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Dear Katrika Morris,

I came across your opening for a Product Designer at Gusto, and it seems like it would be a great match for my background and interests. I am a recent graduate from Carnegie Mellon's Masters of Human-Computer Interaction program, where I worked with Honda R&D Americas on a platform for helping teams implement design thinking processes. Prior to that, I worked three years in marketing for educational technology companies driving social media campaign strategy.

As part of my design process, I value defining, shaping, and validating features through user research. While working with Honda R&D Americas, I worked with a cross-functional team in an ambiguous, oftentimes meta, problem space. To navigate such a complex problem, we collaborated with and observed the ways our stakeholders performed important tasks in their design thinking workflows. As part of both exploring and validating our designs, I led our team in conducting user research protocols for testing prototypes, storyboards, and user flows. This allowed our team to effectively scope and iterate efficiently, while building a product that was well-received by both our clients and stakeholders.

I am also aware that you are seeking a Product Designer with strong communication and cross-team collaboration skills. Coming from a marketing background, I have strong writing and storytelling skills that I have transferred to my process as a designer. I use this background to document my processes, consider the greater customer value of my designs, and create coherent arguments for my design decisions. Engaging with customers from a marketing background has greatly informed my understanding of the greater context in which my designs exist within their daily lives.

The Product Designer role seems like an exciting opportunity, and I am looking forward to learning further how I can contribute to the Gusto team.

Best regards,
Michael Silvestre