

# Nicholos Palmer

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Dear Recruiting Team,

I am thrilled to be submitting my application for the UX Associate Researcher role at Ipsos North America. With a background in social science research, digital content management, and a proven ability to collaborate with cross-functional teams, I am confident that I can effectively contribute to your mission of equipping your clients with the insights they need to make better decisions.

As a burgeoning usability practitioner, I always enlist in opportunities to learn and develop the craft of creating user-centric products. When I started working at the Town of Chapel Hill, the Town Manager's office was looking for ways to create a more user-friendly website that would make it easier for residents to find information. I expressed immediate interest and signed up to be a web steward for the Human Resources department. During my time as a web steward, I learned about UX principles such as discoverability, content clarity and mental modeling. I was also exposed to concepts such Plain Language and Information Architecture. My interest in digital design grew from this experience which inspired me to enroll in a web development course at my local community college.

My growing knowledge and passion eventually propelled me into the Web Coordinator role at Carnegie Endowment. This trajectory speaks to my love for taking on new challenges and being innately curious. I continue to develop my design thinking mindset and philosophy, and I am pumped to bring my expertise to Ipsos' Return on Customer Experience Investment services. I also look forward to handling a full range of projects while being mentored by senior staff.

Thank you for your time and consideration. I look forward to discussing how my qualification will serve Ipsos' mission and values.

Sincerely,

Nicholos Palmer