Josh Ziman joshziman@gmail.com +18326066077 1 Feb 2018

Dear Four Kitchens,

Because of your **human-centric** approach to UX, successful transition into a **distributed team**, and **strong recommendation** from Todd Ross Nienkerk's neighbor and my friend, Justin Koehler, I'm interested in joining your team as a:

UX/UI Designer

I'm a **great fit** for Four Kitchens in a future role, because:

🌮 I've succeeded in **remote** setups and prefer **distributed** teams

🌮 I design **user experiences** that are **valuable, usable & delightful**

🌮 I **solve big & small problems** through *design thinking*.

Let me explain…

A distributed team? Yes, please!

As the sole designer for a small startup, I left "left the building" (4000 miles) to better empathize with our users. I moved out of the office and in with the customers.

And while I was away, I learned to deal with remote communication's subtleties and challenges. Now, I prefer asynchronous collaboration and to leverage its advantages while making myself and others more productive. *So, why did I leave my office?*

ACCOMPLISHMENT

Before my journey, my employers attempted to build a complex tourism marketplace for 5 years. **That became successful once I moved to South America and designed the Hostelhops Reception App.**

We then became the **first bootstrapped startup** in the tourism space to create a liquid three-sided marketplace, by:

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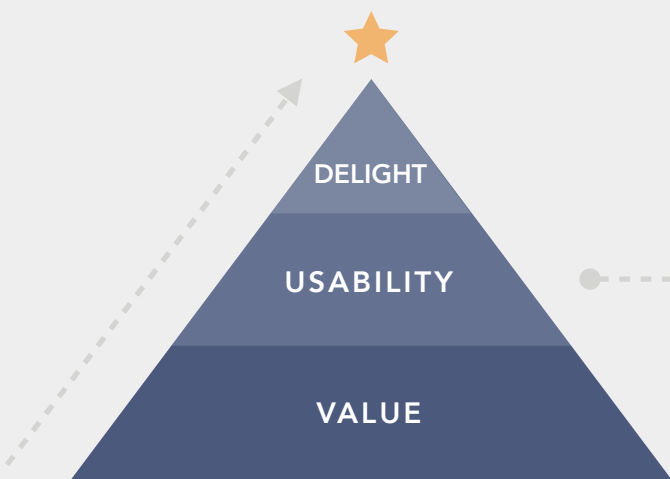PRINCIPLES
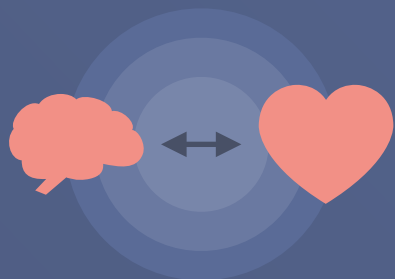
Empathizing through
immersive research

