

Dear Hiring Manager,

It is with great enthusiasm that I am applying for your position.

I have 8+ years of web & mobile UI/UX design & front-end development experience including 2+ years in full-time Creative Director & Senior Project Manager roles.

In my provided resume and portfolio website link, I outline a wide variety of skills and accomplishments. I am no stranger to wearing many hats and completely comfortable with pixel pushing as well taking the lead on design management duties.

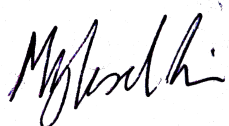
I am well versed and completely comfortable in all stages during a project's life cycle, I put particular emphasis on the importance of an iterative creative process that can quickly solve creative problems and respond to user testing & feedback.

A recent project that was both challenging yet rewarding was being responsible for the production of a mobile iOS App, providing "on-the-go" package forwarding services to an international user base of 150,000+ shoppers. I assumed the role of Creative Director and was responsible for defining the scope, specifications, budget and timelines for the project. I vetted, recruited and led both the full-time and short-term contract design & development teams, and oversaw the completion of flow diagrams, wireframes, style & branding guidelines, high resolution mock-ups, a functional visual prototype and UX/usability testing throughout the project lifetime. The project was particularly complex consisting of 200+ unique interaction screens and requiring users to provide passport attachments, customs and excise data entry and multiple return visits to complete each transaction. I am particularly proud that we were able to refine the workflow into an elegant and contextually aware mobile app experience, that even improved upon the counterpart desktop web app. The end result was a simpler and more stream-lined interface allowing users to track and complete their transactions quickly, and an app that directly increased the client's annual revenue.

In closing, I am confident that I would be a tremendous asset to your company and look forward to a chance to interview and learn more about the work you are doing, as well as a chance to demonstrate my abilities.

Sincerely

Myles de Bastion

A handwritten signature in black ink, appearing to read "Myles de Bastion". The signature is fluid and cursive, with a prominent initial "M".