

ALEX FRESA

alexfresa.com

afresa@unca.edu

919-815-1373

WillowTree, Inc.

324 Blackwell Street, Suite 1040

Durham, NC 27701

USA

To whom it may concern,

Tina McCants in UNCA's New Media Department recently sent me a job opportunity with WillowTree this May regarding prototyping, interactivity, research, and a large focus on both web and mobile design. I'm interested in applying for the position because not only will this opportunity grant me further experience within my desired field, but also allows me to become more involved with the presence of web and graphic design in North Carolina and further explore ways in which what I offer can benefit a creative and productive community.

In May of 2018, I will be a web design and development focused new media graduate with almost 10 years of personal experience using HTML, CSS, and Javascript. Throughout this time I have also become very familiar with intuitive coding tools such as Brackets, Bootstrap, Processing, and Max in addition to the many programs included within the Adobe Creative Suite (Photoshop, InDesign, XD, Dreamweaver, etc). Since these tools are largely responsible for the output of the position, I feel comfortable saying that my experience would grant me a productive work flow throughout my time with WillowTree. UNCA new media courses have also helped to refine skills I've learned since first using these programs, and my interest and enthusiasm for the field keeps me driven to continue doing so.

A highlight of previous experience would include my internship for Dell EMC (formerly known as EMC²) in high school. While the skills I learned during my time there had a greater focus on back-end rather than front-end development, I feel as though this as well as other part time positions I've had since then have given me a better understanding of an assistant's responsibilities and ways to navigate a professional environment. My work ethic has been described as punctual, thorough, and organized, and I always try to be as personable as possible. Additionally, I feel confident in my ability to represent this agency and share the necessary skills and resources with others in part of collaborative efforts and opportunities.

I have attached my resume which also contains a link to my online portfolio. Please let me know if you would like any additional information when it is convenient for you. I look forward to hearing more from you and thank you for your consideration!

Sincerely,

Alex Fresa