

CINDY WANG

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Dear BuzzFeed Hiring Manager,

My name is Cindy and I am a Product Designer based in the NYC area. I graduated from Cornell University with a degree in Computer Science in May 2019. My design journey started as a series of accidents. Throughout college, I kept landing design roles without meaning to — one hackathon led to a web design role in a student organization and more. I wouldn't have started in design without being surrounded by creative people, and this is something I have been sorely missing. I believe being at BuzzFeed will allow me to re-immers with creatives and grow as a designer, so I am applying to the **Associate Product Designer** opening.

The majority of my experience is in designing for web responsively. While I worked for a startup called StartupTree as their sole product designer, I worked on an end-to-end competition hosting platform. In the process, I redesigned their web platform and designed their mobile app, with a focus on being more user friendly. We paid special attention to mobile responsiveness and creating an established set of design guidelines to use on future designs.

As a UX Design Intern at FactSet, I worked on their company-wide design systems. FactSet was undergoing a visual redesign, so we used the opportunity to build a new design system use atomic design principles. I worked primarily on building the team's UI library. The team as a whole also identified challenges with company-wide adoption, working with frontend developers to refine the pass-off when changes need to be made.

At my current role, I work on an e-commerce platform serving 70% of the fortune 1000 called Perks at Work. In this role I work closely with both engineers and business teams like our brand partnerships team or customer relationship management team. I work on the platform's UX and UI, building new features and products as well as revamping our older systems. I also create client collateral and marketing assets for email and web.

I believe my experience makes me a competitive candidate for this role. My primary goals are to find a company with designers that can provide me mentorship and guidance, something I have been missing thus far. I also want to work for a company that is deliberate in their design decisions and has established creative teams so I can expand my breadth of creative knowledge.

I hope this letter finds you well, and I thank you for your consideration.

All the best,



Cindy Wang