

NICHOLAS PALMER

nicholospalmer@gmail.com
704-414-0302 • [portfolio](#)

Dear Hiring Team,

I am excited to be applying for the Associate Experience Designer role at Konrad Group. I recently completed my certificate in UX Design from BrainStation, and the experience I gained from that coursework has bolstered my previous qualifications in content and project management, cross-functional collaboration, and marketing. Having conducted user research and along with defining value propositions, I have further developed my appreciation for empathizing with the user's needs and expectations while balancing business impact and value.

Prior to my certification in UX Design, my Web Coordinator role was characterized by heavy collaboration with design and marketing teams, strategy consultants and web developers. I managed the end-to-end process of building email campaigns in keeping with organizational communication and content strategy. One of my favorite aspects of my role was designing emails that not only captured our audience's attention, but that boasted meticulously crafted call-to-action prompts and visual hierarchy. This is vital for achieving conversions.

Given my background, I believe I'll bring a thoughtful approach to experience design. My design philosophy centers on understanding user needs, behaviors, and emotions while ensuring business success.

I'd love the opportunity to discuss how my skills align with this role. Thank you for your time and consideration. I look forward to connecting!

Sincerely,

Nick Palmer