

June 30, 2023

RBC,
Toronto, Ontario

Dear Hiring Manager,

I'm Shuting, a recent master's graduate from the Digital Futures (MDes) program at OCAD University. I'm writing to express my interest in the product designer position at RBC's Experience Design team within the Cash Management division. Given the skills and experience outlined in this letter and my resume, I believe I will be a worthy asset to you.

I graduated from the Ohio State University with a bachelor's degree in Visual Communication Design. I've built robust skills in different fields of design, such as branding, motion design, data visualization, print production, and marketing research, as exemplified in my **undergrad thesis** on retail strategy and experience design for an international grocery market.

During the pandemic, I gained valuable communication and marketing experiences working with NGOs and the civic sector, such as the National Low Income Housing Coalition, the Ohio State University (OSU), and the United Nations. Through infographic social media content design, magazine & report design, web CMS upkeep, asset library maintenance, and media KPI tracking, I promoted public awareness of important social issues. For example, in my **VR Therapy** project, I proposed a systematic VR counseling solution for OSU, visualized through a persona's current and proposed user journeys and service blueprints, responding to the need of mental health services but not getting face-to-face support due to COVID's regulations. Further, I designed the publication layout for **Ohio's COVID-19 Populations Needs Assessment**, a statewide, stakeholder-survey-based evaluation improving COVID prevention in Ohio that informs response, recovery, research, and policy formulation for different demographics and communities.

I've recently completed my Master of Design from OCAD University, focusing on expanding my skills to research-based interaction and experiential design with emerging technology. In my **graduate thesis project** on improving social presence for transnational family communication using 3D virtual spaces and user-generated 3D objects, I conducted literature reviews, iterative prototyping across devices, paired user testing, and proposed a simplified **mobile & web UX**, etc. Skills such as conducting contextual research, establishing design methodologies, and directing user tests with representative stakeholders to evaluate product usability and effectiveness are relevant, valuable, and transferrable to designing projects from a user-centered design perspective, applicable to this position.

During the program, I completed a research assistantship under Dr. Sara Dimond at the Visual Analytics Lab, I created a web-based **interactive resource guide** to organize and visualize quantitative research findings for a research project regarding the Sustainable Development and Electrification of Transit in the Canadian context. This guide categorizes contextual research data, literature sources, and interview data from industry professionals using interactive figures, making information referencing accessible to the public and academia alike. It demonstrates my skills in data analysis, data visualization, information hierarchy analysis, user flow design, wire-framing, web UI/UX design, user testing, iterative design based on group critiques, and overall project management. This research project was undertaken in collaboration with the Canadian Urban Transit Research & Innovation Consortium (CUTRIC) and co-funded by the Social Science and Humanities Research Council (SSHRC) and Infrastructure Canada.

Moreover, I'm experienced in designing interactive and gamified experiences with multimedia. In my interactive escape room game project **The Ghosts of Casa Loma** completed during my time at Secret City Adventures, I implemented coding, mobile AR, 3D modeling, and interactive props to create and player test an interactive, physical-digital, location-based escape room game experience. Skills such as contextual research, user flow design, gamified digital storytelling, and multimedia production are transferrable to this position, especially in conceptualizing and promoting divisional programs, services, and events across mediums, attracting user engagement.

Last but not least, I'm passionate about using my design research and interaction design skills for solving social problems. The Experience Design team at RBC embraces design research, storytelling, social innovation, and inclusive design principles in producing meaningful experiences, which resonates with my personal and academic interests. My resume and **portfolio** provide a more complete account of my qualifications. I look forward to hearing from you!

Sincerely,

Shuting