

# Cover Letters

*For Graphic and UI/UX Designers*

# Who are these for?

*What professions are the students preparing for?*

## 3 AREAS OF EMPHASIS FOR DESIGNERS



### **UI/UX Design**

*(screen-based, interactive, user focused)*

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### **Branding/Graphic Design**

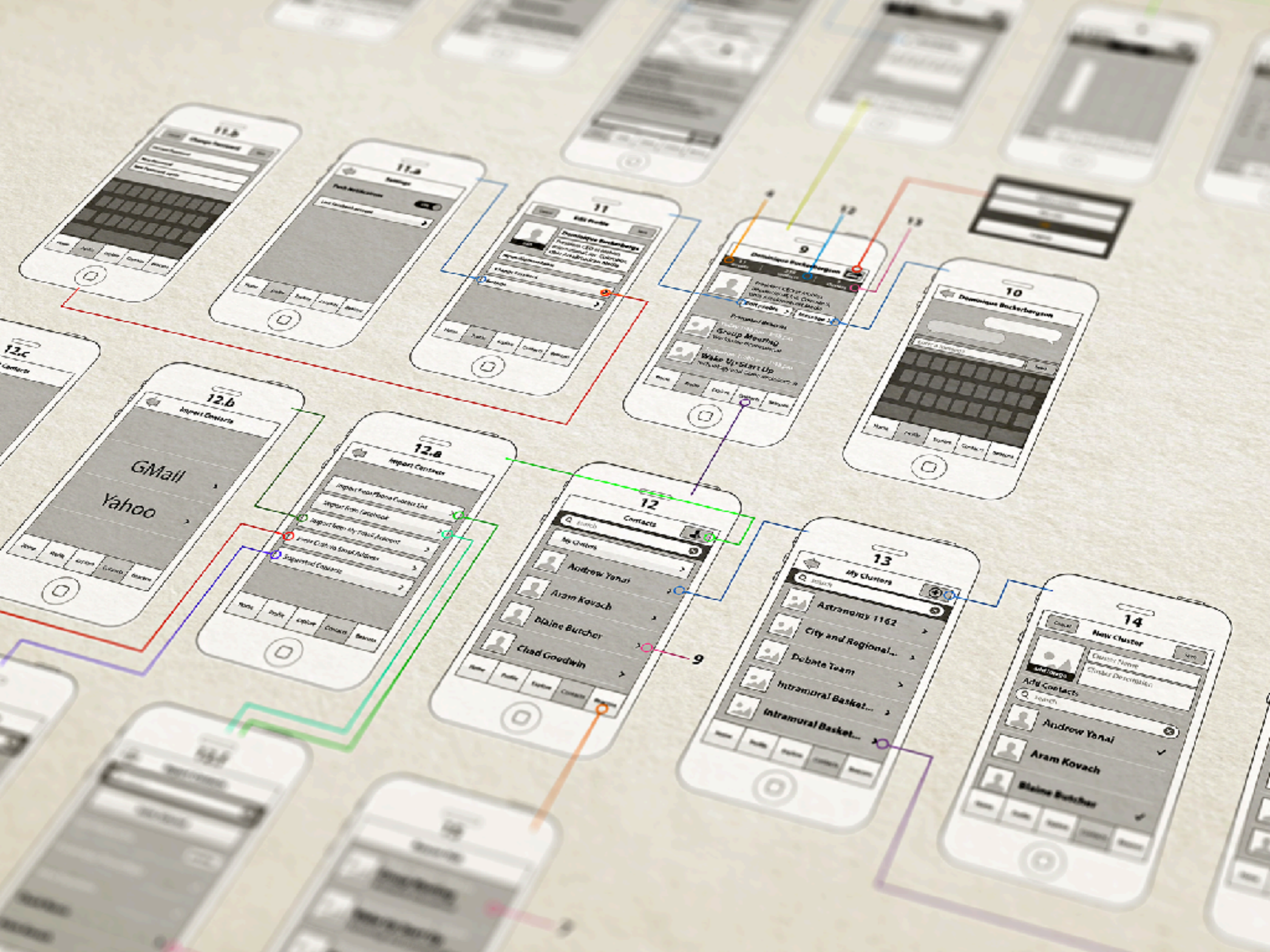
*(Traditional visual communication career)*

