


Nicholos Palmer

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Dear Recruiting Team,

I am writing to express my interest in the **Cyclist UI/UX Designer** role due to my experience in content management, web design, and love for riding bicycles. Additionally, as I am also developing my usability and user experience skillset, I believe that I can bring this background to the functions of this role.

With a strong foundation in collaboration, I have gained valuable experience supporting creative teams in the development of web products and driving product direction. Leveraging UX/UI principles, I have successfully improved the performance of web-based content. One such example is my work at the Carnegie Endowment, where I analyzed user data and partnered with the design team to refine email designs for the organization's marketing efforts. By adhering to Don Norman's design principle of discoverability, I contributed to the improved placement of call-to-action elements and the enhancement of email content hierarchy, which significantly boosted engagement—leading to increased subscriptions and RSVPs, particularly for Carnegie's 2022 Nuclear Policy Conference.

Our team discovered that user-centric design is key to capturing attention in an information-saturated digital environment. By creating emails that were clear and concise, we reduced the likelihood of recipients feeling overwhelmed, which, in turn, heightened their responsiveness.

This experience has deepened my passion for UX and usability, motivating me to continue expanding my knowledge and skills in creating impactful, user-friendly digital experiences.

I am also a strong believer in mobility by pedaling. Having lived in a few urban areas, I enjoy the thrill and ease that bicycling provides. My father instilled in me a love for bicycles, and I have brought that appreciation with me well into adulthood. I posit that that affinity will complement my candidacy for this role.

Thank you again for your time and consideration. I look forward to discussing how my background can be beneficial to the mission of BikeBoozt.

Sincerely,

Nicholos Palmer