[Your Name]

[Phone Number] | [Email Address]
[Portfolio URL] | [LinkedIn Profile]
[Location]

[Date]

[Hiring Manager Name]
[Company Name]
[Company Address]
Dear [Hiring Manager Name], I am writing to express my interest in the [UX Designer / Junior UX Designer] position at [Company Name]. With a robust background in Branding and Visual Identity, I am eager to transition my expertise in storytelling and design systems into creating seamless, user-centric experiences for [Company Name]. Throughout my [Number] years as a Branding Designer, I have specialized in translating complex business goals into visual languages. My experience has taught me that a brand is not just how a product looks, but how a user feels when interacting with it. I am now pivoting to UX design to apply my systematic thinking to solve functional problems and improve human-computer interactions. In my recent work, I have already begun bridging this gap by: â€¢ Applying brand guidelines to [Specific project: e.g., web interfaces or app prototypes]. â€¢ Translating abstract client visions into [Wireframes/User Flows] that prioritize clarity. â€¢ Utilizing [Tools: e.g., Figma, Adobe XD] to build scalable design components. I am particularly drawn to [Company Name] because of [Specific reason: e.g., your focus on accessibility or your innovative approach to Fintech]. I am confident that my eye for aesthetics, combined with my commitment to data-driven empathy and user research, will allow me to contribute meaningfully to your design team. Thank you for your time and consideration. I look forward to the possibility of discussing how my transition from Branding to UX can provide a unique and valuable perspective to [Company Name]. Sincerely,
[Your Name]