To Whom It May Concern:

I am reaching out to express interest in the areas of UX and graphic design within your organization. I am currently a Senior Business Analyst for Internet projects at Bath and Body Works. During my career I have had great opportunities in the world of Ecommerce, Product Development, QA and Retail at the corporate level. All the while, I have been developing and feeding my creative passions with continuing my education and taking on graphic design projects on the side. I have come to the point where I am looking to combine my skills and passions into a career in UX where my years of writing requirements for developers, my education and design talents can blend together to create smart experiences for any user.

I believe a well-planned project, consisting of thorough requirements, shaped by rigorous discovery session and a timeline planned giving respect to all stages of the design process is crucial for delivering a project that both satisfies the business and the user. The value of a seamless user experience, where each click and possible path is intrinsic to the user is one of the most important pieces to competing and retaining customers in the modern ecomm landscape. I believe UX is a success when you blend the business requirement in such a way the user doesn’t mind or resist completing it. Frictionless, fun, functional and formatted are fundamentals I personally try to keep in mind when writing business requirement or partnering up with our Creative team’s to work out frontend functionality.

My background and education is steeped in creative design even when at times my career may have not been. I have a Bachelor in Product Development from OSU and before that I obtained a degree in graphic design. My many years of retails took my career into the corporate settings and then into IT. While exploring these avenues, I continued to hone my design skills by competing an Interactive Media Associates degree from Columbus State to complement my IT and graphic design skills. I can now wireframe, design, write requirements and develop frontend projects using CSS, HTML5 and JavaScript. I started my IT career in QA, transitioning to a BA and now hopefully to UX. Though it has taken some time, this UX path has always been my personal goal and I hope to have the chance to show you how well my background as an analyst and skills as a designer can blend into a remarkable career in user experience.

Sincerely,

Sean Smith