

Dear Wesley,

I am excited to apply for the Digital Marketing Coordinator position at your company. As a Digital Designer at Prince Charles Cinema, I am thrilled about the opportunity to contribute my skills and passion to elevate international cinema for audiences worldwide. I have just graduated with a 2:1 from my Bachelor of Arts and Sciences degree at UCL, where I developed transferable skills across interdisciplinary modules. I am a storyteller at heart with a purpose-led design mindset and a pair of tech savvy hands.

In my current role, I multi-task between various tasks that range from Merch and Membership Management to PR & Marketing. One day I am designing assets for the box office and another day I am copywriting for our daily newsletters. Recently, I have finished my one-man project in redesigning the merchandise webstore and have started structuring a main design system to consolidate the cinema's brand identity. My experience as a freelance designer has largely contributed to my ability to independently work towards deadlines and my upbringing spanning across Hong Kong, Tokyo, California, and London enables me to adaptively collaborate with a diverse range of teams.

During my degree, I studied Documentary Film-making, Psychology, Computer Science, and Human Computer Interaction through practical, hands-on modules. For example, I conducted market research and analysis for [a consultation report for the startup company Pxibits](#), and prototyped and pitched [an app that guides the user from a state of panic to calm](#). Here I apply my sharp eye for aesthetics and expert-level technical skills using Adobe applications and Figma. I believe that these analytical skills, ability to synthesize and assess data, and multimedia communication skills make me an excellent fit for the role.

In my six month UX/UI internship at the start-up [Unitu](#), we explored ways to creatively apply empathy to human-centered solutions within an agile design cycle. This motivated me to self-learn HTML, CSS, and JS by coding two portfolio websites, upon recognising the importance of understanding programming to better communicate with developers in order to bring digital designs to life. [This](#) showcases my corporate work, while [this one](#) exhibits my personal projects.

I respect MUBI's dedication in bringing underground films to the digital landscape, especially since you care for the independent films that inspire me everyday. I am thrilled to learn, grow, and contribute in a high-growth industry at the intersection of technology and film, which is where my passions and strengths lie. Thank you for considering my application, and I look forward to discussing my qualifications further.

Yours Sincerely,

Yu Kakinoki