***In the past 3 to 4 years, what experience(s) have you had (inside or outside of the classroom) related to your selected first-choice major or academic interest?\* (max 150)***

Ever since I got my iPad in the 8th grade, I’ve had my heart set on pursuing a career in graphic design. During the pandemic, I interned at a local [brief description] startup, SKITCHEN, where I was given the opportunity to design their product packaging. Consequently, I got to experience the end-to-end design process, from planning and producing my designs to having them printed out and displayed on the shelves of one of the biggest premium grocery stores in Indonesia.

Following the internship, I launched my own project: ALLINCUBATOR. Through ALLINCUBATOR, I aimed to help students start their own personal projects by creating and designing their publication materials on a common platform, thus allowing students to support each other’s projects. Upon my project's success, ALLINCUBATOR got adopted by a local education start-up, allowing the project to rapidly gain more exposure while I still had involvement in day-to-day operations.

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***How does your selected first-choice major relate to your future career goals?\* (max 150)***

When interning in SKITCHEN, I took notice of the fact that it was difficult for startups to gain exposure. This is in fact one of the main reasons startups fail.This is why I plan to bring ALLINCUBATOR into the working world by, this time, helping startup companies instead.

As a Graphic Design major at University of Illinois at Urbana-Champaign, I plan to expand my knowledge of the design world in order to be able to produce more professional designs.

Through the new skills I will have acquired in UIUC, I plan to use my designs to help startup companies better advertise and market their companies, in order to gain more exposure. I want to be able to help those companies fighting against the 90% failure statistic and help increase Indonesian start-up companies’ success rate, improve employment rate, increase the country’s GDP, and thus contribute to improving Indonesia’s economy.