

# CAMILA VELLOSO

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College of Information Studies  
4161 Fieldhouse Drive  
College Park, MD 20742

Dear Ms. Kendig,

I initially decided to pursue a master's degree in journalism because of my lifelong love of writing and storytelling. But shortly after starting the program, and to my own surprise, I became fascinated with coding and web design and how news organizations use these tools to more effectively deliver news to audiences.

Web design and coding have become an outlet for my creativity and passion for problem-solving. I consider building my own online portfolio using HTML, CSS and JavaScript code one of the most rewarding things I've accomplished. I'm constantly trying to enhance my skills, often spending hours online searching for new coding challenges and solutions.

This past semester, I took a course that focused on the principles of user-experience (UX) design and interactive multimedia storytelling. I developed a mobile application by identifying a problem I wanted to solve and people who would benefit from the product. In creating wireframes and prototyping on Adobe Creative Cloud applications, I learned about the nexus of functionality, aesthetics and user experience and the importance of being adaptive.

Over the summer, I'm working as a web designer and developer for "Bitter Cold," an investigation by Merrill College's Capital News Service into the impact of climate change on public health in Baltimore. In this role, I've been using Adobe Photoshop and XD to design an original webpage to host the project. I will subsequently begin to build the webpage using HTML, CSS, JavaScript and Bootstrap, and contribute to the production of graphics and web interactives to accompany the team's reporting. I also expect to learn different web analytic tools and content management systems like Drupal.

Since March, I've also been doing editorial work for the Town of Riverdale Park as a freelance reporter, using my background in researching and interviewing sources to write interesting stories about local businesses and residents. I am eager to use these tools to help enhance the editorial content and advance the communications strategies of the iConsultancy program.

I look forward to approaching this graduate assistantship with the same curiosity and passion I apply to my other projects. Thank you for your attention and consideration.

Sincerely,



Camila Velloso