


# ROBERT HIRO KAMEDA

## UX / UI DESIGNER

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 Robert Hiro Kameda  
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BCG Digital Ventures  
80 George Street  
Sydney, NSW 2000  
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Dear BCG Digital Ventures,

I am writing to apply for the UI Designer position at BCG Digital Ventures. I'm genuinely intrigued by this field of profession and specifically for this role at BCG Digital Ventures, due to the company's determination in integrating the most seamless experience for BCG Digital Ventures's clients and customers. After following BCG Digital Ventures'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 BCG Digital Ventures, 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 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.

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