

Sheffield Hallam University
Howard St,
Sheffield
S1 1WB

Dear Pam,

I would like to be considered for the above post and hope to demonstrate how much I could bring to the position.

As part of the current Level 6 Graphic Design teaching team at Sheffield Hallam University and a freelance designer with over six years of experience, I can take current UX industry practices and blend them with the creative direction of the course.

As an associate lecturer and academic advisor for the last two years, I have tutored several groups of Level 6 students, helping them navigate the year-long 120 credit module. This role also included formative and summative assessment of their written and project work. Additionally, I ran several UX sessions in user-centric thinking and various research techniques such as user journey mapping and interviewing techniques. This year I have evolved these sessions into a brief which incorporates some of these skills and more, such as prototyping and user testing.

As a freelance designer, I have experience working across the product design cycle. From running sprints and workshops to understand and define the problem, prototyping and testing to validate concepts before developing, building and releasing the live products in the form of web apps, native/hybrid apps, and voice assistants. My experience in front-end development helps me understand the capabilities and restrictions of these platforms.

This combination of experience in industry and academia means I can bring a blend of technical knowledge, design thinking processes and UX/UI design skills supported by prior teaching experience and an understanding of the courses' ethos.

I would be grateful for the opportunity to demonstrate my capabilities further at interview. I look forward to hearing from you.

Yours sincerely,

Samuel Holyhead