

# Nicholos Palmer

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Hiring Team  
4 Chase Metrotech Ctr  
Brooklyn, NY 11245

Dear Hiring Team,

Imagine a bustling town, filled with residents looking for information, answers, and connections to their community. Now picture the frustration when that information is buried in a maze of links, hidden behind confusing menus, or buried beneath layers of jargon. This was the challenge I faced as an Office Assistant/Web Steward at the Town of Chapel Hill. But it was also an opportunity to transform the way people interact with their local government.

I was already developing a passion for creating seamless user experiences and, to further grow that passion, I enrolled in the Communications Manager and the Deputy Town Manager's [efforts of creating a more user-friendly government website](#). It wasn't just about a sleeker look; it was about rethinking how people navigated the site. By focusing on simplicity and the principles of Plain Language and Information Architecture, I assisted in significantly reducing inbound customer calls by 30%—a clear sign that people were finding what they needed without frustration. And the bonus? Users were spending more time exploring the site, discovering resources they hadn't noticed before.

How does this apply to the Experience Design Associate role? I strongly believe that the experiences I garnered from collaborating with learned coworkers, stakeholders and vendors on projects related to digital communications, content management, and strategy support my candidacy.

I look forward to discussing my qualifications in more detail. Thank you for your time and consideration.

Sincerely,  
Nicholos Palmer