**Sample Letter of Interest – Cold Pitch**

Hi Sam,

My name is Kelley and I’m a designer from LA — I hope you don’t mind me reaching out of the blue.

As an avid music nerd, SoundCloud is my favorite platform to find new and support new artists (it looks like we’re both fans of [Louis Futon](https://soundcloud.com/louisfuton) – I just saw him at Made In America!). While the SC community is amazing, the app is not. Far from it. I know that [an increasing number of people](https://www.digitalmusicnews.com/2017/08/15/soundcloud-traffic-plunge-100-million/) are ditching our beloved community for other platforms like Spotify and Apple Music.

**I want to help you change that!**

As a start, I tore down the SoundCloud app and redesigned it from scratch based on three hypotheses:

1. Music streaming and discovery is a very social activity  
2. Making playlists is crucial to one’s listening experience  
3. Discovering new music must be convenient

I performed some extensive market research and surveyed current users to create user personas/avatars to highlight frustrations and desires:

Next, I used that feedback to mock up and test against my hypotheses with those same users. I refined the design until we had something that boosted satisfaction levels 30% over the previous design:

I chronicled the entire process along with the data I collected from my research, the hypotheses I tested, and the iterative process to arrive at a SoundCloud app design that people will love in this post: [My Friends Hate SoundCloud iOS So I Redesigned It For Them.](https://medium.freecodecamp.org/my-friends-hate-soundcloud-ios-so-i-redesigned-it-for-them-d3038cdd020b)

I noticed that you all have an opening on the User Experience team. If you have a few minutes, I’d love to chat about how we can partner together to make SoundCloud the best music app available today 🙂

Best,

Kelley

PS – I also sent a separate note to Jenn, Kiki, & Tom about this!

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