Dear Hiring Representative,

I am writing to apply for the "Creative Developer — Websites" position at Squarespace that I discovered via your Website. As a UX Designer and Developer, I am passionate about creating engaging, useful experiences that inspire creativity in the people that use them.

The attached resume describes my education and experience. Most recently I employed at a startup called Wrap Media as a UX Designer & Developer. The company's product, called a "Wrap", is a highly-focused mobile-first web experience that can be created and distributed through a SASS application. Over the course of 6 months, myself and the rest of the design team at Wrap Media created 150+ template micro apps for our customers to use. Templates gave our users a starting point in our platform and provided them some inspiration to create their own.

My position here allowed me to leverage my skills in design and front-end development to create on mobile-first UI to be used in these templates. I've also worked heavily on the company's brand as well as the design and development of the their first corporate website.

Directly before that I worked as a UX Designer & User Researcher at Perforce Software. My project there was focused on creating an collaboration and versioning tool for designers. Most of my work involved creating prototypes and conducting research around designer's workflows . 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 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 full-time 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 development. Before General Assembly I worked as a UI Engineer at Cisco where I utilized HTML, CSS & JS to create a Network Visualization tool. This tool was 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 visually deliver the information from our API's and make the tool as easy to use as possible.

I hope to be able to apply my skills to help you folks at Squarespace build beautiful and engauging experiences.

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

Thank you for your consideration,

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