

Vanessa Taylor

Web Designer
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Mary Jackson

Hiring Manager
Web Builder Inc.
(987) 654-3210
maryjackson@webbuilder.com

Dear Ms. Jackson,

Redesigning the LearnNow.org website was one of the proudest achievements of my career. As the senior web designer, I coordinated with technical and creative teams to enhance the visual design and UI for 17 product pages, which increased sales by 400% over three years. My ability to create innovative web designs would be a strong asset to your organization in the lead web designer position.

Web Builder Inc.'s reputation for delivering high-quality, responsive designs draws me to apply for this opportunity. My experience in wireframing and visual design will allow me to thrive in this role based on the following achievements from my career:

- Managed and built a team of 15 web designers and developers to create and implement wireframes, prototypes, and web templates for the redesign of a multi-million dollar online education company, which grew revenue by over \$300,000
- Oversaw meetings with creative teams to develop style guidelines, visual assets, graphic content, and web layouts to enhance brand appeal amongst target audiences
- Led efforts to improve the responsiveness of UI and integrated calls to action (CTAs) for upselling opportunities on product web pages in coordination with UX writers

I hope to speak with you further regarding how my expertise as a senior web designer can aid your organization in refining both the visual and technical aspects of client websites. You may contact me at your earliest convenience via phone or email for any additional questions you may have. Thank you for your time and consideration.

Sincerely,

(Insert Signature Here)

Vanessa Taylor