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Human Resources
CGI
Kenosha, WI 53158

Dear CGI Hiring Team,

I take pride in delivering customer-centered design solutions to improve user experience. As a UX Designer with CGI, I will deliver intuitive and accessible digital experiences for CGI users. After finding this role on LinkedIn and researching the company, I know that my skillset will be an invaluable asset for CGI. Specifically, my familiarity with user research, my utilization of data findings, and my educational background in design center me as an ideal candidate for this role.

My experience at 7 Brew demonstrates my familiarity with user research, as I utilized user research to decrease customers' confusion. The beverage menu needed revision, as it was overwhelming for customers. To reduce customers' confusion about the 7 Brew menu, I formulated and administered survey questions, allowing the answers to highlight how the menu confuses customers. By developing a survey to gather data about customers' issues with the beverage menu, I highlighted the menu's most confusing elements and enabled the revision of those elements.

In my experience as a UX designer, I redesigned 7 Brew's digital menu based on data from my research indicating that customers struggled to locate beverages on the menu. In response, I organized categories on the menu to indicate each type of beverage, which emphasized the menu position of each drink. This experience analyzing data from users in a real-world setting prepares me to create user-centered experiences with CGI.

My educational experience as a graphic design major at University of Wisconsin-Parkside has developed my design intuition and knowledge of accessible design principles. I am able to apply essential best practices related to layout, typography, color, and spacing, to enhance the user experience and guide attention. I also prioritize establishing visual hierarchy, so users know what to look at first. These skills will allow me to seamlessly transition into the UX Designer role with CGI.

CGI's mission revolves around user design as a means of producing favorable outcomes for clients, and due to my dedication to improving user experience, I am confident in my ability to drive positive outcomes as a UX designer for CGI. I am eager to participate in further discussions surrounding my potential at CGI.

Best regards,

Amy Art