



visual & experience designer

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Bailey Brand
Consulting
200 W Germantown Pike
Plymouth Meeting
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July 13th, 2022

Dear Bailey Brand Consulting Hiring Director,

I'm writing in response to the job posting on your website for the Graphic/Interaction Designer position. With my background in graphic and interactive design, as well as a passion to provide others with the best experience through design products, I believe I would be a great addition to your team.

In June 2022, I graduated from Drexel University with a Bachelor of Science degree in Graphic Design, along with a minor in User Experience and Interaction Design. As part of my training at Drexel, I have worked on multiple projects of different disciplines, including brand identity, publication design, package design, and UX/UI design for both responsive websites and mobile products. I believe that my proficiency in the Adobe Creative Suite, especially Adobe Illustrator and InDesign, Figma, and Sketch will enable me to help Bailey Brand Consulting achieve set goals.

For my co-operative education program, I worked for 6 months at MilkCrate LLC as a Digital Product and Graphic Designer. During this period, I worked with a team of designers and created wireframes and prototypes for the company's mobile product, as well as visual graphics cohesive to our clients' brand identity. Our targeted clients are mostly non-profit organizations; therefore, in the UX/UI design process for their products, I always made sure that their identity is highlighted to better get their brand values and messages to their audience. Working at MilkCrate LLC also gave me the opportunity to communicate directly with our manager and stakeholders to discuss not only the branding for our customers, but also for the company itself. This position was my opportunity to learn to always put the audience's experience first while designing; this mindset allowed me to practice my branding skills as a graphic designer, as well as improve my critical thinking skills within large-scale projects.

In my senior year at Drexel University, I was selected as the leader for our college's Graphic Design Senior Showcase website team. This position allowed me to work closely with a team of talented designers to design and develop the website for our online exhibition. Leading this team was an opportunity for me to practice my social and project management skills as well.

As a Vietnamese international student at Drexel, I am confident that I can adapt well to changes in work environments. I am greatly passionate about accessibility in visual design, and I hope with my skills and strengths, I can help bring my values to align with Bailey Brand Consulting's in the future.

Thank you for your time and consideration,

Sincerely,

Han Khuong