



## Dear Hiring Manager,

I am thrilled to apply for the Digital Product Designer position at Blue Apron! With a passion for designing functional, effective, and engaging user experiences, I am eager to contribute my skills and enthusiasm to the Digital Consumer Design team at Blue Apron.

As a recent graduate from Rutgers Mason Gross School of Arts with a Bachelor of Fine Arts (BFA) in Design, I have developed a keen eye for aesthetics, typography, and meticulous attention to detail, ensuring that every design element intentionally contributes towards creating a compelling experience.

I approach design with the principle that aesthetics and functionality should work together in harmony, rather than in opposition. A compelling user experience aligns with both user needs and business objectives. I value simplicity and find elegance in effectiveness. In the recipe for success, collaboration and effective communication are two essential ingredients that I bring to the table. With a willingness to learn, adapt, and collaborate with partners, I am confident that my commitment to growth will contribute positively towards the team's success.

What sets me apart is my unwavering eagerness to learn and grow in the field of UI/UX product design. Proficient in industry-standard design tools like Adobe Creative Suite, Figma, and Sketch, I have the ability to bring my ideas to life through wireframes, prototypes, and high-fidelity designs. Additionally, my technical proficiency in HTML, CSS, and JavaScript allows me to help bridge the gaps between design and development, ensuring a seamless user experience from concept to implementation.

Blue Apron's commitment to sparking discovery, connection, and joy through cooking deeply resonates with me. The emphasis on design as a core component and opportunity to impact every Blue Apron customer through my work make this role a perfect fit for my career aspirations.

Thank you for considering my application. I have attached my resume and portfolio for your review, providing further details about my qualifications and experience. I am eager to join Blue Apron's talented team and contribute to the growth and success of the business, fostering an environment where everyone can thrive!

Sincerely,

Daniel Roswadowsky.