

Cover Letter

Dear Strike Picture Team,

As a multidisciplinary Digital Designer with a strong passion for cinema, I have recently discovered and come to admire your commitment to producing innovative and compassionate films. Your dedication to authenticity is evident in your diverse body of work, spanning commercial storytelling and narrative projects such as Do I Know You From? I am therefore writing to express my enthusiasm for applying my Digital Design and Marketing expertise to enhance your visual identity and strengthen Strike Pictures' digital presence in support of your upcoming projects.

I am personally drawn to Strike Pictures' mission of creating safe spaces and advocating for underrepresented voices. As a designer and marketer, I share your belief in the power of visual communication to promote equity and inclusion. I am eager to apply my expertise to help your company shape compelling narratives and ensure they effectively reach your audiences through professional and creative solutions.

I am especially grateful to your team member and my professor, Lance Blakney, for his guidance and encouragement in the MAAC3101 course, which has significantly strengthened my skills. Through his mentorship, I have developed a portfolio that demonstrates proficiency in branding, critique, animation, and skill development. Additionally, I have expanded my brand, Xyra Studios, to showcase expertise in web design, videography, graphic design, 3D modelling, and digital marketing. These skills have been built over time through freelance work and collaborations with start-up agencies. I am enthusiastic about the opportunity to continue my professional growth with your team.

Thank you, Daniil Kurchatkin - Xyra Studios



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