

ERICA EFST

ericaefst.com
erica.efst@gmail.com
508.245.1222

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Dear Chip,

I am writing to apply for the Associate Interaction Designer position at Continuum. The work produced by team at Continuum embodies the kind of positive impact that inspired me to enter the field of industrial design. I offer experience designing with emotional intelligence, collaborating with multidisciplinary teams, identifying relevant touchpoints to solve critical challenges, and communicating insights and ideas in emotive and effective ways.

While pursuing a master's degree in industrial design from the Rhode Island School of Design, my creative practice became about honing my sense of emotional intelligence. I value thorough user research and human-centered design principles. My graduate thesis work, *Idiosyncratic Uniform*, applied these principles to apparel by designing work uniforms for women in male-dominated fields. The process of working with participants, iterating through prototype garments, and relying on their feedback to propel concept development prepared me for a role that requires this kind of interaction with users. Additionally, I rapidly advanced my technical skills in textile research and selection, sketching, pattern drafting, and constructing wearable garments. When my participants expressed that they felt empowered, it became my objective to continue this kind of impactful work at a place like Continuum.

One of my strongest assets is the ability to synthesize insights into actionable opportunities and communicate them through compelling stories. In my previous position as a designer at the Operations Research Center at MIT, I was responsible for distilling large complicated ideas about the implications of data analytics in healthcare into visual communication that could be understood by children. Prior to that, during my time at Studio Duuri I led a design research project for Samsung that explored the visual language of gender in technology products. My role entailed managing a team of students, designing and conducting experiments, researching materials, moderating focus groups, interacting with participants, and presenting our findings to high-powered professionals. My background in communication design and agency experience have contributed to my expert documentation, communication, and leadership skills.

I am motivated by the potential holistic design approaches have to enhance human experiences. With a positive attitude, fierce work ethic, meticulous attention to detail, and a refined aesthetic, I believe the key to innovation is in empathizing with user needs. I am eager to take on high-stakes challenges and contribute my skills as a designer, researcher and thinker at Continuum.

The purpose of great design runs deeper than mere decoration, but has the potential to meaningfully improve the lives of users in a profound way. It is with this aspiration that I would appreciate the opportunity to discuss the Associate Interaction Designer position.

Thank you for your time and consideration. I look forward to speaking with you at your earliest convenience.

Sincerely,
Erica Efstratoudakis