

MADDIE SIMENS

maddiesimens@gmail.com
www.maddie.io
216 905 9187

Dear Rdio,

I know this is the part where I'm supposed to talk about myself, but that's never come easily to me. I would almost always rather hear about you. "You" is more interesting. I can ask you questions, and I love questions.

I believe that you never need to know all the right answers so long as you know how to ask the right questions. This belief has shaped who I am and who I want to be. It has removed the pressure of "being right," given me permission to unleash my curiosity, and placed me squarely on the path of an aspiring user experience designer.

Finding this path has taken a couple years, multiple job positions, no fewer than three changes of my major, and countless questions. When I first asked myself, "What do I want to do with my life?" I decided to pursue business and marketing because they are driven by people's needs. The companies that succeed are the ones that solve the most important problems in the most elegant ways, and that fascinates me! After a few years on this track, however, I realized that business is only half of the answer to my question. A trend emerged: the companies with which I was obsessed were the ones who were equally obsessed with good, impactful design. So about eight months ago, after sitting through semesters of accounting, finance, and management classes, I realized that, all along, I had wanted to be a designer. I *want* to be a designer.

Since this epiphany, I've sought out every opportunity possible to make my dream a reality. I kept my business major but added another in interactive media. I landed a UX position at an incredible video hosting startup called Wistia, where I finally had the chance to do what I love: try to understand people and solve their problems. I devoured every tutorial, design documentary, and A List Apart article I could find. I taught myself to use Adobe Creative Suite, had entirely too much fun playing with Balsamiq, and built my first, admittedly janky, website (responsive design is next on my to-do list). Now, I'm interested in taking another step forward as a co-op at Rdio.

Rdio is beautiful – a product fused with a passion. It's hard to tell where platform ends and music begins. It is so well designed that I simultaneously look forward to using it and forget that it is in use. I think this is very special and very rare.

Every interaction I have with Rdio tells me that it is a thoughtful company made possible by a team of incredibly smart and humble people. I would really love to be a part of it. My technical chops may be newborn, but they are growing rapidly, and my love of questions has never been stronger. I can promise you that my passion is unparalleled, and I would love nothing more than to spend my summer learning from you fine folks and ensuring that Rdio continues to be a product that stands out by being almost invisible.

Thanks for taking the time,
Maddie