



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 an infant 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.

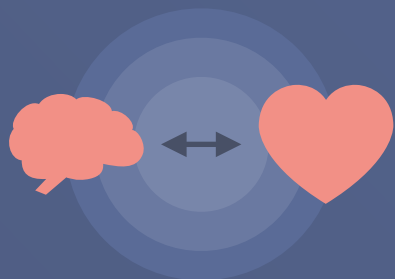
And while I was away, I learned to deal with remote communication’s subtleties and challenges. Now, I prefer asynchronous collaboration and to leverage its advantages while making myself and others more productive. *So, why did I leave my office?*



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:



Empathizing through
immersive research

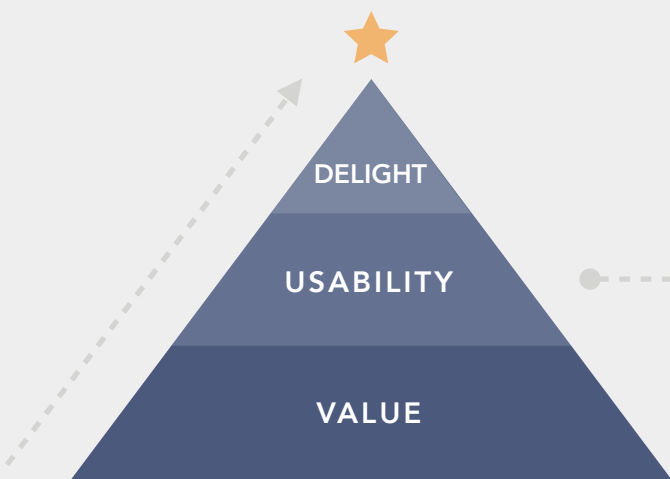


Adhering to 10 UX
design principles



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**.



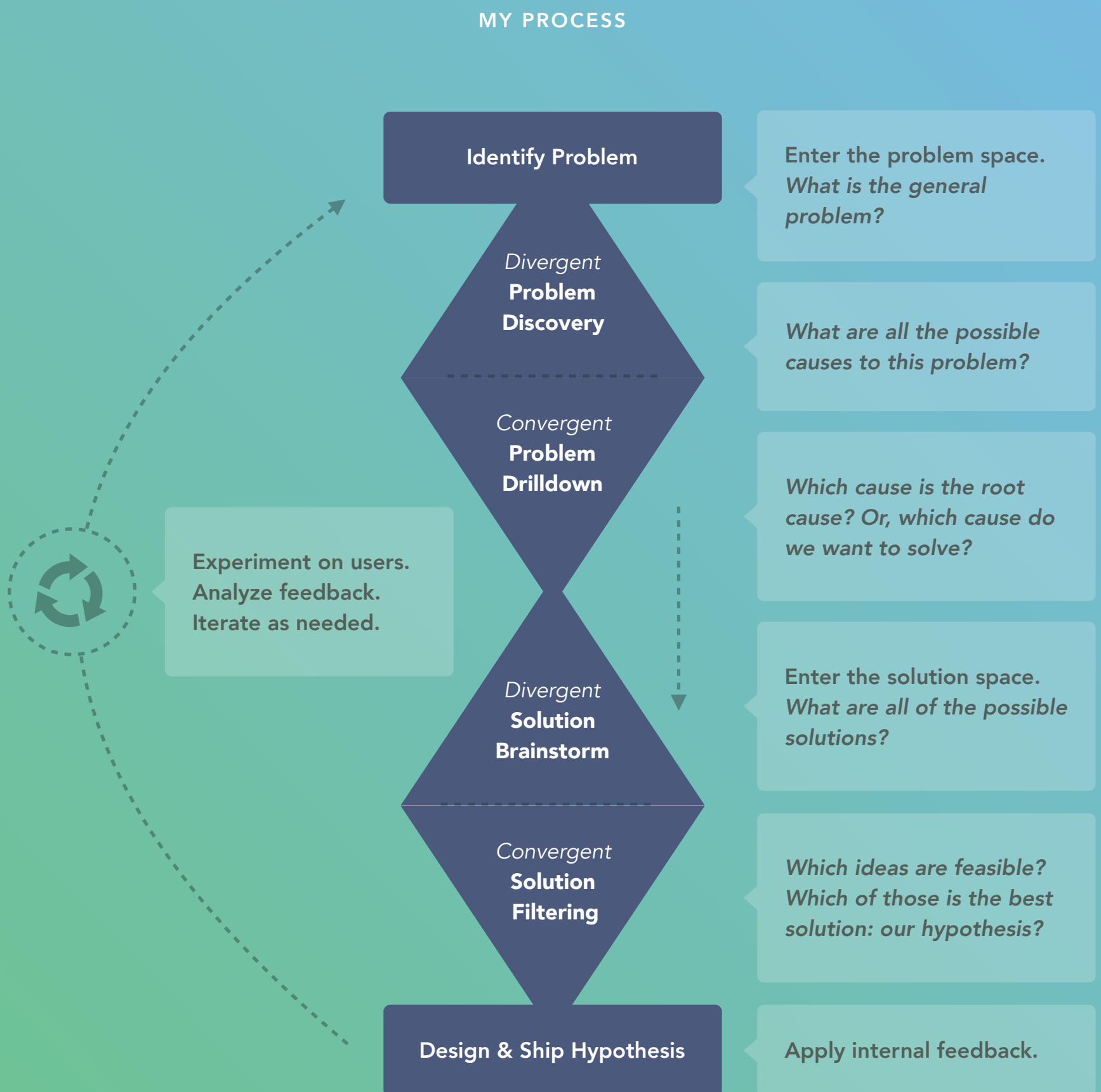
Usability, or *ease*, is achieved when the UX is findable, actionable, simple, forgiving, consistent, reliable, fast and human.

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

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:



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 →](#)