

ROBERT HIRO KAMEDA

UX / UI DESIGNER

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 Robert Hiro Kameda
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Yardi Systems
430 S Fairview Ave
Goleta, CA 93117

Dear Yardi Systems,

I am writing to apply for the UI/UX Designer position at Yardi Systems. I'm genuinely intrigued by this field of profession and specifically for this role at Yardi Systems, due to the company's determination in integrating the most seamless experience for Yardi System's clients and customers. After following Yardi Systems's official blog for a while, there was no doubt in my mind that the company and the employees expressed a strong communal, collaborative, and familial culture, which I value most in life.

I believe I'm a great fit for this role at Yardi Systems, mainly because of my educational experience and knowledge I gained from majoring in English Literature at the University of California, Berkeley & the UX/UI Design + Front-End Apprenticeship Program I fully immersed myself for the past year at BLOC. Many have mocked me for pursuing a B.A in English Literature, yet I believe it taught me how to deeply empathize with the (priveleged and unpriveleged) people in the past & present and acknowledge all realms of frustrations and pain-points, and use the most effective category of diction, which is a vital skill all designers need and rely on. Attending Bloc, I learned the user-centered design principles and the skills of a professional UI/UX Designer, who can brainstorm the initial concepts of a product, follow a holistic design process along with other creative team members, and deliver an intuitive, friction-less solution. After researching your *Smart Energy Suite Brochure*, as a designer, I deeply felt in synch with both the user-centric and eco-centric design process of products such as the *Yardi Utility Expense Manage-ment & Yardi E2 Insight*; a caliber that I can genuinely relate with *Ponocrave*. With pride, I can tell you that there's absolutely nothing that motivates me more than having the privelege and opportunity as a designer to deliver a digital, seamless experience for users, and simultaneously bring the awareness of preserving the essence of nature.

I truthfully feel Yardi Systems a collaborative community, where I can work along with other bright-minded designers to help make Yardi Systems's clients and customers life happier and less frustrating. I appreciate for your time and consideration. I look forward to the opportunity to speak with you further.

Sincerely,
Robert Hiro Kameda