and user-friendly websites**—the exact qualities you’re seeking for your Cargo Collective portfolio. My experience collaborating with clients, integrating multimedia, and delivering on tight deadlines has prepared me to translate your artistic vision into a compelling digital showcase.

Most recently, I worked with a psychiatrist launching a new **psychotherapy clinic** in Prince George and it needed a **professional yet calming website** that also demonstrated **trust and inclusivity**.

My role was to design and build a site that reflected therapeutic values while **ensuring accessibility, legal compliance, and community sensitivity**. I collaborated closely with the client via email and virtual meetings, refining layouts and embedding video to capture their vision. We also worked with lawyers to create clear **public-facing privacy notes**, ensuring transparency for patients. We integrated an **email contact feature** for direct outreach and placed prominent **inclusivity symbols** (LGBTQ+, Black Lives Matter, Every Child Matters flags) in the design to show the clinic’s values.

The finished site was not only **clean and responsive** but also legally compliant, welcoming, and representative of diverse communities—a site the **client was proud to launch**.

As I begin my career as a junior software developer, I have years of **transferrable skills from my background of hospitality service**. I have been a **Restaurant Manager & Team Leader** in multiple fine dining hotels and restaurants like Fairmont Banff Springs hotel and Whitehorn Bistro at Lake Louise Ski Resort to name a few.

During that course I **led a team of 20+** during peak service periods. I was responsible for ensuring **smooth daily operations** while maintaining **high service standards**. I implemented structured workflows inspired by Agile principles—daily check-ins, feedback loops, and iterative improvements. This not only improved staff collaboration and accountability but also translated into **higher guest satisfaction scores**, a skill I now bring into tech projects when managing deadlines and client expectations

In my **personal project Rocky Mountain Tails**, I wanted to design more than just a dog-walking site—it needed **secure interactivity**.

I built a backend feature where only **registered users could log walking notes**, while **admins retained full oversight**. I designed and coded a **responsive frontend** with a **backend that integrated authentication and note-tracking**. The project demonstrated my ability to blend **functionality with playful, approachable design**—qualities that align directly with creating a **Cargo Collective** site that balances minimalism with personality.

I am eager to bring these skills—**responsive design, multimedia integration, and collaborative communication**—to your project. My passion lies in turning creative ideas into seamless digital experiences that both reflect and elevate artistic identity. I would welcome the chance to discuss how I can tailor your Cargo Collective presence into a site that feels uniquely yours.

Thank you for your time and consideration. I look forward to the opportunity to collaborate.

Sincerely,

Rachel Kennedy

Junior Software Developer & Creative Web Designer