

Nicholos Palmer

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Dear Recruiting 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 a 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 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.

How does this apply to email marketing? Design is more than just visual appeal. It's about function, customer centricity and customer service. Creating an email isn't only about capturing the recipient's attention, it's also about satisfying their immediate needs. I believe I can bring this knowledge and experience to the **Designer - Email Marketing** role.

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

Sincerely,

Nicholos Palmer