
Dear Blue Bottle Coffee,

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

The attached résumé describes my education and experience. Currently I am employed at a startup called Wrap Media as a UI/UX Designer & Developer. My position here involved wearing a few hats

Most recently I have been working as a UX Designer at Perforce Software. My first project there involved 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 also have 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.

I want to use this insight along with my skills in design to continue to build experiences with you all at Blue Bottle Coffee.

Case studies of my recent work can be found in my online portfolio: www.ericsmithux.com.

Thank you for your consideration.

Sincerely,

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