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mckay.

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Dear Vancouver Coastal Health Hiring Manager;

I seek to join Vancouver Coastal Health as a Multimedia Designer to create innovative and engaging experiences that spark growth and provide real value for healthy communities.

At Vancouver Coastal Health, I would be excited to leverage my skill with user experience design frameworks toward accessible and inclusive design. As a graduate of the School of Interactive Art and Technology (SIAT), I am experienced with UX design for emerging technologies including augmented reality. As an experienced design sprint facilitator, I excel at leading design workshops with collaborative and cross-functional teams. From store managers at Arc'teryx to electrical engineers at Moment Energy, I find synergy in teams with diverse skill sets. I am experienced with copywriting and communication, as well as creating internal and external presentation decks. At Moment Energy I created data visualizations & content design for slide decks presented at national pitch competitions, securing \$200,000 in investments.

I have professional experience creating cinematic video content imbued with brand values that resonates with people through engaging storytelling and strategic narrative design. With a minor in print and publishing and a passion for typography and digital illustration, I have years of experience creating brochures and print material. As a freelance brand & product designer, I ship polished digital experiences for apps and web. I am also fluent in React.js and other modern web development languages, allowing me to easily communicate with developers.

I believe that my practice and passion for impactful multimedia design will find real value at Vancouver Coastal Health!

Sincerely,
Brendan