

300 North College Street  
Northfield, MN 55057

November 6, 2017

Dear Hiring Manager:

I've been a Snapchat user for a while and have been amazed at the innovations to the picture-messaging app that really set it apart from the others. Though the idea of sending pictures is not new, the little tweaks and additions that come regularly give me the impression that the company is really focused on bringing about change in the industry.

Over this summer I worked as an application developer for a startup in my college town that aimed to launch a new social media platform. I was responsible for building a prototype for the app to be presented to investors that would push the project forward. Because I was a one-person-team, I was solely responsible for platform decisions and implementations which gave me a thorough exposure to a wide range of platforms and frameworks at every level of the stack. I ended up choosing AWS Cognito, S3, API Gateway, and DynamoDB for the backend, and Phonegap/Cordova for the frontend, but I believe that I could have gone with anything else and still be successful. I think this experience in adapting to disparate technologies will be essential in getting started at Snapchat.

This social media platform was based around the idea of checking into specific places, and continuing communications within them after the fact, which vaguely resembles Match.com's Missed Connections and SnapMap. In implementing this, I gained experience in using Google's Map and Places APIs. I think overall, I have a lot of the experiences that will be easily transferred to working at Snapchat regardless of the layer.

If chosen for the position, I will be able to perform effectively at any part of the pipeline, all the while enjoying being a part of the innovation process. Thank you for your consideration.

Sincerely,

Ju Yun Kim