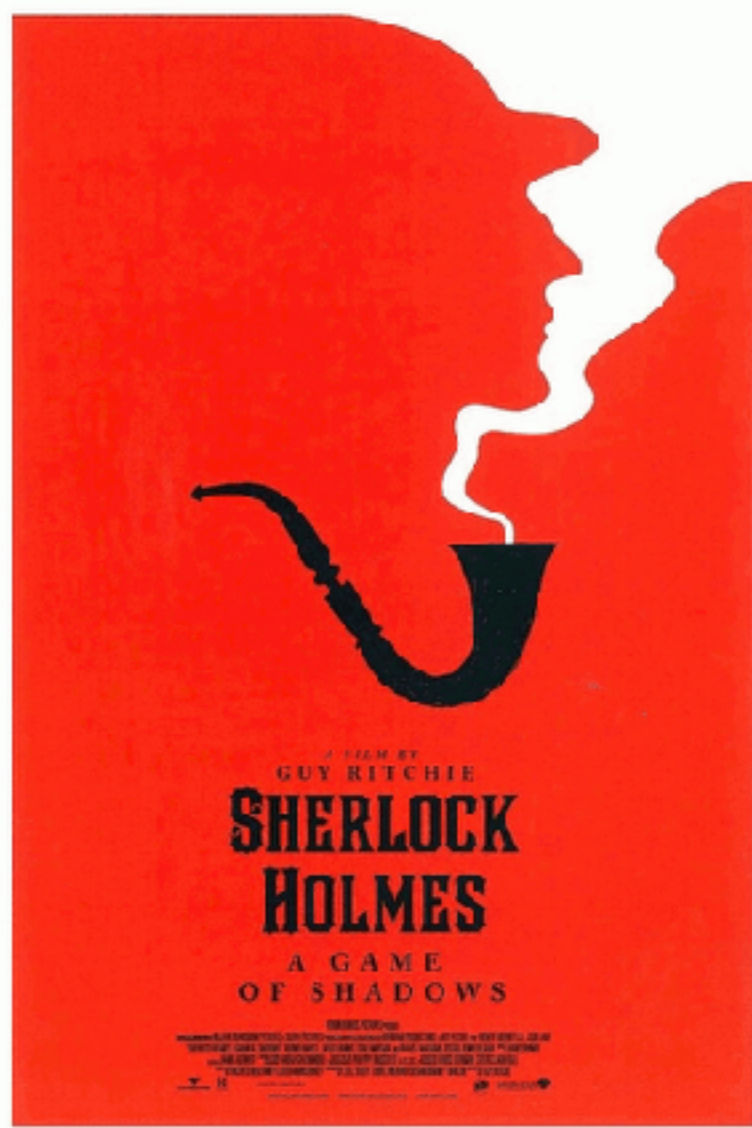
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### **Surface Design**

*(Patterns, licensing, aesthetic focus)*







## Cathy Mathews, BSN, RN, CCRN, CRNI

Somerset, OH 43081  
LinkedIn URL

Accustomed to Extensive Travel

Phone: 555.555.5555  
cm@somecoman.com

### Nurse Trainer | Clinical Product Educator

*Improving Patient Outcomes & Standard of Care*

Provide Training in State-of-the-Art Medical Devices to Multidisciplinary Healthcare Teams

Dynamic nurse trainer with experience training nurses and physicians on product use for a medical device manufacturer as well as direct-care nursing experience within OR, ICU, NICU and OB/GYN practice areas. Elevate healthcare providers' knowledge while driving the achievement of business objectives. Experience within classroom and one-on-one teaching environments.

#### Medical Device Expertise

- IV (In-Vitro Fertilization) Devices
- Implantable Pacemakers
- Automated External Defibrillators
- Visually Guided Catheter Devices
- ART (Assisted Reproduction Technologies) Products
- Portable Sonography & Electrocardiogram Devices
- Constant Positive Airway Pressure Machines
- IV & Infusion Therapy Systems & Pumps

#### Professional Experience

ABC COMPANY (Medical device manufacturer), Somerset, OH, **Clinical Nurse Trainer**, 2015 to Present

Train physicians and nurses on the proper, safe use of medical device products. Conduct cross-departmental in-service trainings, provide clinical support to sales team and contribute to business-building and referral-generation efforts.

*Training program development and outcomes:*

- Developed and delivered training programs for ABC's full product suite, including IV/ART products, portable diagnostic and implantable devices and IV/infusion therapy devices.
- Led informative and engaging clinical training; conducted educational sessions instructing nursing and physician teams on the use, safety and efficacy of medical device products.
- Trained hundreds of medical professionals during tenure; equipped hospital employees with the skills to use the latest medical product advancements in improving patient comfort and clinical outcomes.
- Credited by sales force as a key driver of repeat business by instilling enthusiasm for ABC's products among hospitals and clinics throughout a three-state area.

DEF HOSPITAL (580-bed hospital with Level 1 trauma center), Somerset, OH, **OR Nurse**, 2009 to 2013

GHI HOSPITAL (Full-service, 383-bed hospital), Somerset, OH, **ICU/NICU Nurse**, 2006 to 2009

JKL CLINIC (OB/GYN services), Somerset, OH, **OB/GYN Nurse**, 2002 to 2006

Provided nursing care within clinic and hospital environments. Gained experience in intensive care, neonatal intensive care, operating room, obstetrics and gynecological nursing.

