

Xin Qiao (Constance) Liao

Product Designer

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Dear Hiring Manager,

As an innovative and problem-solving product designer, I am excited to see that there's an opportunity for me to become part of Roku. Having 3+ years of experience in B2B/B2C/immersive technology/e-commerce industries, I believe I make a strong candidate for the UX design internship.

Over the past 3 years, I have designed and delivered highly interactive, user-centric websites and mobile applications for several clients and customers. Below is a snapshot of my key strengths and achievements:

- Crafted B2B immersive digital products for the real estate and architecture industries; Increased the subscription account number by 40%.
- Redesigned B2C e-commerce websites and the content management systems to accommodate business goals; increased the conversion rate by 130%.
- Collaborated with stakeholders to plan projects for effective delivery while maintaining high standards for design.

I admire Roku's commitment to transforming the future of TV streaming and making it accessible and intuitive to the community. As someone who dedicates to developing solutions that simplify complexity and providing the best experience for my users, I believe I would be a great fit for the Roku team. I'd love to apply my expertise in design and experience collaborating with cross-functional teams to help you positive social impact.

I'd love to learn more about this opportunity and discuss how I can contribute to your core values and goals. Please feel free to contact me at 812-803-5485 or im.xin.qiao@gmail.com. Thank you kindly for your time and consideration. I hope to hear from you soon.

Sincerely,
Xin Qiao Liao