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DESIGN PLACEMENT

Dear Hiring Manager ,

I'm getting in touch following your talk on Thursday with Ulster's IxD class about the placement opportunity at xxx. Your presentation was excellent. It gave a really clear overview of the company, your client base and software solutions. Everything from xxxs products to your approach to building a high performing team has made me very excited to apply for the placement role.

As a previous psychology student, I had originally intended to follow a career in clinical work. But, I later decided to turn my attention to design another passion of mine. It was only when I was finishing my HND in Graphic Design that I discovered Interaction Design as a discipline and realised I could combine my interests.

Since starting IxD I have been focused on developing my UI skills, coding abilities and learning as much as I can about design psychology. Applying psychology to design is an area I am very passionate about and intend to pursue throughout my career.

I love that UX roles provide the opportunity to create outcomes that help users. However, having the opportunity to work on software aiding Emergency Medical Services is a chance to help people in a really meaningful way. For me, this is essential to job satisfaction.

Another factor that has drawn me to this role is its focus on empathy for users and accessible interfaces. I am confident of my skills in the area of empathy for others within the therapeutic environment. However, empathy for software users is an area I have less experience with and am passionate about developing a stronger skill set in. I feel this goes hand in hand with the development of accessible interfaces, another area that is essential to good UX practice.

The learning benefits and mentor structure of the position are not something I have found in every placement opportunity. Gaining the experience provided in this role in an environment that is both supportive and challenging is exactly what I am hoping to find in a placement.

I have attached my CV and you can see more about my design process at rachelsdesignlab.com. If there's anything else you'd like to know I'd love to hear from you. Thank you again for taking the time to review my application.

Best wishes,
Rachel Donaldson