

# **Isiah Udoфia**

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Hiring Team  
Fora Travel

Dear Hiring Team,

I am excited to apply to Fora because it builds tools that help people travel more confidently while preserving the human element that makes great trips memorable. I admire how Fora blends thoughtful product design with a strong advisor community, and I would love to contribute to that mission.

Over the past year, I have started building full-stack applications for small businesses while developing a more structured product mindset. I have worked on projects that required me to architect customer pipelines, improve conversion funnels, and modernize operations. Each project has strengthened my skillset while reinforcing a conviction that the most impactful tools often serve people who lack access to sophisticated systems.

My experience spans AI, UX design, and systems development. I built a real-time captioning and translation tool where I designed latency goals, managed feature iterations, and improved reliability through better flow control. For an AI-powered dubbing platform, I owned the end-to-end user experience, shaped the upload-to-export workflow, and tested with early users to refine clarity and reduce friction. I also founded a small digital agency where I work directly with clients to define requirements, scope features, and ship usable products. One of the most valuable projects was a full rebrand and website rebuild for LAMC Painting, which taught me the importance of understanding user needs, mapping a clean conversion path, and delivering tools that empower owners who are not familiar with tech.

These experiences have helped me learn how to gather feedback, set priorities, prototype quickly, and measure whether a product solves the right problem. I am motivated by the opportunity to apply these skills in a setting where exceptional customer experience is core to the business.

Fora's commitment to accessible, high-quality travel planning is inspiring, and I would be excited to contribute to the systems that help advisors serve travelers at scale.

Thank you for your consideration.

Sincerely,  
Isiah Udoфia