

To Whom It May Concern,

I am writing in reference to your position. With over 15 solid years of experience in user experience (UX) design, or as I like to call it, experience for the user, I have participated in an assortment of titles. In addition to UX design and research, I have also participated as an information architect and visual designer/creative director. Beyond visual designs, I have worked on plan-o-gram exercises (field exercises to improve sales) for companies such as Comcast and the Fremont City Aqua Water Park. To also note, I am a published author for HCI with my research being focused on cross-cultural design.

Being stated, I have several years of experience as a user experience researcher. In fact, that is how I started my career. A/B testing, card sorting exercises, field experiments and lab experiences are several research types I have worked within. In addition, I am familiar with Morae and eye tracking devices. I believe that a researcher, no matter how good they may believe that they are, can not work in a bubble and must use real life experiences for a more quantitative and qualifiable rationalization to their research. In addition, I use these metrics to validate my KPI's (key performance indicators).

The excitement to be on a well-rounded team is very intriguing to me. The most recent project that I successfully provided was for Fannie Mae (loan delivery next generation). This project was a true agile adventure, where, yet again, I was able to hold multiple positions including acting as a technical assistant lead. For reference, please refer to my website at [www.chavainteractive.com](http://www.chavainteractive.com) [Style and functional guide are within the Business Analysis & Style section; an example of annotated wireframes for this project will be in the Interactive section]. I was responsible for the entire user experience for the application; resulting with me acting as the stronghold between the business teams, development teams and testing teams.

The ability to 'coach' others provides an excellent opportunity. At Capco, I was able to teach internal employees what UX and visual design means within a corporate environment (please refer to the research section for the internal presentation that I taught). In addition, I participated as a guest lecturer at Millersville University, in Pennsylvania (USA) for a symposium class under Dr. Blaise Liffick (reference available upon request). In addition to coaching, I have also been in-charge of teams up to 15. At times, this leadership offered unique challenges as members were also off-shore groups.

At this point in my career, I am looking forward to embark on new adventures. Responsive and mobile/tablet design is certainly at the forefront of 'disruptive technology.' Please view both the 'Tablet & Mobile' section of [www.pixandinq.com](http://www.pixandinq.com) as well as the Verizon Corporate responsive items within the 'Websites' section. I have done many more pieces, but, unfortunately, can not share as an NDA requirement. As I do enjoy working with top executives, as you will be able to tell from my personable nature upon meeting me, I am still an artist at heart and enjoy sitting and designing. In addition, the ability for me to still assist the junior levels is still a marvel to me.

I look forward to speaking with you about the opportunity further.

Best Regards,

Chava Canolli