Activity Exemplar: Draft an elevator pitch

⭐ Exemplar

This exemplar is a completed version of the activity we asked you to do earlier in the exercise. We have provided an exemplar so that you can compare your own work with an example that meets all the criteria. We also include an explanation of how the example fulfills the expectations for the activity that we outlined. You can also click this link to view the exemplar ↗.

ELEVATOR PITCH

I'm Carlos, and I'm a user experience (UX) designer with experience in interaction design and research gained through two externships with small and medium-sized organizations.

Through my work with Company X, I've helped organizations to improve the user experience tied to their products through planning and conducting usability studies, creating sitemaps and wireframes, and helping to improve the information architecture of the company's website.

I love being able to use research and interaction design insights to improve the experiences of all types of users.

Company Y's mission is to create a user experience for their products that focuses on equity, diversity and inclusion. As a current user of Company Y's products and a junior-level designer, this really appeals to me.

🔍 Assessment of exemplar

Here's how we created the draft of our elevator pitch.

Step 1: We downloaded and opened the elevator pitch template.

Step 2: We created one-sentence statements for each section of the elevator pitch:

1. Who I am
2. What I bring
3. Why I love the work
4. Why I'm interested

Now compare your elevator pitch to the matching exemplar above.

Did you complete all four sections of the elevator pitch, with:

- An intro that includes info about your personal and professional background?
- A "pitch," describing what you can bring to the organization or job opportunity based on past experience?
- A brief statement about your passion for the future job?
- A final section that connects your interest in the job to the vision or mission of the organization?

Did you write only one sentence for each section?

What did you do well? Where can you improve? Take this feedback with you as you continue to progress through the course.

Mark as completed