

Nicholos Palmer

nicholospalmer@gmail.com ❖ (704) 414-0302 ❖ New York, NY ❖ [Portfolio](#)

Dear Talent Acquisition 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 at the Town of Chapel Hill. But it was also an opportunity—a chance to transform the way people interact with their local government.

With a passion for creating seamless user experiences, I enrolled in the Deputy Town Manager's efforts to creating a more user-friendly government website. It wasn't just about a fresh 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.

But this transformation didn't happen overnight. Working closely with the Town's Information Architecture committee, I supported UX research initiatives that helped us uncover how people were truly using the site. We analyzed behaviors, listened to feedback, and optimized everything from the content structure to SEO. I also participated in user research and plain language projects, helping senior staff translate complex information into clear, accessible language that could be easily understood by anyone.

The result? A website that not only serves as a resource but also feels intuitive, accessible, and—dare I say it—enjoyable to use.

I thrive on creating digital experiences that make life easier for people, whether it's through thoughtful design or strategic content improvements. I would love to bring that same passion and problem-solving mindset to AWAY as your next Associate Site Marketing Manager.

I look forward to discussing how I can help your team create impactful digital experiences that empower your users.

Sincerely,

Nicholos Palmer