

Ricardo Sanchez
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Capital One

Dear Selection Committee:

I am writing to express my interest in the Principal Associate UI/UX Designer position with Capital One. As a designer with 4+ years of experience, I am a competent, enthusiastic, and qualified candidate. I have extensive experience using advanced graphic design tools and web code to create customer-obsessed experiences. In addition to a wide technical skill set, I bring an ability to facilitate communication between designers and developers, a high level of reliability, and a means to function independently with little oversight.

Recently I completed a contract-based, large scale web application for an NYC nonprofit. I worked with this client for 7 months using WordPress, custom CSS, JavaScript, and plugins. I independently tackled many issues mixing custom CSS with the Elementor plugin. Through constant testing and debugging, I was able to successfully satisfy the client's needs for their website. In 2022, I worked as a contractor for The Prana Life, which is a Yoga studio and retreat house. I started as a web developer, helping to redesign the client's existing site with a goal to increase customer conversions for retreat packages. I added products and promotions, made sure postings were on time, and managed any errors that arose. Further on my role shifted to design work, where I oversaw the e-commerce aspect of the company. I made sure the company's branding was consistent across all channels, created social media deliverables, and met with clients regularly. In 2021, I was the sole intern for RMB Vivid, a notorious design agency in the Pacific Northwest. I generated design mockup deliverables and became fluent in Sketch and InDesign. I learned how to talk directly to clients, create proposals, and communicate with developers. Throughout the pandemic in 2020 as a college project, I founded a web design and digital marketing agency called Purpl Creative. Due to the pandemic and struggling local businesses of the time, I was unable to land a client, but gained experience talking with business owners and drafting proposals. Technically, I learned how to develop websites from scratch using HTML, CSS, JavaScript, Bootstrap, and PHP. Not only did I learn how to develop websites locally, but also how to store web apps in AWS s3 buckets using Route 53, Cloudfront, and the Certificate Manager.

All together, these experiences have helped me become a well rounded and knowledgeable designer and developer, not only who can effectively communicate with clients, but who can bring backend applications to life. I am passionate about building web experiences through multiple formats and creating dynamic and exciting experiences.

Should questions arise, please do not hesitate to contact me. Thank you for your consideration.

Sincerely,

Ricardo Sanchez