

August 10, 20XX

John Milner, Director  
a.b.m. Canada Inc.w  
100 88th Ave NW  
Milton, ON L9T 4Z7

DEZ SINÈ  
Graphic Designer

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Dear Mr. Milner:

I am writing in response to your Graphic Designer position that was posted on the Monster.ca Job Bank. With seven years of training and work experience in an array of design-related industries, I have developed both conceptual and design execution skills especially within branding and development. While researching a.b.m. Canada Inc., I was drawn in by its commitment to establishing exceptional branding within the global realm. Because branding is such an integral part to any business, I understand the value in hiring designers to maintain the corporate identity.

I have executed many branding-related projects from start to finish, which have proven to be successful in their corporate settings. This summer, I worked as a Design Intern for Volunteer Calgary where I researched, conceptualized, designed and developed a new community service identity. Because of the project's success, the Resource Director offered me another design opportunity where I was able to innovate a packaging design piece for their annual report. In turn, I exercised my project management abilities while developing practical skills such as the understanding of complex colour systems and the proficient use of the Adobe Creative Suite. Through these skills, I will be able to create unique designs and renderings for new products at a.b.m Canada.

With almost ten years of retail-related work experience, I have been able to expand both my interpersonal communication and team-based skills. While working as a Senior Visual Merchandiser for a large retail company, I effectively collaborated with other merchandising professionals to create innovative plan-o-gram layouts for retail stores by using group ideation techniques and team idea mapping methods. In addition, I am well-trained and experienced in executing an array of projects beyond plan-o-grams and brand identities, such as posters, stationary, magazines, t-shirt designs, as well as copywriting. Last year I created a social campaign for the Red Cross where I was in charge of the creative copywriting and editing of content. The post-test campaign evaluation indicated an increase of 140% in audience awareness, which made it an enormous success.

I am a passionate and multi-disciplined designer and quite excited about this potential opportunity as a Graphic Designer at a.b.m. Canada. I have attached my resume and would be more than happy to share my digital portfolio with you to demonstrate some of my recent client-based projects that I have completed. I look forward to hearing from you to set up an opportunity to further discuss my skills and qualifications in person. I can be reached on my cell at (780) 000-0000 or by email at dezsine@ualberta.ca. Thank you for your time and consideration.

Sincerely,  
Dez Sinè

