


ROBERT HIRO KAMEDA

UX / UI DESIGNER

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 Robert Hiro Kameda
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Appfolio, Inc.
50 Castilian Dr.
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Dear AppFolio,

I am writing to apply for the User Experience Designer position at Appfolio. I'm genuinely intrigued by this field of profession and specifically for this role at Appfolio, due to the company's determination in integrating the most seamless experience for Appfolio's clients and customers. After following Appfolio's official blog for a while, there was no doubt in my mind that the company and 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 Appfolio, 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 & 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. The moment I came across the article on AppFolio employees coming together to stop hunger, it frankly hit me hard, due to my passion for humanity and having a strong personal connection with unprivileged people. On top of that, it is humbling to know how dedicated Appfolio is for capturing the "heart" of the users, judging by the constant notion and importance of *delivering a WOW-experience* for current and future tenants.

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