

336 Tolosa Way  
San Luis Obispo, CA 93405  
(insert Date)

Dear Hiring Manager,

In response to the User Experience Design Intern position advertised on Indeed, I would like to submit my application. In reviewing the CareFirst BlueCross BlueShield website and mission statement, I was quite impressed by the accessibility and usability of the site, as well as the many separate plans offered. I resonated with the primary mission of CareFirst BlueCross BlueShield, to provide accessible and affordable health insurance to all customers, which I believe is of the utmost importance. I believe my strong agreement with the vision of CareFirst as well as my technical skill and passion for learning about user experience makes me a great candidate for the position.

As a Graphic Communication student with a concentration in UX/UI, I have completed courses in Web Development and Content Management, Web Design and Production, and Digital File Preparation, as well as primary computing classes. I've gained plenty of technical skills from these experiences along with crucial teamwork skills through class projects. I am also Digital Manager of Mustang Media Group at Cal Poly, where I lead and assist with all digital publication to all of MMG's various Wordpress websites, and perform regular updates to the sites along with web troubleshooting. Along with the valuable web-related experience, I've also taken away important leadership skills as a manager of a staff of over 150 people.

Becoming a part of CareFirst BlueCross BlueShield is an exciting prospect. Although the attached resume provides a good summary of my skills and experience, I would greatly appreciate the opportunity to meet with you to discuss this position and my qualifications. Thank you for your time and I look forward to your response.

Sincerely,

Adam Birder