*How will opportunities at Purdue support your interests, both in and out of the classroom? (Respond in 100 words or fewer.)*

Design and basketball are a big part of my life. Although they don’t have very much in common, they complement each other forming a balance in my life. I have two goals in life: to express myself through my design work and to keep connected with other people through basketball, and Purdue can support both. Purdue’s American Institute of Graphic Arts Organization would enable me to build  my courage to exchange creative, artistic ideas and design skills as I would be surrounded by a diversity of  students with the same passion. Moreover, Purdue’s Intramural basketball team and facilities would enable me to play basketball to my heart's content and simultaneously be a part of a community that I feel most comfortable in.

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*Briefly discuss your reasons for pursuing the major you have selected. (Respond in 100 words or fewer.)*

The ability to design is a superpower. It is the visual language that can influence people and the decisions they make everyday. I realized that something as simple as a colourful and well designed poster can get people to buy certain products. If design had the power to do that, what else could be possible? I want to study graphic design because I want this superpower: the power to influence and impact people and their decisions. I aspire to leave my mark in this world and I want to do so by making a positive impact through the designs I make.

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*Please briefly elaborate on one of your extracurricular activities or work experiences. (250 words)*

My first ever job was as an intern in a local startup company: Skitchen. They had just recently started producing and selling cast iron cookware online and they had planned on starting to sell in local offline stores as well. They tasked me with designing the packaging for their two most popular products: the Denver Dutch Oven and the Stockholm Skillet. Before then, I had never had the chance to produce designs in a professional environment. Therefore, it felt new and thrilling. I got the chance to go through the whole design process from planning my designs to actually making it and then having it be printed out and used as their retail packaging in one of the biggest premium grocery stores in Indonesia. Through this internship, I learned not only how to effectively brainstorm for ideas but also how to present/pitch said ideas. I gained additional communication skills which I had severely lacked before and I learned how to work with people in order to achieve the best results. At the end of the day, the work was always fun and this internship ensured me that I did want to work as a graphic designer in the future.