

ROBERT HIRO KAMEDA

PRODUCT DESIGNER



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Robert Hiro Kameda
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Deckers Brand
250 Coromar Drive
Goleta, CA 93117
USA

Dear Deckers Brand,

I'd like to express my interest in applying for the Digital Graphic Designer position in Goleta, CA. After reviewing the job description, key responsibilities, and experience requirements, I felt the urgent need to reach out to show my interest for potentially being a part of your company.

For the past year I studied and worked along with my mentor at Bloc's Immersive UI/UX Design program, learning all the foundational aspects and business objectives and applied those skills into my three products, which one of them, *Ponocrave*, is an ios mobile food truck app, that genuinely epitomizes who I am as an eco-earthling, designer, and educator. For each product, I used my own user-centered design process starting from conducting user research, concept ideation, user flows, style guides, high-fidelity prototype, testing, and validation. A more detail-oriented strategy is also on my website that I built on my own with HTML, CSS, Javascript (JS). I have extensive knowledge and fluency in a variety of design tools including Adobe CS, Sketch, Invision, and I hope to bring my artistic and creative background to the team if needed. I am a hardworking designer who's willing to always learn to improve. I believe I thrive most when surrounded by a collaborative environment with creative designers who strive to deliver an empathetically engaging "moment of delight" for users.

I am a hard worker, and I can assure you that I will bring the proper skill set for the Digital Graphic Designer role. I appreciate for your time and consideration and I look forward to the opportunity to speak with you further.

Mahalo,
Robert Hiro Kameda