

Warren Lai

Product Designer

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To the Design Team at Digital Foundry,

My name is Warren and I am a product designer recently graduated from the University of California, Berkeley. I am very excited to submit my application for Digital Product Design position. Digital Foundry is a company I am greatly interested in, not only for their user-centered methods, but also the opportunity to become deeply embedded in the development process. With my programming background from Berkeley, I am adept at designing within systems and at vastly different scales, executing bigger picture concepts as well as creating the fine details. As such, I am confident that my multidisciplinary education, experience, and design skills are well suited to contribute Digital Foundry's design team.

My prior experiences as a design consultant have taught me to own the design process end-to-end. As a consultant for Berkeley Innovation, I have spearheaded design decisions and led teams for a variety of client projects, both mobile and web. From conception to deployment, I worked closely with clients to prototype experiences and interfaces from the ground up, based on user research and insights. Using Figma, I created tangible prototypes and deployed them for user-testing and iteration. During handoffs, I am able to leverage my background in CS to communicate with developers to implement design systems.

My human-centered design process is built from my foundational background in conducting research in behavioral studies and teaching in diverse communities. Working in these intimate experiences trained my eye to notice behavioral patterns and mental models. As a result, much of my design process leverages user research and insights to shape insights and guide the way I design systems and products. This allows me to design product and experiences that are not only visually appealing, but one that embraces the affordances and limitations of the user.

Digital Foundry sounds like an excellent place to hone my design skills, not only as an incredibly educational place to work, but also an opportunity to apply my human-centered design skills with the designers of Digital Foundry. I look forward to speaking with you about future opportunities at your organization. Please do not hesitate to contact me for more information or for an interview. Thank you for your time in considering my candidacy.

Sincerely,



Warren Lai