

# DEB KAPLAN TONG

## Contact

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## Cover Letter

Hi Round Feather Team!

I'm excited to learn more about your Junior Design Researcher position. When I saw that your team's goal is to understand people's emotions and how they interact with branded products and services, I could not stop smiling.

I've been in the product design industry for 12+ years. Most recently, I worked at Nike in color research + design, using consumer and trend research to inform innovative product. Through my research work I designed product which sold over \$100M and greatly grew my teams business in the China marketplace.

The opportunity at your company to do emotion driven research and put customer needs at the focal point of innovation is exactly what I'm looking for next.

I am a natural connector and collaborator. My goal is to understand the clients/users I'm working with on a deep empathetic level and understand their point of view so that the best and most informed results can be designed. I love to present these findings back to my team members with story-telling, visual tools and often a sense of humor.

I'm looking forward to learning more about the work you do and this role.

Best,

Deb Kaplan Tong

## To

Round Feather  
Recruitment Team