Irene Wrzesien #78
The American Academy of Family Physicians
11400 Tomahawk Creek Parkway
Leawood, KS 66211-2672
Re: User Experience Designer position

Dear Ms. Wrzesien:

My name is Nick Mosher and I am applying for the User Experience Designer position. I learned of this position from my wife, Emily Mosher, who works at the American Academy of Family Physicians (AAFP) in Strategic Partnerships. I want to make my career in user experience design and my skills are an ideal match for this position. My salary requirement is flexible but is in the $72,000 to $80,000 range.

I have a design background and am especially interested in experience design. My degree is in Theatre Design and I started an Interaction Design MA at KU in the program's inaugural year, however, the degree program itself was discontinued after its first year and I found employment at the First National Bank of Olathe (FNBO).

My last position at FNBO was Customer Experience Manager. In this position, I led the development of a 'switch kit,' an online guide to help customers through the process of switching their accounts from an old bank to FNBO. The instructions covered deposits, online bill paying, and automatic transfers. The kit went above and beyond for customers, providing them with the contact information of various local utility companies as well as a list of the information and documents they would need to prepare before contacting the utility about their automatic bill pay switches. Additionally, I developed an online banking user manual as a one-stop solution to online banking issues. The manual provided customers with an in-depth guide to the many features of online banking as well as to enable the entire bank staff to speak knowledgeably to customers about online banking.

I currently work for Enterprise Bank & Trust, LLC, the company that bought FNBO in September 2011. At Enterprise, I am an Implementation Specialist, working to make a smooth online banking transition of more than 10,000 former FNBO customers. I employ responsive design in emails to customers built for ease of usability on both computer and mobile phone screens.

Throughout my career, I have maintained a freelance design business and, with a partner, have run a web design company. For these companies I have created graphic designs, consulted with clients to create attractive business websites that are highly usable, and provided personalized training in the use and maintenance of these sites. Customer websites are designed to take advantage of SEO techniques and best practices.

I am eager to contribute to the meaningful work of the AAFP. I look forward to hearing from you.

Sincerely,

Nick Mosher
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Nick Mosher

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Summary

I would like to apply my four years of online user experience design to the needs of the AAFP.

Education

University of Kansas – Design, BFA (2005)
- Designed stage lighting and sound for 10+ shows in 4 years
- Awarded several technical theater awards and scholarships

Experience

Enterprise Bank & Trust; 444 E Santa Fe, Olathe KS 66061
Implementation Specialist (Fall 2011 - Present)
- Manage online banking conversion for 10,000+ customers.
- Manage website with 6,000+ daily visits with DotNetNuke
- Selected new online expense reporting vendor with best customer usability.
- Strategic planning for the technical team's 2013 plan.
- Consulted with marketing, IT, and bank executives future Enterprise websites and usability.
- Managed five projects to date using SCRUM - agile project management methodology.
- Developed responsive email newsletter for optimized viewing on mobile and web devices.

First Olathe Bancshares; 430 E Santa Fe, Olathe, KS 66061 **(2007 – Fall 2011)**
Customer Experience Manager
- Developed and led fraud communications team with regular email newsletter on online safety.
- Managed web and marketing projects as well as online banking implementation and upgrades.
- Designed all web and online related marketing, communications, and educational programs.
- Identified and solved gaps in customer experience.
- Designed and managed implementation of a revolutionary switch kit web application.
- Trained staff and customers on GTD productivity system by David Allen
- Continued responsibilities listed below.

Technology Project Coordinator
- Wrote and published 150 page comprehensive online banking user's guide with accompanying educational program that brought guru level knowledge of online banking to all staff that provided one stop customer support for online banking.
- Co-led user research focus groups related to website redesigns and perspectives on banking.
- Developed bank owned real-estate websites for two banks using open source content management system (CMS).
- Managed web projects, marketing projects, implementations, and upgrades for three banks.
- Developed website governance and standards policy manual
- Designed many web and online related marketing, communications, and educational programs.
- Developed several micro websites, user friendly forms, and widgets for three banks.

- Co-founded and led project management office.
- Continued responsibilities listed below.

Technology Assistant
- Implemented and managed award-winning Intranet with record breaking 95% daily utilization.
- Two-time speaker at CSI Web@Work (Intranet) user conference on best practices.
- Assisted major website conversion, implementations and upgrades across two banks.
- Provided last line of customer support during times of extremely high call volume.
- Co-Founded and lead Innovation Team.
- Managed bank's SEO bringing it to number 1 in Olathe banks when searched on Google.

Freelance Design Work
MosherDesign (http://www.mosherdesign.com)
Freelance Designer (2005 – Present)
- Designed, developed and launched site to accept donations in response to a local tragedy, in 18 hours. Site has collected over $5000 in small donations.
- Wrote the "gold-standard" of all online banking comparison matrices.
- Interaction design, website design and graphic design for several clients
- Sound, lighting, and projection design for various plays and concerts.

Eternal Second Designs, LLP (http://www.eternalsecond.com)
Co-Owner, Founding Partner (2005 – Present)
- Together with web programmer Bill Parrott, designed and launched 12+ websites in close collaboration with clients.
- Built own web content management systems and many other systems on open source standards (XHTML Strict, CSS standard, 508).
- Currently building WordPress based websites for easier content management that deploy quickly.
- Currently developing new marketing website using responsive design techniques.

Skills and Related
- One year with Agile Project Management; three years with Waterfall Project Management.
- Six years of website development using languages that include: XHTML, HTML 5, CSS 2, CSS 3, PHP, ASP.Net, XML, jQuery and Javascript.
- Six years of web and graphic design experience.
- Passion for interaction and usability design.
- Three years of website governance and standards management.
- Three years of marketing and brand management.
- Three years of managing professional social media.
- Five years in workflow and productivity systems (based on GTD system).
- Notary public.
- Eagle scout.

LinkedIn: http://www.linkedin.com/in/mosherdesign
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Porfolio: http://www.mosherdesign.com

References

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