**NICHOLOS PALMER**[nicholospalmer@gmail.com](mailto:nicholospalmer@gmail.com) | San Francisco, CA (Relocating) | 704 414 0302

Dear Hiring Team,  
  
I am writing to express my enthusiastic interest in Sofi’s **Designer, Web** position. As a forward-thinking, detailed content manager and junior UX designer, I have experience in collaborating with creative teams to build and design digital experiences and marketing landing pages.  
  
In my recent role as Web Coordinator at Carnegie Endowment, I managed the Organization’s website ensuring that webpages followed content design best practices. I also incorporated user experience principles into email designs. Emails, like webpages, still serve as user interfaces. Understanding this mantra was vital to the marketing work I engaged in. To ensure that metrics, such click-through-rates and unique pageviews, were successful, design principles cannot be taken for granted. In email design, call-to-action UI placements, visual hierarchy and customer expectations are examples of thoughtful design principles I incorporated in my daily work. I hope to bring this approach to Sofi and to the Designer role.  
  
I was introduced to the importance of creating effective digital experiences while working in local government. I volunteered as the Web Steward for the Human Resources department at the Town government of Chapel Hill. In this role, I was able to work with the Town’s [Website Redesign team](https://www.townofchapelhill.org/government/departments-services/communications-and-public-affairs/town-website-redesign) to learn how to edit public webpages to follow Plain Language principles and Information Architecture guidelines. I further recognized the importance of content design when incoming calls to the HR department began to reduce and public visits (sessions) to the HR website increased. This highlighted that members of the public were finding answers to their questions online instead of calling to address their inquiries. Effective content design resulted in tangible results.  
  
In short, I love what I do. So much so that I recently completed a [UX Design certificate](https://nicholos-palmer-ux-design-cert.tiiny.site/) at BrainStation. I enjoy working with creative teams of web producers, designers, marketers and more to accomplish design goals. I like supporting design operations and engaging in the results that occur from collaboration. I hope to bring this passion to Sofi. I would appreciate the opportunity to connect and to discuss my qualifications in more detail. Thank you for your time and consideration.  
  
Sincerely,  
  
Nicholos Palmer