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Dear Blue Bottle Coffee Representative,

I am writing to apply for an Experience Design position at Blue Bottle Coffee that I discovered via LinkedIn. As a UX Designer with a background in engineering (and a love of good coffee!)—I am passionate about creating engaging, useful products that have a positive impact on the people that use them.

The attached resume describes my education and experience. Currently I am employed at a startup called Wrap Media as a UI/UX Designer & Developer. The company's product—called a "Wrap" is essentially bite-sized mobile experience delivered in a "card-based" format. My position here allows me to leverage my skills in front end development and visual design to work on card-level interactions within the product. I've also worked heavily on the design and development of the company's first corporate website. I was hired here as as Designer #2 and much of my job has been creating a culture of design within the organization.

Directly before that I worked as a UX Designer & User Researcher at Perforce Software. My first project there involved creating prototypes and conducting research surrounding an early-stage product they were working on. I believe in frequent and proactive user testing to ensure that designs meet users' needs and interests. Through this research we were able to generate feedback on this product and drive the product in a user-centered way. Much of my time at Perforce has involved evangelizing a culture of design which I did by organizing and facilitating weekly user research synthesis sessions. These sessions allowed the voices of our users to be heard by members of our engineering and marketing teams.

Before Perforce I completed a ten week immersive program in User Experience Design at General Assembly in San Francisco. Through my coursework and hands-on application, I became well-versed in all aspects of the design process as well as the latest industry trends. For each project, I conducted user research using a variety of methodologies (i.e. heuristic evaluation, interviews, etc.) . Based on the information gathered, I developed personas, user stories/flows and storyboards to guide the design process. In addition, I created detailed, intuitive layouts through low- and medium-fidelity wireframes. The strongest ideas were transferred to more polished mockups. Finally, I enjoyed presenting evidence-based solutions to clients, knowing these designs satisfy both user needs and business goals.

I come from a background in Computer Science and Software Engineering. Before General Assembly I worked as a UI Engineer at Cisco where I utilized HTML, CSS & JS to create a Wide Area Network Visualization tool. The backend of this tool used REST API's to manipulate the WAN(Wide Area Network). These tools were designed for use by a developer working in an organization that provides network services. Much of my job was figuring out the best way to deliver the information from these API's and make the tool as easy to use as possible.

My deep love of coffee comes from my market I managed in college where we brewed coffee from top brewers. As the coffee buyer for the business I was lucky enough to be able to go on frequent trips to our roaster where I would get to taste their latest brew.

I hope to be able to apply my skills to help Blue Bottle build beautiful and engaging experiences. Case studies of my recent work can be found in my online portfolio: [www.ericsmithux.com](http://www.ericsmithux.com).

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Thank you for your consideration,

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