

Dear Hiring Manager,

I am writing to express my strong interest in the Multimedia Designer/Publisher position with the Government of Alberta. With a diploma in Digital Media and IT, hands-on freelance experience, and proficiency in Adobe Creative Suite and HTML, I am confident in my ability to support the development of secure, accessible, and grade-appropriate provincial assessments during Alberta Education's transition to digital platforms.

My academic background includes a specialization in animation and design, where I developed digital and print-ready content using tools such as Illustrator, Photoshop, InDesign, and HTML. As part of my program, I completed a capstone project and several collaborative design assignments that mirrored real-world production environments and closely aligned with the responsibilities outlined in this role. These experiences emphasized precision, consistency, and accessibility in design, values I continue to prioritize in my work.

Professionally, I've worked with individual clients and companies as a freelancer, producing both print and digital materials tailored to specific needs, formats, and accessibility standards. These engagements required the same level of rigor, professionalism, and adaptability expected in a full-time role. I also contributed to transitioning paper-based materials into accessible digital formats—experience that aligns directly with Alberta Education's shift toward digital assessment delivery.

In addition to my design work, I gained valuable operational and visual presentation experience during my time at Crate and Barrel as a Merchandising Associate and Operations Specialist. In these roles, I regularly used Microsoft Excel to track orders, shipments, and support logistics, while collaborating closely with team members and overseeing daily tasks to ensure smooth operations. This experience sharpened my attention to detail, organizational skills, and ability to manage people and meet exacting standards under tight deadlines in a fast-paced team environment.

Altogether, my diploma and more than two years of applied experience through freelance work, academic projects, and industry roles make me a strong candidate for this position. I am excited about the opportunity to contribute to Alberta Education's mission and help shape the future of equitable and effective assessment design.

Thank you for considering my application. I would welcome the opportunity to further discuss how my background aligns with the needs of this role and how I can support your team in delivering accessible, high-quality multimedia materials.

Sincerely,

Daniyal Bhatti