

# ROBERT HIRO KAMEDA

## UX / UI DESIGNER

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IDEO TOKYO  
5-4-35 Minami Aoyama, #201  
Minato-ku, Tokyo 107-0062

Dear IDEO TOKYO,

I am writing to apply for the Interaction Designer (Creative Coder) position at IDEO. I'm genuinely intrigued by this field of profession and specifically for this role at IDEO, due to the company's determination in integrating the most seamless experience for IDEO's clients and customers. After following IDEO's (US) 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 IDEO Tokyo, 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 UX/UI/Product/Interaction Designer, who can brainstorm the initial concepts of a product, follow a holistic design process along with other creative/selfless team members, and finally deliver an intuitive, friction-less solution. Having to be raised along with other Japanese citizens in Tokyo for most of my life, and being molded by the unique culture that is the complete opposite from what I experienced while I was in California, I hope to bring a creative and bi-cultural perspective and philosophy in creating physical & digital products that could enhance the lives of all kinds of people.

I truthfully feel IDEO Tokyo is a collaborative community, where I can work along with other bright-minded bi-cultural designers to help make IDEO Tokyo'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