

December 11, 2019

Campus Programs
Hiring Manager
Blackberry
Waterloo, Ontario, Canada

RE: SIAT SP19 - UX Design Student

Dear Hiring Manager,

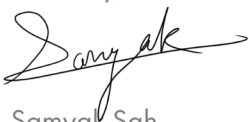
I am really excited to apply for the Student User Experience Designer role in your team. As someone who has experience with secure authentication procedures on dynamic web applications, I empathise with BlackBerry's initiative to secure the Internet of Things. But I also understand that in order to achieve that goal, a company needs to establish trust by making users feel safe on their platform. I believe that my role as a UX Designer would be to facilitate your establishment to achieve said trust. Because of my experience as a user researcher, I am skilled in ethnographic investigation of users and their requirements to provide insight to the design process. Aside from user research, I am also capable of aiding the design process with my skills as a visual designer.

As a student at Simon Fraser University, I have had many opportunities to hone my skills as a user researcher, for instance, in our interface design course, my team and I decided to create an application for users who want to customise their nails without being overwhelmed by the range of colors and want to feel validated in the designs they choose, which is why we decided to integrate Augmented Reality as a virtual try-on tool to provide them with confidence in their selection. Our design was heavily focused on talking to users about their past experiences and understanding their color selection process which my team and I used to come up with interface mock-ups for the application. I believe that my experience as a user researcher will be useful to empathise with BlackBerry's user demographic.

I also have experience as an introductory design software instructor in Fraser International College where I taught Adobe Creative Suite to first year student. This job provided me with a platform where I can talk about design with non-designers and provide insightful feedback on their work in a way that they can understand. I strongly believe that effectively communicating with the client is a necessary skill as a designer.

I am confident that my combination of practical work experience and solid educational background has prepared me for making a contribution to your company as a UX Designer. I am always available to chat with you and the team about what you have in mind. You can contact me via the SFU Co-op office. I am looking forward to your response and thank you for your consideration.

Sincerely,



Samyak Sah