#### Education & Credentials

## Zach Freed

✉ zach@zfreed.com  
📧 zach.freed@gmail.com  
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🌐 zach@zfreed.com

🎨 Sketch  
🖱 Photoshop  
🎨 Illustrator  
📄 Outline Text  
🖱 UI

🌐 HTML  
🎨 CSS  
📄 Sass  
🗄 Less

🔗 Angular\*  
📧 Premailer

🚀 Agile and Scrum Experience  
\*Learning or lightly familiar

🎓 **Quincy College**  
B.A., Interactive User Design  
Fall 2009 - Spring 2013  
Minor: Computer Science  
Dean's List, Fall 2011

🏢 **Primeline**  
Senior Manager  
Primeline.com  
(714) 344-8806

👤 **Brigitte Workman**  
Web Designer  
Primeline.com  
(714) 376-0000

👤 **Brian Perez**  
Lead Product Designer  
Primeline.com  
(714) 344-7100

#### Experience

##### Primeline.com

Web Designer | March 2015 - February 2017

Designed and developed promotional and transactional email templates and landing pages and prototyped daily A/B tests with the goal of delivering a better experience to our customers. Worked with analysts to discover potential risks and identify improvements for our customer journey. Helped create and maintain the list of live internal email systems. Implemented a new HTML/CSS design system to improve performance, experience, and efficiency for the email marketing team. Also part of a design systems team with the goal of building a new and scalable design system for the primeline.com core products using Sass and React.

Associate Web Designer | November 2014 - February 2015

Redesigned and rebuilt the bulk of the promotional and core transactional email marketing templates. Worked with multiple teams to design and build new solutions for core products and transactional email templates as part of a company-wide initiative to support international audiences. Conducted dozens of A/B design tests full abundance research and data.

Design Intern | June 2013 - October 2013

Interned under the Senior Designer, designing and developing the HTML/CSS content for daily promotional email sends. Worked with the creative, marketing, and communications teams on some special projects and campaigns across various digital mediums.

##### Digital Surgeons

Design Intern | June 2012 - August 2012

Interned under the Senior Designer and Creative Director at a full-service agency. Worked on a variety of projects with types in web, print, email, and app design.

#### References

👤 **Justin Albani**  
Senior Manager  
Primeline.com  
(714) 344-8806

👤 **Amish Kumar**  
Technical Account  
Center  
(714) 308-0000

👤 **Ludwin Sempao**  
Senior Software Engineer  
Primeline.com  
(714) 344-8806

**It's not *all* about looks\***

*\*It's about how it works and what it says... and how it looks.*



# It's all about the Portfolio

*Everything points to their work!*



## Urban Airship Retail

Urban Airship needed a way to show off the awesome new capabilities they offer to their retail customers through push messaging and beacon technology. We created a storytelling microsite where potential customers could find the results that current customers are seeing through case studies and video clips. The page is jam packed with great CSS animations, and ambient videos.

Visit the page at [urbanairship.com/retail](http://urbanairship.com/retail)

🔗 Share



# Cover Letters\*

*\*Typically an email...*



If you're applying by email, unless the listing asks for a separate cover letter, **the email is the cover letter.**



**Email signatures:** Keep them clean, typographic and simple. Avoid photos...

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Edward Reitland

UI/UX Designer

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626 386 4258

@ edreitland



Keep it **brief.**



Keep it **brief.**





Keep it **brief.** (And appropriate in tone)



Make it **specific** (to the recipient).

1. Use Mr. or Ms. and their name (spelling)
2. Mention their work
3. Tailor your skills to their needs.



Include the **job title & where you saw the listing.**

*"I'm writing about the Junior UX designer position listed on the AIGA job board."*



Write 1-2 sentences about **who you are and what you are currently doing.**

*"As a junior UX designer, I've been working for past year in the new UI/UX office at BYU-Idaho conducting user testing, identifying and helping to design and fix UI/UX problems with campus web products."*



Tell them **why the work** of the studio or company **interests you**, and **what you would expect from the experience**.

*"I was very impressed by the Nova project case study featured on your website. The process you use and UI/UX created was both intelligent and beautiful. The UI in the scheduling tool was intuitive and conceptually clear. I would love to contribute and learn from your unique UI/UX process and team."*



1-2 sentences max about your **experience & skills & how they are showcased in the [portfolio link](#)** provided.

*"I noticed that my UX process is similar to yours. As you will see in the faculty resource scheduler project in my portfolio, I was able to learn by shadowing, conducting A vs. B tests and finally by creating various working prototypes that led to the final UI solution which increased efficiency by 45%"*



**Invite them to meet with you**  
to hear more.

*"I would love to sit down sometime next week  
and discuss more about my work and the  
possibility of joining your amazing team."*

# COVER LETTER/EMAIL REVIEW

**NOTE:** If you're applying by email, unless the listing asks for a separate cover letter, *the email is the cover letter.*



Keep it **brief** as possible.



Make it **specific** to the recipient (*beyond just changing the name*).



Include the **job title** and **where you saw the listing**.



Write a sentence or two about **who you are** and **what you're currently doing**.



Tell the recipient **why the work** of the studio or company **interests you**, and **what you would expect** from the experience.



Tell about **your experience and skills** (*1-2 sentences max*) and **how they are showcased in the [portfolio link](#)** you've provided.



Invite them to **meet with you** to hear more.

## TIPS:

Dear Mr. or Ms. *not* Mrs.

Never use: "Dear sir or madam..."

Check name **spelling!**

Use Permanent Contact info

"So-and-so" recommended I call you... **get permission!**

Avoid vague references about experience. (eg: "*Worked on many projects for local design studios.*")