Adhering to **10 UX**
design principles

Valuable, Usable, Delightful UX

A successful, iterative design eventually achieves *UX transcendence*. I do this by adhering to my **10 Principles of Highly Effective Design.**
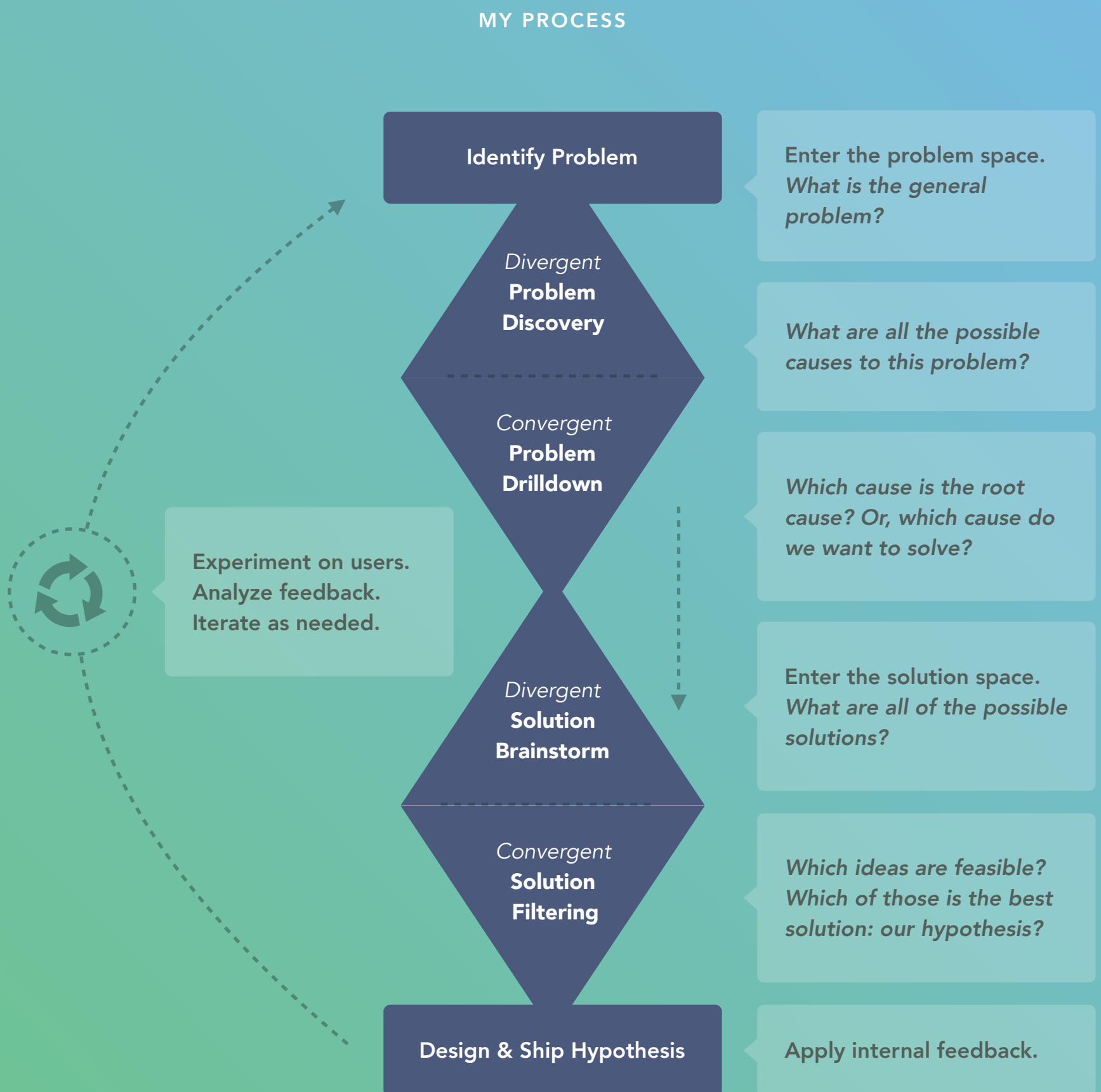
DELIGHT

USABILITY

VALUE

Usability, or *ease*, is achieved when the UX is findable, actionable, simple, forgiving, consistent, reliable, fast and human.

10 Principles of Highly Effective Design	
Be Delightful	*Excite pleasure responses and impress value.*
Be Findable	*Draw attention to the core task: signal over noise.*
Be Actionable	*Guide users through the finish line.*
Be Simple	*Don't make users think.*
Be Forgiving	*Allow users to correct their errors and update as needed.*
Be Consistent	*Reuse familiar, standardized patterns to prevent relearning.*
Be Reliable	*Meet users' expectations; build confidence and trust.*
Be Fast	*Value users' time as they do for themselves.*
Be Human	*Communicate warmly as a helpful, mutual partner.*
Be Valuable	*Solve meaningful problems.*

Design Thinking 💡

I love solving problems of all sizes — *big* and *small*. Creativity needs structure to be applied practically. So I follow this simple and effective methodology:

MY PROCESS

Identify Problem

Enter the problem space. *What is the general problem?*

Divergent
Problem Discovery

What are all the possible causes to this problem?

Convergent
Problem Drilldown

Which cause is the root cause? Or, which cause do we want to solve?

Experiment on users. Analyze feedback. Iterate as needed.

Divergent
Solution Brainstorm

Enter the solution space. *What are all of the possible solutions?*

Convergent
Solution Filtering

Which ideas are feasible? Which of those is the best solution: our hypothesis?

Design & Ship Hypothesis

Apply internal feedback.

Now that you know that I **prefer** working in **distributed teams**, my **designs are principled**, my **process is made simple and effective**, and you may agree that:

I should be Four Kitchens' next
UX/UI Designer

Please also check out my **featured work**. It details my accomplishments and decisions while designing a three-sided tourism marketplace.

Thank you for reading! 🧡 *Josh Ziman, in Austin*

MY WEBSITE →

VIEW FEATURED WORK →