

# NICHOLAS PALMER

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Dear Webflow Content Design Team,

I am excited to apply for Webflow's Content Designer role (Job #6805345). My drive to pursue a path in content design was inspired by my introduction to information architecture and user experience principles during my work in government.

From drafting policy papers to collaborating on effective email marketing copy, I have always been interested in organizing information. Consequently, as a web steward at the Town Government of Chapel Hill, I joined the efforts to redesign the Town's website. I learned key Federal Plain Language guidelines and two that stood out to me were "organizing information" and "testing the content."

I recognize that one of the challenges of designing technical interfaces for website building software is guiding users through the content modeling features. A solution is testing and gauging user feedback. This is paramount to structuring and designing content. Upon observing the [testing methods that the redesign team at the Town of Chapel Hill](#) used to implement its user research process showed me how vital it is to incorporate user input into content design efforts. This enables users to guide themselves through the website to find the solutions they need.

This experience piqued my interest in content design as a career. I have always made efforts to step in the field ever since. For example, I took a web design course to become more fundamentally aware of frontend design. In my most recent role, I worked with designers, copywriters, and marketers to sharpen my email copywriting skills and later enrolled in a course focused on usability.

I then completed a certificate in UX Design in which I learned to execute card sorting exercises and moderated user interviews. During a module on chatbots, I was intrigued by my lecturer's experience in designing the conversational UI, microcopy and response libraries of their company's AI virtual assistants. This experience furthered my foundation and interest in generative AI and LLM products.

I'm eager to contribute to the content design practice at Webflow. I believe I have the experience to grow and to hit the ground running.

Thank you for your time and consideration. I would love to connect and discuss my qualifications further.

Sincerely,

Nicholas Palmer