# STEPH DUNN

## USER EXPERIENCE

### POSITION:

**Junior UX Researcher** 

T 0:

**Farfetch** 

London, UK

FROM:

**Steph Dunn** 

**User Experience** 

### CONTACT

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stephdunn.me

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+44 7490 498499

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steph.k.dunn@gmail.com

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Glasgow, Scotland

#### COVER LETTER

#### **Dear Sir/Madam**

5 Oct 2016

I am writing to express my interest in the role of Junior UX Researcher at Farfetch. I believe my background in research during both degree programmes in Cognitive Science and Human Computer Interaction combined with my experience researching and designing products for a range of clients make me an ideal candidate for this role.

I was originally introduced to Human-Computer Interaction as an abroad student at the University of Edinburgh and after working at Yelp in San Francisco for three years, I returned to Scotland to complete a Masters in the subject at the University of St Andrews. These experiences have given me a committed interest in understanding a product's user experience, and how to translate this understanding into recommendations for a better design.

I have worked on a consumer-focused product with similarities to Farfetch. During my Masters' programme, I researched and prototyped a hyperlocal e-commerce app called Peruse. I was placed on a team and matched with a client wishing to implement the app concept. We conducted contextual user research, which involved in-depth interviews followed by ethnographic observation with participants matching the demographic. After consolidating our research into insights, we focused on the largest problems identified in the domain to guide our design. This was then followed by a period consolidating ideas into high-fidelity prototypes. My designs for Peruse are on my portfolio (stephdunn.me).

More recently, I have completed my dissertation with a mental health startup called Ginger.io. Ginger.io contracted me to investigate usability problems their care providers face as part of their work. I have been researching and designing a system in which I identified problems in their employees' workflow and designed solutions. These solutions were consolidated into an interactive prototype that I conducted usability testing for to validate the design. This client relationship has been an invaluable experience in understanding a client's goals and delivering an innovative solution to a complex problem.

The present opportunity excites me because I'm eager to be part of an interdisciplinary team for a great product. I believe Farfetch to be a great product because it has effectively established itself within the niche industry of boutique goods and its design is reflective of it's clientele: fashionable and modern. As well, the prospect of working with a team both in Porto and London is exciting, as I am very fond of both cities. I am a tenacious and self-driven team player and am excited to take on a challenging role. My work experience reflects my work ethic, and my portfolio reflects my skill and acumen.

Thank you for your consideration,

Steph Dunn