***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 cookware 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 design-related 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)***

About 90% of startups fail. My goal is to help fix this. I want to be able to help those companies fight against the high failure statistics, improve Indonesia’s employment rate and GDP, and contribute to improving Indonesia’s economy. The lack of effective marketing design and planning, among others, is a huge reason for these high statistics. This is why I plan to launch ALLINCUBATOR into the working world to help these startups. I plan to make use of the various typography and design course works provided in the UIUC, along with the social marketing courses. Through these, I aim to be able to not only master professional design practices, but also have reasonable knowledge regarding traditional marketing principles and techniques in order to be able to apply my design skills into the business world and help the startup companies in Indonesia.