



ROBERT HIRO KAMEDA

UX / UI DESIGNER

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 Robert Hiro Kameda
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TrackR
19 W Carrillo St.
Santa Barbara, 93103

Dear TrackR,

I am writing to apply for the Mobile UI/UX Designer position at TrackR. I'm genuinely intrigued by this field of profession and specifically for this role at TrackR, due to the company's determination in integrating the most seamless experience for TrackR's clients and customers. After following TrackR'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 TrackR 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 (privileged and unprivileged) people in the past and present and acknowledge all realms of frustrations and pain-points, which is a vital skill all designers need and rely on. Attending Bloc, I learned the user-centered design principles and the skills of what a Mobile (and Web) UX/UI Designer who can brainstorm the initial concepts of a product, execute a holistic design process along with other team members, and deliver an intuitive, friction-less solution. Considering most users are most likely *mentally frustrated and panicked while using TrackR* to find their lost item that they adored, I believe its my mission as a designer to deliver visually appealing product that is calming to the eyes, and make sure the journey is an easeful experience. What stunned me most after researching all of the products from TrackR, especially the *TrackR bravo*, was the empathic theme of "*homeness and transcendence*," due to the product's ability in finding its beloved owner at any time and location; a similar caliber that I can instinctively relate with the holistic design process of "Ponocrave."

I truthfully feel TrackR's a collaborative community, where I can work along with other bright-minded designers to help make TrackR'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