

Jordan A. Rivera

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Acme Corporation

RE: Career Change Visual Designer

Dear Hiring Manager,

I am excited to apply for the Career Change Visual Designer position at Acme Corporation, as advertised on LinkedIn. With a passion for visual storytelling and a keen eye for detail, I am eager to leverage my previous experience in marketing and communications into a design role that allows me to create impactful user experiences.

During my tenure as a Marketing Coordinator at NextGen Solutions, I led a project to revamp our company's branding, which included designing promotional materials and digital assets. This initiative resulted in a 30% increase in user engagement across our social media platforms. Additionally, I spearheaded an internal campaign that utilized infographic design to convey complex data to our team, leading to improved understanding and collaboration across departments. My ability to translate data into visually compelling narratives will be an asset in creating designs that resonate with users at Acme Corporation.

I am particularly drawn to Acme Corporation's commitment to innovation and user-centric design. I am eager to bring my unique perspective and skills to your team, contributing to projects that not only meet business goals but also enhance user satisfaction. I would welcome the opportunity to discuss how my background in marketing communication can complement your design initiatives and help elevate Acme's visual presence.

Thank you for considering my application. I look forward to the possibility of discussing my contributions to your talented team and exploring how we can work together to achieve Acme Corporation's objectives.

Sincerely,

Jordan A. Rivera