

Hi, my name is

Ben Davies

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Dear Skylight,

I'm writing to apply for the Content Designer position. I've successfully filled this role for multiple organizations and am a **skilled writer**, having worked as a writing tutor. Additionally, my portfolio shows my proficiency in user-centered design and tools like **Adobe CC, WordPress, and HTML/CSS**. With my experience and skillset, I'm eager to help Skylight improve how the government serves the public.

In my position at Contenda, I proved to be an **adept user researcher, product strategist, and content designer**. My work was vital in acquiring our first big clients, which propelled the startup into a \$10 million valuation.

- Led interviews and usability tests with users to understand their needs, which guided product direction.
- Launched successful lean product experiments based on user research discoveries.
- Designed UI and wrote UX copy for all of our products.
- Ensured our brand and content spoke in a language understandable by our users, which they highly appreciated.
- Recommended a content-based marketing strategy (SEO-optimized blog posts), which is still used today.

The opportunity to design for social good at Skylight is exactly what I'm looking for.

It would be a privilege to discuss the position in more detail. I'm happy to meet online whenever it's most convenient for you. Thank you for your time and I'm looking forward to hearing from you.

Sincerely,

Ben Davies