




# Ashley Sidoryk

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Dear Spotify Hiring Manager,

As an avid Spotify user, I was thrilled to see an opening for the Product Design role. I believe my experience in design systems, app design, and user research would make me a great addition to the Spotify band.

I am very interested in how the intersection of technology and art combined with storytelling can create shared experiences that help improve lives. I have worked on various passion projects where I have learned not only how to navigate and facilitate complex discussions, but also the importance of identifying innovative solutions that can empower communities. My latest project, Wander, was motivated by my personal and peers' experiences of feeling unsafe when walking back home from campus alone at night. Based on the stories and feedback gathered from a user survey taken by students across many universities, my team and I created a walking buddy app for students to use in order to feel safer about getting home. My ability to understand users on a consumer level and develop data-driven products would be beneficial when making data-based decisions that directly impact every Spotifier.

My knowledge of technical development stemming from my Computer Science background also gives me insight into the interconnectivity between the design and implementation processes as well as the importance of seamless collaboration. During my time as the Product Design Lead at Illumna, I spearheaded my team in the creation of the company's website while working closely with the strategy and content teams. As a designer with a programming background, I was able to leverage being the voice of the customer while making practical integration decisions, which led us to gain five times more views during launch than we had originally anticipated. This combined knowledge allows me to have a more sophisticated understanding of all forces at play, which I know would be an asset to Spotify's dedication to creating a world-class platform.

I would love to learn more about this opportunity and discuss how my skills can contribute to Spotify's work as well as how I can grow as a band member alongside this great company. I have included my resume and portfolio with my application. Thank you so much for your time and consideration. I look forward to hearing from you soon!

Sincerely,  
Ashley Sidoryk