

Nicholos Palmer

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DonorsChoose
134 West 37th Street
New York, NY
10018

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Dear Mr. Josh Rosenberg,

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—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 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.

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

During this tenure, I learned a considerable amount about the process of creating usable websites especially in the civic space. I was exposed to user research and the future work the Town would undertake to ensure that user and customer feedback was incorporated into its content policy. This experience engendered in me a passion to grow in the field of user research and content design to improve civic engagement.

I would love to bring that same passion and problem-solving mindset to the **UX Research Operations Specialist** role. Additionally, having worked in government and nonprofit, I am a strong believer in the public good and hope to contribute to DonorsChoose's commitment of combating racial and socioeconomic inequity in school funding and centering teachers' needs.

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

Sincerely,
Nicholos Palmer