

HENRIETTA MICELLO

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April 20, 2021

ATTN: Jose Richard, Corporate Recruiter

Idea Couture, Cognizant Digital

1000 Main Street, Vancouver, BC V7T 2Z3

RE: Design Researcher (include posting # if applicable)

Dear Jose Richard:

User research and interdisciplinary collaboration are key to understanding user experience and usability. My combination of skills and experience contribute to impactful research that informs innovative solutions. Please accept my application for this exciting **Design Researcher** opportunity with Idea Couture.

An interest in human experience and desire to connect research to meaningful social outcomes led me to pursue a master's degree in Interdisciplinary Studies with a focus on social innovation. I take pride in my work as a social scientist and in my ability to collaborate with interdisciplinary teams to translate data into impactful insights. For example, over the last four years, I have been the research lead on more than twenty projects that have required me to utilize my cross-cultural communication skills, adaptability and digital competency to design and conduct qualitative and quantitative social impact studies in Canada, the U.S., and Mexico. As a Design Researcher with idea Couture, I will utilize these skills and experiences to synthesize and deliver research findings that inspire designs based on user experience.

Idea Couture's collaborative approach to design is inspirational and I am motivated to be part of it. My resume provides additional details about the competencies I would bring to your organization's work. I welcome the opportunity to discuss the role further and can be contacted at 12-456-7890. Thank you for your time and consideration. I hope to hear from you soon.

Sincerely,

Henrietta Micello

Here are some application guidelines:

- Font size: no smaller than size 10.
- Font styles: Arial, Calibri.
- Use the same letterhead and font for your cover letter and resume (for professionalism and consistency).
- Include your address if the position requires local employees.
- The use of colour can be off putting for some industries or sectors (know your audience).
- A professional email address is a must.
- Follow the directions on the posting on how to submit the application, including file format, e.g., PDF, cover letter and resume as one file or as separate documents.
- Sending apps as a PDF will make it easier to read on mobile devices.
- There are not any hard and fast rules about which section extra-curricular school activities are listed, e.g., can be listed under Education or Volunteerism.

Think evidence based. Show, not tell.

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CAREER SUMMARY

- An authentic and collaborative leader with 4+ years experience conducting and overseeing social science research
- Proven skills in research design, field work, interpretation and reporting of statistical, demographic, and socio-economic data
- Currently completing master's degree in Interdisciplinary Studies with a focus on social innovation and global social justice issues
- Honours BSc in Anthropology
- Dynamic presenter well-versed in community engagement and able to translate data into meaningful outcomes for public, private, and non-profit sector audiences

AREAS OF EXPERTISE

- ✓ Community and stakeholder engagement
- ✓ Primary and secondary research using qualitative, quantitative, and mixed methods
- ✓ Project management
- ✓ Advanced presentation and facilitation skills
- ✓ Familiarity with customer experience platforms including Pendo, FullStory and UserZoom
- ✓ Proficiency with MS Office Suite, Microsoft Project and SPSS
- ✓ Cross-cultural communication
- ✓ Fluent in Spanish and French

PROFESSIONAL EXPERIENCE

Research Lead

2017-Present

Research Global, Vancouver, BC

Non-profit organization dedicated to connecting research funders with skilled global researcher teams seeking to effect social and environmental change

- Principal investigator, oversee research projects from design through to development, implementation, and reporting
- Manage multiple projects simultaneously, utilizing transparent communication to balance competing and conflicting expectations and timelines
- Collaborate with cross-functional teams across North America (Canada, U.S., and Mexico) to collect and analyse data, compile results, and present findings to global stakeholders
- Conduct risk/benefit analyses and make actionable recommendations for implementation of projects using a social justice lens

PROFESSIONAL EXPERIENCE Continued

Research Assistant

2014-2017

The Bell and Willow Group, Mississauga, ON

A research firm specializing in user experience (UX) and program evaluation

- Assisted senior researchers during field interviews for 6 UX projects
- Performed data entry and analysis using SPSS
- Conducted Spanish and French-language semi-structured interviews to obtain qualitative feedback on government-funded programs

EDUCATION

Master of Interdisciplinary Studies

Royal Roads University, Victoria, BC

Expected 2021

- Initiated and led an exploratory mixed methods feasibility study of a social enterprise project for women experiencing homelessness
- Conducted primary and secondary research and analyzed quantitative and qualitative data collected from surveys, focus groups and semi-structured interviews with participants
- Presented findings at International Social Innovation Conference, which resulted in a project funding partnership between government and private sector organizations

Honours Bachelor of Science, Anthropology

2014

University of Toronto Mississauga (UTM), Mississauga, ON

- President, UTM Anthropology Society (UTMAS)
 - collaboratively led 9 executive council members; chaired weekly meetings, mediated lively discussions, monitored day-to-day operations, and delegated duties for activities and events
 - inspired executive council and ~6 volunteers from diverse backgrounds to host the 2013 and 2014 Anthropology Conferences: consistently looked for innovative topic themes and ways to promote the conference, scheduled presenters, moderated sessions, ~75 attendees
- Forensic Anthropology Field School course; easily navigated ambiguity and changes that emerged throughout the course

VOLUNTEERISM

UN Women

2019-present

United Nations Entity for Gender Equality and the Empowerment of Women

- Participate in monthly working group meetings and represent the organization in research-related forums hosted by United Nations Sustainable Development Group