



visual & experience designer

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Bailey Brand  
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Dear Bailey Brand Consulting Hiring Director,

In my search for new creative opportunities, I was excited when my professor Mark Willie at Drexel University sent me the opening for the UX/UI Designer position at Bailey Brand Consulting. After reading the job expectations, I feel confident that my combination of skills and experience makes me a strong candidate for this role.

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 UX research, interaction and interface design, responsive web design, front-end development, as well as brand identity and publication design. I believe that my proficiency in the Adobe Creative Suite, Figma, HTML/CSS, along with innovative web design and development platforms such as Webflow and Squarespace will enable me to help your company 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 their website application. Furthermore, I got a chance to work closely with the project manager to interview stakeholders and conduct platform testings to improve the usability of our customers' applications. This position shaped my interest for UX research and interaction design, as I had a chance to see how our research and usability testings were applied to a cohesive visual design system and improve our clients' experience.

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 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