

December 11, 2019

Campus Programs
Hiring Manager
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.

As a student at Simon Fraser University, I have had many opportunities to hone my skills as a UX Designer, 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. We used these insights to come up with interface mock-ups of the application that I animated in Adobe After Effects as a proof of concept.

I also have experience as an introductory design software instructor in Fraser International College which has provided me with a platform where I can talk about design with people who are not part of the internal discourse and has also encouraged me to improve my technical skills in Adobe Creative Suite. With these skills I have created visually stimulating digital and print posters, merchandise along with videos for a community of Indian international students with an aim to help cope with homesickness by organising cultural events.

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